

# UNIFIED PLANNING WORK PROGRAM FY 2025

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MID-AMERICA REGIONAL COUNCIL  
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## PROSPECTUS

### INTRODUCTION

As the designated Metropolitan Planning Organization (MPO) for the Kansas City region, the Mid-America Regional Council (MARC) is responsible under Section 134 of Title 23, United States Code, for carrying out a continuing and comprehensive transportation planning process in cooperation with the States of Kansas and Missouri and the region's public transportation operators. The Infrastructure Investment and Jobs Act (IIJA) is the most recent law establishing federal transportation policy and funding authorizations. Federal regulations implementing transportation policy (23 CFR §450.308) require that:

"(b) Metropolitan transportation planning activities performed with funds provided under title 23 U.S.C. and title 49 U.S.C. Chapter 53 shall be documented in a unified planning work program (UPWP)...

(c) ...each MPO, in cooperation with the State(s) and public transportation operator(s) shall develop a UPWP that includes a discussion of the planning priorities facing the MPA [metropolitan planning area]. The UPWP shall identify work proposed for the next one- or two-year period by major activity and task (including activities that address the planning factors in §450.306(a)), in sufficient detail to indicate who (e.g., MPO, State, public transportation operator, local government, or consultant) will perform the work, the schedule for completing the work, the resulting products, the proposed funding by activity/task, and a summary of the total amounts and sources of Federal and matching funds."

As its name suggests, the UPWP promotes a unified regional approach to transportation planning in order to achieve regional goals and objectives. The UPWP performs three distinct functions: (1) it describes the transportation planning activities MARC and other agencies propose to undertake during 2025 to address regional issues and priorities; (2) it serves to document the proposed expenditures of federal, state and local funds in support of applications for various planning grants; and (3) it provides a management tool for MARC and the funding agencies in scheduling major transportation planning activities, milestones and products. As an example, under the Kansas City region's current air quality status, MARC updates the Metropolitan Transportation Plan on a five-year cycle. The first two years of the cycle focus on follow-up activities identified in the previous plan, updating databases on travel behavior and enhancing technical tools to set the stage for the next update. The third year of the cycle focuses on the development of a policy framework and policy direction for the plan and preparation of demographic and revenue forecasts for the plan period. The fourth and fifth years focus on development of the plan components, including modal elements, project listings, financial capacity analyses, environmental justice analyses, and air quality analyses, and concludes with final public review and agency adoption of the updated plan. Some elements of public outreach and engagement and performance monitoring will be part of each year's activities.

The FY 2025 UPWP has been developed by MARC, with input from local governments, area transit agencies, the Missouri Department of Transportation (MoDOT), the Kansas Department of Transportation (KDOT), the Federal Transit Administration (FTA), and the Federal Highway Administration (FHWA). The document is organized into specific work elements, for which objectives, work activities, products, completion dates and funding sources are identified as appropriate. The 2025 UPWP has been developed in accordance with the Memorandum of Understanding adopted in 2013 and updated in 2018 that identifies the roles and responsibilities of MARC as the MPO, the Kansas and

Missouri Departments of Transportation, the Kansas City Area Transportation Authority, the City of Independence, Johnson County Transit, Unified Government Transit and the Kansas City Streetcar Authority in the metropolitan planning process for the Kansas City region.

## **TRANSPORTATION PLANNING PROCESS**

The Mid-America Regional Council (MARC) began operations as a metropolitan council of governments on January 1, 1972, as a result of a merger between the Mid-America Council of Governments and the Metropolitan Planning Commission. In 1974, the governors of Kansas and Missouri officially designated MARC as the Metropolitan Planning Organization for the Kansas City metropolitan area. MARC is also designated as the regional agency responsible for air quality planning under Section 174 of the Federal Clean Air Act.

The function of MARC is to provide a forum for the presentation and resolution of metropolitan problems and issues by the duly elected officials of general-purpose local governments. The types of problems and issues that are addressed by MARC typically are those that transcend established local government boundaries. Transportation systems, air quality, water and sewer systems, work force, cultural, public safety, homeland security, human service, health care, and housing needs are illustrative examples of regional questions and issues with which MARC is involved.

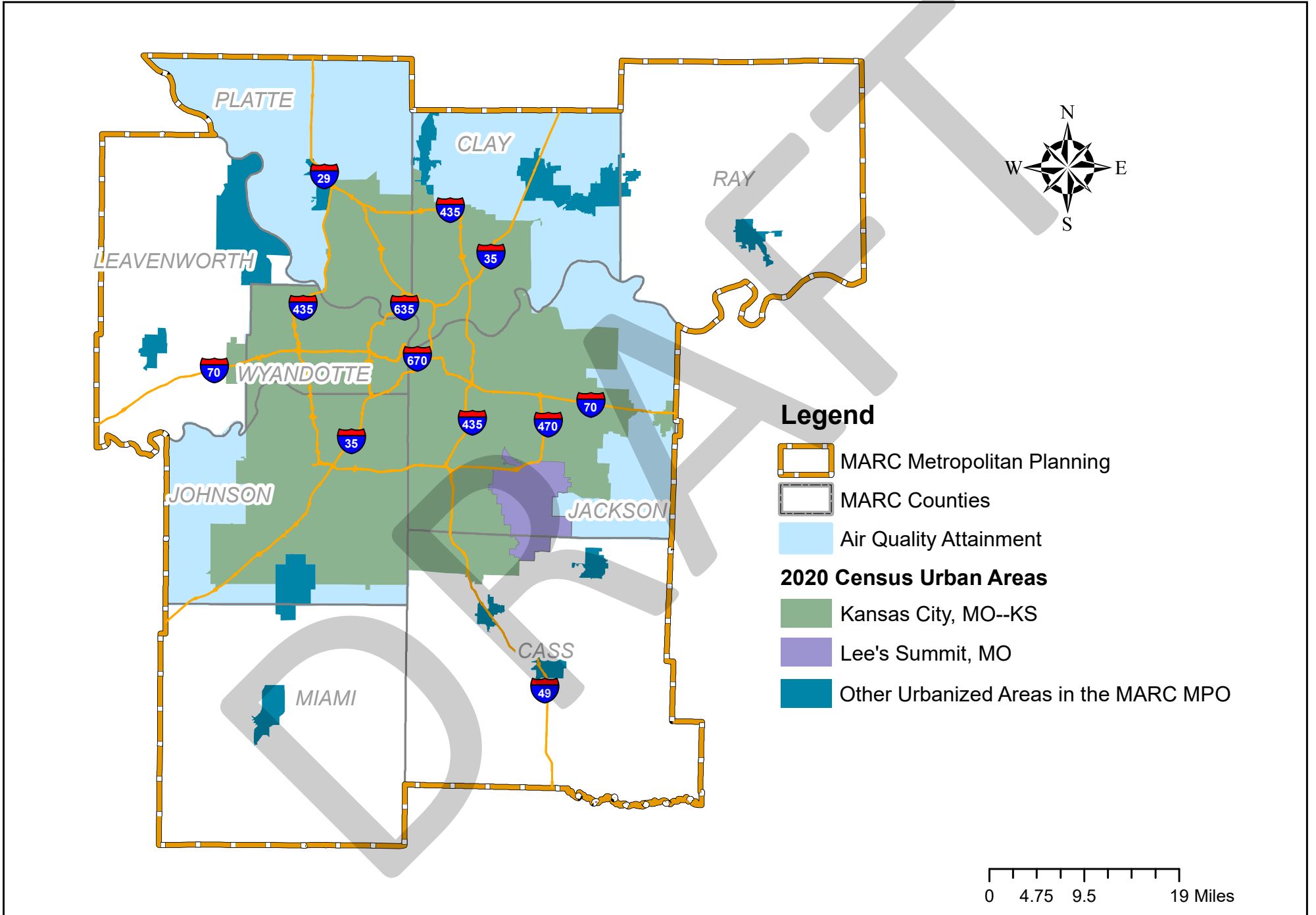
The MARC metropolitan planning organization (MPO) encompasses a population of over 2 million people and consists of the entirety of nine counties: Johnson, Leavenworth, Miami and Wyandotte Counties in Kansas, and Cass, Clay, Jackson, Platte and Ray Counties in Missouri and a small portion of Lafayette County in Missouri. The area covered by the MPO is shown in Figure 1.

The MARC Board of Directors consists of thirty-three elected officials. The nine counties and the six largest cities within the region (Kansas City, Independence and Lee's Summit, Missouri and Kansas City, Overland Park, and Olathe, Kansas) have direct board representation. The smaller cities are represented on the Board by their counties or by local elected officials selected at the county level.

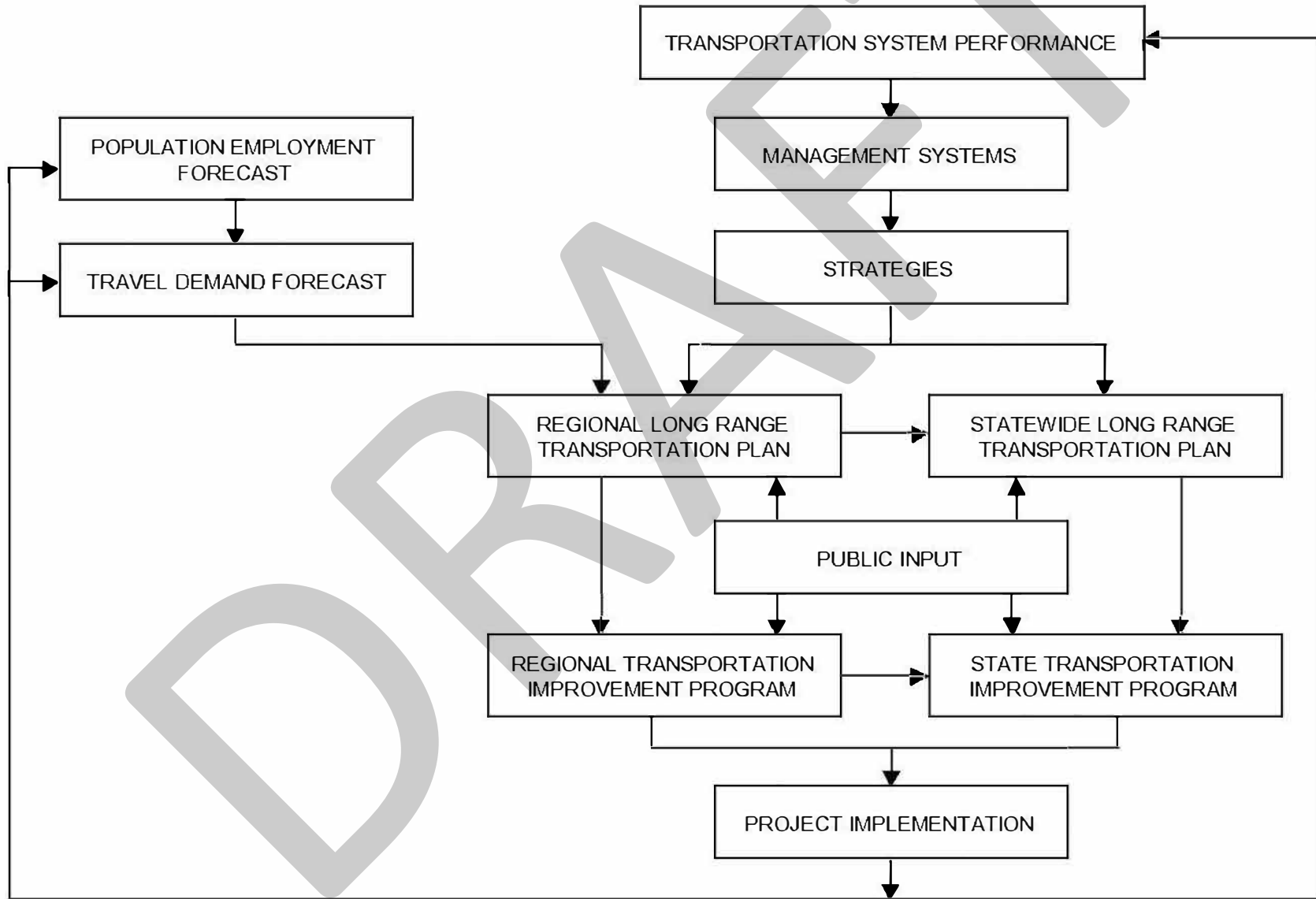
The Kansas City region's transportation planning process is shown conceptually in Figure 2. The process is an ongoing, evolving process involving many iterations and refinements over time. The first major step in the process is the development and adoption of the Metropolitan Transportation Plan (MTP). Contributing to the MTP are the outputs of the congestion management process, as well as other management systems and performance monitoring activities. Projections of regional land use, population and employment provide another key input to the MTP, since they determine to a considerable extent the future transportation needs of the region. The process also involves an extensive public engagement effort to identify community issues, concerns and priorities. MARC's MTP is project specific (for regionally significant projects) and financially constrained.

The MTP provides the basis for development of the Transportation Improvement Program (TIP), which is a financially constrained list of projects to be funded and implemented over the next five years. The TIP must be consistent with the MTP. After approval by MARC, the TIP is approved by the Governors, or their designees, of both Kansas and Missouri and incorporated into the Statewide Transportation Improvement Program (STIP) for each state.

# MARC Regional Boundaries



### Figure 2 – Transportation Planning Process



The region's current air quality status does not require the MTP and TIP to conform to a state implementation plan (SIP) for air quality. However, as standards become more stringent, the potential exists for Kansas City to be designated as nonattainment and significant work is required to be prepared for such a designation. In order to perform required conformity analysis on the MTP and TIP, the newest emissions model (currently MOVES2015) requires ongoing maintenance and data collection to keep all inputs current and relevant. All criteria pollutant ambient air quality standards are required to be reviewed every five years, and although a revised ozone standard was issued in 2015, no determination on MARC's air quality status has been made.

Once projects are included in the current year of the TIP, they may proceed to implementation, which in turn results in changes in system condition, and performance that may be reflected in the management systems and performance monitoring activities. These changes, as well as new land use, population and employment forecasts, require periodic updates to the MTP. Because of the region's current status as an air quality attainment area, MARC updates the MTP on a 5-year cycle. If the region is redesignated to non-attainment for ozone, the MTP will be updated every four years.

The transportation planning process must consider projects and strategies that address the following factors identified in the IJA:

- Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency;
- Increase the safety of the transportation system for motorized and non-motorized users;
- Increase the security of the transportation system for motorized and non-motorized users;
- Increase the accessibility and mobility of people and for freight;
- Protect and enhance the environment, promote energy conservation, improve quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns;
- Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight;
- Promote efficient system management and operation;
- Emphasize the preservation of the existing transportation system.
- Improve the resiliency and reliability of the transportation system and reduce or mitigate stormwater impacts of surface transportation; and
- Enhance travel and tourism

## **Products**

The major products of the transportation planning process, in addition to the UPWP, are the Metropolitan Transportation Plan (MTP) and the Transportation Improvement Program (TIP). Numerous special reports, corridor/subarea studies and analyses on a wide variety of transportation issues are also produced on a regular basis.

Metropolitan Transportation Plan (MTP). The MTP is the centerpiece of the metropolitan transportation planning process, and MARC has developed a number of Metropolitan Transportation Plans since its inception. In June of 2020, MARC approved *ConnectedKC 2050*, the region's current MTP. *ConnectedKC 2050* is built around the vision of a sustainable metropolitan area and promotes the identification of and investment in nodes and corridors of activity. *ConnectedKC 2050* articulates a broad set of region-wide



transportation goals, policies and strategies that address transportation's role in areas such as place-making, public health, and energy use. The plan is financially constrained, reflecting only funding that is currently available or can reasonably be expected to be available during the plan's time frame, and it identifies major transportation investments through the year 2050. The plan also was assessed for and meets environmental justice requirements to ensure equitable investments are planned for the region. In addition, MARC advanced strategies reflected in the Clean Air Action Plan and incorporated these into MTP policies, goals and strategies. The MTP must be completely updated at least every five years but may be revised more frequently if necessary. The next major update of the MTP will be completed in 2025.

Transportation Improvement Program (TIP). The TIP is a prioritized list of transportation projects proposed for implementation during the next five years. Projects included in the TIP must be consistent with the MTP, and are submitted for consideration by local government agencies, state transportation agencies, local transit operators or by MARC. The TIP must cover at least four years, although MARC produces a five-year TIP and processes amendments on a quarterly cycle. The TIP is financially constrained in each year of the program, meaning that the funding identified for transportation projects in a given year cannot exceed the amount reasonably expected to be available to the region under existing federal, state and local programs. MARC also assesses the TIP for environmental justice considerations. Prior to adoption of the TIP, MARC provides an opportunity for public review and comment. No regionally significant project, regardless of funding source, or any project utilizing federal transportation funds may proceed to implementation unless it is included in the TIP. The TIP must be completely updated every four years, based on the last date of approval by the Federal Highway Administration and the Federal Transit Administration. MARC currently updates the TIP under a two-year cycle, and the 2024-2028 TIP was completed in 2023.

### **Advisory Committees**

MARC maintains several advisory committees to provide input on a wide variety of issues, including transportation. The major committees involved in the transportation planning process are described below (see Figure 3):

Total Transportation Policy Committee (TTPC). TTPC provides policy-level input to the Board of Directors on significant transportation issues, programs and projects, and serves as the primary focal point for MARC's overall transportation planning program. Membership on the TTPC includes elected officials and staff representatives from local counties and municipalities, as well as representatives from the Kansas City Area Transportation Authority, the Kansas Department of Transportation (KDOT), the Missouri Department of Transportation (MoDOT), and non-voting representatives from the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA).

Air Quality Forum (AQF). AQF provides policy input on MARC's air quality programs, including transportation-related issues such as conformity procedures, mobile source inventories, and transportation control measures. The AQF plays a lead role in the development of the region's air quality strategy, including the Kansas City portion of the state implementation plan (SIP) for air quality. Membership includes representatives from local governments, the Missouri Department of Natural Resources, the Kansas Department of Health and Environment, the Missouri Department of Transportation, the Kansas Department of Transportation, and other related stakeholders.

**Timeline for updating required MPO plans and documents**

	2025				2026				2027				2028				2029				2030			
	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04	01	02	03	04
<b>Metropolitan Transportation Plan</b> Update required June 2025	█	█											█	█	█	█	█	█	█	█	█	█	█	█
<b>Transportation Improvement Program</b> Approved biannually in October			█	█							█	█							█	█				
<b>Unified Planning Work Program</b> Approved annually in November		█	█	█		█	█	█		█	█	█		█	█	█		█	█	█		█	█	█
<b>Coordinated Public Transit - Human Services Transportation Plan</b> Update required June 2025	█	█	█	█																	█	█	█	█
<b>Title VI of the Civil Rights Act of 1964 Manual</b> Update required December 2028		█	█	█										█	█	█								
<b>Limited English Proficiency Plan</b> Update required December 2028		█	█	█										█	█	█								
<b>Disadvantaged Business Enterprise Program</b> Update required September 2027											█	█											█	█
<b>Public Participation Plan</b> Update required December 2026						█	█	█										█	█	█				

Climate and Environment Council (CEC). The CEC is a collaborative, action-oriented committee that will guide the implementation of the Kansas City Regional Climate Action Plan. This committee is jointly supported by MARC and Climate Action KC.

Sustainable Places Policy Committee (SPPC). The SPPC provides leadership and policy advice to the MARC Board of Directors in regional sustainable development. Under the guidance of the SPPC, MARC works with local communities to update and implement land-use strategies that support transportation, equity, environment, and conservation principles.

Modal Committees. A series of modal committees report to the TTPC, each one corresponding with a particular mode or type of transportation. The modal committees include the Aviation Committee, Bicycle/Pedestrian Advisory Committee, Destination: Safe Coalition, Goods Movement Committee, Highway Committee, and the Regional Transit Technical Team . Membership on the modal committees is a mixture of elected officials, local government staff members, state and federal officials, and representatives from various community groups.

Programming Committees. Several committees provide guidance in the programming of federal transportation funds. The structure and roles of some of these committees changed in 2013 in response to changes in funding programs in MAP-21.

- Two STP Priorities Committees, one each for Kansas and Missouri, are composed of local government staff members and state DOT representatives. The committees play a leading role in prioritizing Metropolitan Surface Transportation Block Grant Program (STBGM) for inclusion in

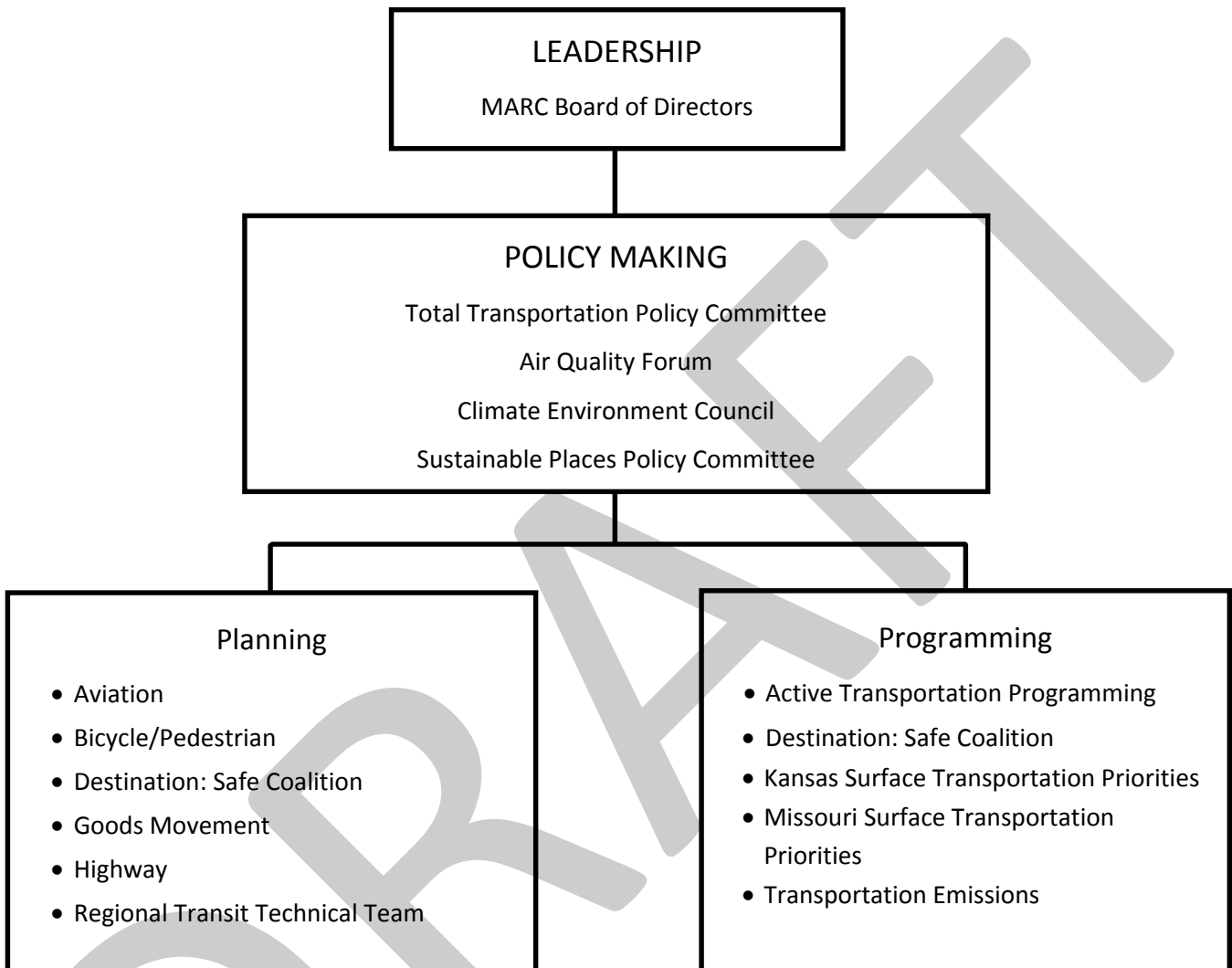
the MTP and the TIP. Separate committees are maintained for each state since the federal funds are apportioned at the state level and must be spent within that state.

- The Active Transportation Programming Committee provides project funding and program management recommendations for the Transportation Alternatives Program. The committee includes local and state representatives familiar with best practices for the planning and design of facilities for biking and walking; safety for non-drivers; environmental mitigation; vegetation management; historic preservation and transportation aesthetics.
- The Transportation Emissions Committee provides project funding and program management recommendations for the Congestion Mitigation and Air Quality (CMAQ) and Carbon Reduction Program (CRP). The committee includes local and state representatives familiar with transportation emissions reduction and congestion management.
- The Destination Safe Coalition is a collaborative effort involving representatives from law enforcement, public works, safety education, academia, and public health that determine regional transportation safety priority areas. The Coalition recommends regional projects through Missouri's Blueprint for Safer Roadways and the Kansas Section 402 Program.

Technical Forecast Committee. The Technical Forecast Committee is a standing committee composed of local government representatives in the fields of planning, public works and community development, as well as community/private sector representatives. The committee provides technical support in developing regional demographic forecasts, strategies and policy evaluation.

Ad Hoc Committees. A number of ad hoc committees have been created from time to time by MARC or other organizations within the metropolitan area to provide input on various transportation issues or help develop components of the Metropolitan Transportation Plan. An example of an ad hoc committee would be the Linking Environmental and Transportation Planning Advisory Group.

# MARC Transportation/Air Quality Committee Structure



## **Public Involvement**

MARC's Public Participation Plan was updated in 2023. The Public Participation Plan describes MARC's objectives in conducting public engagement activities, explains how public participation processes will be conducted in conjunction with major products, and identifies a set of techniques and strategies that MARC will draw from in developing specific public engagement activities/processes, including visualization techniques. The Plan also specifically addresses considerations for traditionally underserved populations to ensure that minority and low-income persons are included in MARC's planning and public engagement activities.

## **Agency Roles and Responsibilities**

As the Metropolitan Planning Organization (MPO) and the designated air quality planning agency for the region, MARC has the lead responsibility to ensure that the transportation planning process is being carried out in accordance with federal and state regulations. Several other partner agencies play key roles in the transportation planning process, as discussed below.

State DOTs. MARC works cooperatively with the Missouri Department of Transportation (MoDOT) and the Kansas Department of Transportation (KDOT) in carrying out all of its transportation planning activities. State representatives serve on the Total Transportation Policy Committee, as well as the various modal and programming committees. Both state DOTs have planning offices with personnel designated as liaisons for metropolitan planning and programming.

State DOTs are responsible for a number of activities that affect the metropolitan planning process. They are charged with the development of Statewide Long-Range Transportation Plans, which are to reflect the Metropolitan Transportation Plan developed by MARC. Each state DOT also develops a statewide transportation improvement program (STIP), which must embody the TIP developed by MARC for the Kansas City metropolitan area. Accordingly, both state DOTs participate actively in the process by which projects are prioritized and included in the region's TIP.

The state DOTs also serve as additional linkages between MARC and federal transportation agencies (i.e., the Federal Highway Administration (FHWA), the Federal Transit Administration (FTA) and the Federal Aviation Administration (FAA). While MARC has direct contact with these agencies, some communications with federal agencies, particularly those involving formal federal actions, are channeled through the state DOTs. The state DOTs also provide grant oversight of MARC's federal planning funds.

State Air Quality Agencies. The Missouri Department of Natural Resources (MDNR) and the Kansas Department of Health and Environment (KDHE) have overall responsibility for compliance with the Clean Air Act, including development and adoption of state implementation plans (SIPs). Both agencies have formally designated MARC as the lead planning agency for air quality in the Kansas City metropolitan area. As a result, MARC plays a lead role in developing mobile and stationary source emissions inventories, identifying and analyzing potential air quality strategies, and drafting SIP revisions for the region. These products are then submitted to MDNR and KDHE for review and approval. Both state air quality agencies serve on MARC's Air Quality Forum.

Public Transit Agencies. The bistate Kansas City Area Transportation Authority (KCATA) is the largest provider of public transportation in the Kansas City metropolitan area. In addition, three local governments provide substantial public transportation services: Johnson County, Kan., operates Johnson

County Transit; the city of Independence, Mo., operates IndeBus; and the Unified Government of Kansas City, Kan., and Wyandotte County operates Unified Government Transit/UGT.

The KCATA operates several of the Unified Government Transit routes directly. Further, KCATA provides contract management and planning services for both the Unified Government and the City of Independence transit.

A fifth transit operator, the Kansas City Streetcar Authority, began streetcar service in downtown Kansas City, Mo. in 2016. These five transit agencies submit projects to MARC for inclusion in the TIP and carry out many of the transit-related planning activities contained in the Unified Planning Work Program.

## **MAJOR TRANSPORTATION PLANNING INITIATIVES**

The work elements identified in the UPWP are intended to assist the region in informing, refining, enhancing, or implementing elements of the MTP. Appendix A reflects how work elements relate to the MTP's goals and objectives. The following is a brief discussion of the major transportation planning initiatives that are reflected in the 2025 UPWP.

- Respond to planning provisions in the IJJA – Tasks 1.1, 2.2, 3.5, 3.9, 4.1, and 5.5
- Continuation of the *Connected KC 2050 Update* – Task 2.2
- Development of the *2026-2030 Transportation Improvement Program* – Task 4.1
- Economic, Demographic and Travel Demand Forecasting – Tasks 2.1 and 3.1
- Performance Measures and Targets – Tasks 2.2, 3.9, and 4.1
- Regional Active Transportation Planning – Task 3.4 and 3.5
- Regional Freight Plan Completion – Task 5.10
- Development of a regional activity based travel demand model– Task 3.1
- Smart Moves Transit Plan update– Task 3.5

**FFY 2025 UNIFIED PLANNING WORK PROGRAM  
MID-AMERICA REGIONAL COUNCIL  
WORK ELEMENT/TASK DESCRIPTIONS**

**1.0 Program Support and Administration**

**1.1 Transportation Administration – Lead Agency: MARC**

Objectives

- To provide overall management of MARC's transportation planning program and ensure compliance with applicable federal and state requirements.
- To administer all applicable federal funding and activities in a prudent and lawful manner.
- To ensure that all grants and contracts are administered to allow timely completion of scheduled activities and products.
- To support the various transportation and related committees and ensure communications among and between the committees.
- To manage and develop staff contributing to transportation planning activities.

Background/Previous Work

MARC has managed the metropolitan transportation planning process in compliance with applicable federal and state requirements since being designated as the MPO in 1974. The region's transportation planning process was reviewed in 2021 and certified as to its compliance with all applicable laws and regulations, in accordance with federal transportation planning requirements.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Committee Support.* Support MARC's transportation policy, planning, programming and special committees with agendas, meeting logistics, maintenance of membership and miscellaneous communications (monthly).
2. *ACTIVITY: Legislative Tracking.* Monitor state/federal legislative activities related to transportation programs and modify/update MARC policy positions; respond to new regulations issued to implement new legislation (as needed).
3. *ACTIVITY: Personnel.* Complete annual staff evaluations (Dec); Conduct staff recruitments (as needed); Staff development and training (monthly), which could include training on the MPO process and products, modal planning, performance measurement, operations, and management, connected and autonomous vehicles, linkages between transportation and related planning topics, and functional skills related to data, software, management, fiscal processes, facilitation, communication, and customer service.
4. *ACTIVITY: Procurement.* Conduct third party contract procurement and provide pre- and post-award contract administration (as needed).
5. *ACTIVITY: On-Call Planning Consultant:* Conduct procurement process and select on-call planning consultants which may be accessed in support of miscellaneous planning tasks (June)
6. *ACTIVITY: Operations.* Support operating expenses (training, meeting expenses, advertising, travel, supplies, etc.) to conduct the metropolitan planning process (monthly).
7. *ACTIVITY: DBE.* Implement all aspects of the DBE program ensuring MARC is compliant with 49 CFR part 26 (ongoing)
8. *ACTIVITY: UPWP Invoicing.* Monitor the preparation and submittal of invoices to state

- departments of transportation (monthly).
9. *ACTIVITY: Title VI/LEP Program.* Maintain the Title VI and Limited English Proficiency plans (ongoing).
  10. *ACTIVITY: Federal Certification Review.* Complete the federal MPO certification review as required under federal regulations (Dec).
  11. *PRODUCT: UPWP and Progress Reports.* Prepare annual Unified Planning Work Program and Budget (Oct); Prepare Quarterly UPWP progress reports (April, July, Oct); Prepare prior year Annual Progress Report per 23 CFR 420.117(b) (Mar).
  12. *PRODUCT: DBE and Title VI Reports.* Participate in training, monitor regulation, and prepare reports, including the DBE and Title VI triennial program updates, that document DBE and Title VI activities. DBE biannual report (ongoing, KDOT/MoDOT Title VI report due Sept).

## 1.2 Public Participation – Lead Agency: MARC

### Objectives

- To gain meaningful input into the transportation and related planning processes from people with diverse knowledge and ideas, including those traditionally underserved by transportation and those who have not traditionally participated in the planning process.
- To provide opportunities for convenient public access, review and comment on regional planning and programming documents, as well as the data and forecasts on which they are based.
- To incorporate public input into plans, programs, and other products of the metropolitan planning process.
- To document official actions (review, approval, adoption, and amendments) of transportation and air quality planning processes and related public review, as well as special studies and other projects that could result in significant changes to these processes.
- To comply with federal public participation requirements.

### Background/Previous Work

MARC's public participation procedures call for early and continuous consultation with community stakeholders and the public. MARC uses tools like the MARC's website, social media channels, and email newsletters to provide information and announce opportunities for input to MARC's planning efforts.

Public meetings are also integral to this process.

MARC's public participation activities are carried out through a Public Participation Plan that outlines strategies to increase the effectiveness of MARC's current public involvement activities, particularly with reaching traditionally underserved populations, and notes that ongoing investigation of best practices will be used to make sure the full range of public engagement activities is considered for each project. MARC most recently updated the Public Participation Plan in 2023.

### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Engagement.* Actively engage public and private community stakeholders, the public and the media as outlined in the Public Participation Plan (monthly); evaluate effectiveness(Dec).
2. *ACTIVITY: Formal Public Review and Comment.* Provide information for public review and



comment, document public input and agency response, and provide to decision makers (TIP: Jan, April, July, Oct; UPWP: Oct; other: as needed).

3. *ACTIVITY: Publications/Documents.* Develop issue-specific fact sheets and presentations (as needed); design written reports for publication (as needed); distribute the “Guide to the Transportation Planning Process” (ongoing).
4. *ACTIVITY: Speaking engagements.* Provide subject matter experts and materials for presentation when requested by partners and other organizations. This includes presentations related to MARC’s own outreach efforts (as needed).
5. *PRODUCT: Calendar and Announcements.* Maintain transportation-related meetings and events on public online calendars (monthly). Create HTML invitations to advertise transportation events (as needed).
6. *PRODUCT: Website news articles.* Post news articles to marc.org (as needed).
7. *PRODUCT: Digital Media and Communication.* Develop and maintain digital media content and web- based communication tools, such as web sites, web pages, social media accounts, email blasts etc., for public engagement, general communications, plans and programs, and their related products (ongoing).

**2025 Budget for Program Support and Administration**

1.1	Transportation Administration	\$624,750
1.2	Public Participation	\$260,000
<b>Total</b>		<b>\$884,750</b>

**2.0 LONG-RANGE PLANNING**

**2.1 Land Use, Demographic and Comprehensive Planning – Lead Agency: MARC**

Objectives

- To support a planning process that engages community stakeholders and the public in dialogue about regional goals and objectives, along with how best to achieve them through the integration of the region’s transportation investments, land use decisions and environmental conservation efforts.
- To promote local and regional land use, community development, and economic development policies consistent with the goals and objectives adopted by the MARC Board and included in the Metropolitan Transportation Plan.
- To maintain and improve the social, economic, demographic, geographic, and land use data systems that facilitate the above and is necessary to conduct metropolitan transportation planning.
- To communicate development changes and their implications to elected officials, business leaders, civic groups, community organizations, and city, county, and staff agency personnel.
- To promote Sustainable Places and Transit-Supportive Development principles through dialogue, presentations, analysis of data and practices, maintenance of the MARC website, and development of tools to assist local communities.
- To encourage sustainable development and greater housing choices in the metropolitan area, reducing travel demand.
- To support the integration of housing planning within transportation planning work through coordination with regional stakeholders and other housing policy professionals.
- To support community design and transportation and mobility options that

support improved public health.

- To support local officials and others working together to address climate change and broader goals of sustainability to advance the vision of the Kansas City area becoming America's Green Region.

### Background/Previous Work

In June 2020, the MARC Board and MARC committees adopted Connected KC 2050, the updated metropolitan transportation plan. It continues the pursuit of concentrated development along activity centers and corridors throughout the region. The update included current population growth projections, current budget projections, and refined regional transportation projects through 2050.

Connected KC 2050 supports specific policy direction related to regional growth and development and outlines a clear direction towards developing integrated land use, transportation, and environmental strategies as a mechanism to pursue a more sustainable future. The Sustainable Places Policy Committee, a MARC Board created policy level committee, continues the work started under Creating Sustainable Places in conjunction with its role is to advise the MARC Board regarding regional development and changing demographics.

The development of detailed strategies and forecasts rests upon a host of data sets, analytical capabilities, and public engagement capacities that must be continually maintained, often as a joint effort between MARC and its member local governments or partner organizations. These include (list is not exhaustive):

### Data

- Aerial orthoimagery, flown metro-wide every 2 years by MARC on behalf of the region's cities and counties to provide the basis for geographically accurate local land use data.
- Parcel-level land use file, maintained by counties and integrated by MARC, to provide current land use, and additional attributes such as square feet, year built and value.
- Planned land use, maintained by cities and counties, and integrated by MARC to represent the collective future imagined by area local governments.
- Street centerlines, names, and addresses, as well as address points, maintained by cities and counties and integrated by MARC to accurately geocode buildings and employers to Transportation Analysis Zones (TAZ) and other geographic areas.
- Social, economic, and demographic data, maintained by a wide variety of federal, state, and local agencies, as licensed from private sources, and aggregated by MARC to monitor changing trends by location or characteristic.
- MetroGreen, the regional trails and greenway plan.
- Natural Resources Inventory, NRI land cover data that classifies land cover into four classifications: impervious, barren, vegetated, and water. A variety of sub-classifications exist for the impervious and vegetated cover which offer enhanced ecosystem understanding.<sup>1</sup>

### Analytical Capabilities

- Geographic Information Systems to maintain, integrate, and analyze the geographically based data sets above.
- Statistical analysis software to analyze the above data sets and to estimate the parameters on various models.
- Modeling and visualization software to help translate

technical data inputs into meaningful measures (greenhouse gas emissions, energy consumption, etc.), and to visually display data for improved understanding and public awareness.

### Public Engagement Capacities

- Data on MARC's web site through <https://www.marc.org/data-and-maps> ., MARC supports KC Rising's Data and Analytics Resource Team (DART), providing technical assistance to aid the design of the metric system for tracking social and economic progress, update the metrics annually, and present the metrics to area elected officials, business, and community leaders. MARC also supports the KC Rising Housing, Traded Sectors and Grants Workgroups.
- MARC hosts a regional planners' roundtable, which generally meets quarterly as a forum for local planners to discuss common issues of concern and to learn about bestpractices.<sup>1</sup>
- MARC convenes a "Planning Director's Luncheon" as a forum for sharing of expertise, best practices, and provide updates on important planning, development, and other local activities.<sup>1</sup>
- MARC's KC Communities for All Ages works to facilitate aging in place and aging in community for the region's senior community. This regional initiative furthers conversation about land use and transportation that creates communities that welcome all ages.<sup>1</sup>
- MARC continues the First Suburbs Coalition, which addresses neighborhoods, commercial areas, and infrastructure issues and policies to promote sustainable communities and healthy environments.<sup>1</sup>
- MARC facilitates a gathering of local GIS professionals (KC Metro GIS), including representatives from state and local government, to share expertise and collaborate on data development and sharing opportunities.<sup>1</sup>
- MARC coordinates periodic meetings of data professionals working in cities, non-profits, and public health agencies to discuss the development of data and tools that help keep policy makers abreast of key trends and performance metrics.

### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Technical Analysis.* Maintain, update, and improve data sets, analytical capabilities and public engagement capacities as described above, as well as active committees overseeing them (ongoing).
2. *ACTIVITY: Data – Parcel Land Use.* Update parcel data from county assessors annually for use in UrbanSim and other analyses (ongoing).
3. *ACTIVITY: American Community Survey (ACS), Population Estimates Program (PEP) and 2030 Census data.* Prepare databases to absorb the data, download the latest data as it becomes available, and make extracts accessible to local governments and residents via MARC's website. (ongoing).
4. *ACTIVITY: 2026 Aerial Project.* In partnership with area local governments, solicit proposals and *prepare for 2026* aerial project. Continue to produce digital orthophotography for participating jurisdictions from 2024 aerial project. (*ongoing*).
5. *ACTIVITY: Planning Tools.* Continue to help local governments incorporate into their own planning and development processes the tools developed in the Creating Sustainable Places program and the Natural Resources Inventory. Participate in the National Consortium for Scenario Planning to keep abreast of best practices and aid the tool development (ongoing).
6. *ACTIVITY: Economic and Workforce Indicators.* To develop and support critical land use inputs into the travel demand forecasting models, MARC will develop and maintain a series

of economic and workforce indicators in support of improved integrated planning. MARC will publish data and reports describing and analyzing the region's economy and workforce on its website (ongoing).

7. *ACTIVITY: Update KC Rising Metrics.* Support KC Rising, the community's civic collaborative focused on improving regional economic prosperity, by leading its Data and Analytics Resource Team (DART) and assisting with the annual preparation and release of metrics describing the competitiveness and inclusiveness of the region's economy. (ongoing).
8. *ACTIVITY: Equity Indices for Transportation.* Continue to improve MARC's ability to understand, explain and visualize disparities in economic outcomes and their relationship to disparities in access to resources and opportunities, collecting new data and developing new functionality as needed. (ongoing)
9. *ACTIVITY: Sustainable Places Policy Committee:* The committee meets approximately six times a year to review and recommend policies and actions to the MARC Board regarding the environment, land use and changing demographics. Additionally, the committee provides oversight to the Planning Sustainable Places program. Utilizing the committee's guiding document that was adopted in January 2024, the committee will continue to populate the committee membership per the document's guidance. Through the committee's study of centers and corridors during 2024, it will oversee the process for public engagement regarding the definitions for centers and corridors. (ongoing).
10. *ACTIVITY: Centers and corridors outreach.* Conduct engagement activities to incorporate jurisdictional input in the identification of local centers and corridors for regional planning and prioritization (Oct).
11. *ACTIVITY: Smart Moves 3.0:* Integrate SM3.0 analysis findings into land use, demographic, and comprehensive planning to inform and refine transit-supportive development principles and practices (ongoing).
12. *ACTIVITY: Public Engagement – Data Access:* Maintain an open data strategy and/or platform that allows greater searchability, ease of access, and use of data maintained to support regional planning efforts (ongoing).
13. *ACTIVITY: Data – Employment:* Using data from the University of Wisconsin (Your Economy Time Series), maintain an establishment-level employment file to augment official figures from BLS. (ongoing).
14. *ACTIVITY: Housing Data.* Collect, organize, and make accessible via the MARC website the wide range of data related to housing access, affordability, and quality, especially as it relates to access to jobs and transit for low-income households and households of color (ongoing).
15. *ACTIVITY: Housing Analysis.* Analyze the housing data in relationship to employment, considering cost, characteristics of workers and households, and financial and policy barriers to increasing the supply of housing. Generate reports describing issues related to increasing the availability of workforce housing in more parts of the region at more price points (ongoing).
16. *ACTIVITY: Housing Research.* Research emerging housing policies in other regions of the United States and regional housing activities to further collaboration, funding opportunities, and planning for regional housing needs.
17. *ACTIVITY: Sustainable Land Use Resource:* MARC will continue expanding the online reference resources available for the region. Additional phases for the resource include local project examples, policy examples and associated land use data (ongoing).
18. *PRODUCT: Activity Center Map:* With input from the Technical Forecast Committee and Sustainable Places Policy Committee, continue to refine and update the regional activity center map to reflect the most current data and policy direction (ongoing).

## 2.2 Metropolitan Transportation Plan – Lead Agency: MARC

### Objectives

- To maintain a Metropolitan Transportation Plan (MTP) for the Kansas City Metropolitan Area.
- To integrate the MTP with the statewide long-range plans, funding priorities, and transportation programs developed by KDOT and MoDOT.
- To facilitate continued community dialogue concerning regional development and mobility and transportation goals, policies, strategies, and priorities reflected in the MTP.
- To measure progress related to the goals and performance measurements outlined in the MTP.

### Background/Previous Work

In June 2020, MARC adopted *Connected KC 2050*, the Metropolitan Transportation Plan (MTP) for greater Kansas City, extending the planning horizon out to 2050. The adopted MTP includes a detailed policy framework, an identified regional land use direction supporting regional activity centers (nodes) and corridors, detailed listings of transportation needs, and an underlying population and employment forecast. Development of this plan included a deliberate “Needs Assessment” process, development of an online “story maps” tool, use of social media platforms to engage with the public, and scenario analysis of transportation networks and land use growth scenarios to test sensitivity of our transportation models.

### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Plan Implementation.* Continue the implementation of strategies and policy priorities outlined in *Connected KC 2050* (CKC2050) (ongoing).
2. *ACTIVITY: Training.* Conduct targeted training programs through the Academy for Sustainable Communities supporting *Connected KC 2050* implementation activities and strategies. Topics to be covered may include, but are not limited to, transportation safety, pedestrian and bicycle counting, resilience, and mobility planning (ongoing).
3. *ACTIVITY: Advance Plan Update.* Implement workplan for technical and community engagement processes to update the MTP by June of 2025 (June).
4. *ACTIVITY: Review and evaluate the structure of the MTP database;* make enhancements that improve ability to report, summarize and visualize both spatial and non-spatial data. (ongoing)
5. *PRODUCT: MTP Update.* Complete update of *Connected KC 2050* (June).
6. *PRODUCT: Manage MTP.* Process plan amendments (as needed)

### **2025 Budget for Long Range Planning**

2.1	Land Use, Demographic & Comprehensive Planning	\$574,500
2.2	Metropolitan Transportation Plan	\$294,100
<b>Total</b>		<b>\$868,600</b>

## 3.0 SYSTEM MANAGEMENT

### 3.1 Modeling/Forecasting Activities – Lead Agency: MARC

#### Objectives

- Development and refinement of model methodology and ensure MARC’s state of the art modeling analysis tool to support regional goals and objectives adopted by the MARC Board of Directors.
- Implement advance modeling development in response to priority policy analysis and comprehensive regional planning questions.
- Provide regional travel forecast and modeling analysis to regional partners.

#### Background/Previous Work

An accurate, state-of-the-practice suite of economic, demographic and transportation forecasting models must be maintained to identify needed infrastructure improvements as well as gauge impacts of regional policies and investments. Over the last several years, MARC has improved its in-house modeling capacities. These include:

- A continually enhanced and updated regional economic and demographic model to provide long- range forecasts of metropolitan Kansas City’s total population by age, income, and employment by industry.
- A land use forecasting model that utilizes detailed parcel-level current land use, an aggregation of local land use plans, and calibrated location choice models to provide forecasts of households, population, and employment at the level of census blocks, which are then aggregated to traffic analysis zones (TAZs).
- A GIS-based land use scenario model that also uses current and future land use plans along with financial information on building costs and rents to create and evaluate economically feasible development alternatives in activity centers and corridors.
- An improved and augmented set of advanced four-step travel demand models that explicitly model the regional multi-modal travel forecast. The travel models are built based on the observed behavior of people. That behavior was measured from the results of the MARC household travel survey.

In June 2020, the MARC Board adopted a new set of population, household, and employment forecasts by Census Tract. In 2023 and early 2024, as part of the MTP update cycle, MARC produced scenarios that examined the impact on transportation performance measures like VMT and GHG emissions of higher and lower regional growth combined with focused and dispersed land use patterns. Later in 2024, MARC adopted a new set of forecasts of total regional population and employment, and prepared a draft land use forecast of population, households and employment by census tract and TAZ. While the adopted forecast provides an accurate estimate of trends, local governments, and regional decision- makers desire a model that would allow testing of policies to cluster development around existing and planned nodes and corridors as indicated in local comprehensive plans. A primary policy tool is the use of incentives to reduce the cost of redevelopment in the desired areas. This then requires a model that adequately models land markets, both the supply side (developer behavior) and the demand side (household and employer behavior), to estimate and forecast prices and rents as well as development costs and rates of return. To model developer behavior, such a model must evaluate the profitability development in one area vs. another, which in turn requires detailed information below the block level, i.e., at the parcel and building level. In 2024, MARC implemented a version of UrbanSim that begins to allow for this level of

analysis and policy testing.

In 2016, MARC completed model updates, which included updating the model TAZ system from 900 zones to 2400 zones, updated land use data from 2010 Census and 2015 ACS and LEHD, and updated transit routes with the new RideKC system. MARC completed a regional household travel survey in 2019 and began to calibrate the travel model using the survey results in 2021. The calibrated MARC 2019 travel model was made available in 2022. The calibrated travel model was used to evaluate long-range regional scenario planning strategies. The added functions of select link analysis and split zone ability provide a more detailed traffic forecast and help transportation engineers to design their projects for construction. In 2024, MARC expanded the Transportation Demand Forecast Model (TDFM) to support Pioneer Trails and Ray County in developing their long-range transportation plans and other regional planning initiatives. This expansion now includes all counties within the Missouri Department of Transportation's Kansas City district, encompassing those in the Pioneer Trails region and Ray County. The updated thirteen-county model has supported the MTP2050 updates and provided comprehensive traffic forecasts and modeling services. These efforts have further contributed to the regional freight study, MODOT's statewide studies, and the planning activities for both PTRPC and MARC

#### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Land use Model Data.* Develop/acquire the data needed to support UrbanSim model. Continue to update and maintain future land use and development project pipeline data from local governments. (ongoing).
2. *ACTIVITY: Land Use Model Development.* Working with the developer, continue to maintain and improve the UrbanSim model to produce realistic policy responses to planned transportation and economic development projects, as well as to changes in zoning or financial incentives offered by local governments. (ongoing)
3. *ACTIVITY: Evaluate Land Use Forecast.* Evaluate land use forecast to maintain consistency with current development trends (ongoing).
4. *ACTIVITY: Land Use-Travel Model Integration.* Continue development of a methodology for integrating the land use and travel models. The outcome of this effort will produce a system of feedback loops between the models, where the results of one are used as inputs for the other (ongoing).
5. *ACTIVITY: Travel Demand Model.* Maintain, update, and operate MARC Travel Demand Model and its applications. On-call consultant will be accessed in support of this task (ongoing).
6. *ACTIVITY: Data Acquisition.* Acquire data sets necessary for model enhancements (ongoing).
7. *ACTIVITY: Travel Model Webpage.* Maintain the online model forecast map (ongoing).
8. *ACTIVITY: Traffic Forecasts.* Establish MARC standard traffic forecast for every decade (2030-2050)(Dec).
9. *ACTIVITY: Environmental Justice Assessment Support.* Provide modeling analysis to support EJ assessment for MTP and TIP. The analysis will calculate if the impact of the projects disproportionately affect EJ residents using the updated MRC Model (ongoing)
10. *ACTIVITY: Maintain Functional Classification System.* Develop and maintain the functional classification system of roadways through coordination with local cities, counties and the state departments of transportation. Maintain interactive web map to allow users to view information. Issue Call for Changes to the Functional Classification system twice per year (Dec).
11. *ACTIVITY: Model Support.* Provide model support to Metropolitan Transportation Plan and Transportation Improvement Program (TIP) . (ongoing)
12. *ACTIVITY: Air Quality Modeling.* Develop data input files for use in the latest EPA approved air quality emissions model MOVES. Provide analysis support to regional emission and resilience assessment analysis. (ongoing)
13. *ACTIVITY: Modeling support and data requests.* Provide ongoing small area or project level of

traffic forecast assistance to regional partners and support modeling needs of miscellaneous project studies. The data provided includes transportation model runs, network assignments, analysis and reports and impact assessments for local and regional planning efforts (Dec).

14. *ACTIVITY: Technical Capacities.* Research, develop, and test model-based transportation performance evaluation tools and improve the capacity to produce multi-modal travel forecasts and analysis. (Dec.)
15. *ACTIVITY: Model Users Group.* Organize 2-3 MARC Model Users Group meetings for the region's travel model users to facilitate information sharing, promote best practices, and encourage consistent modeling approaches (Dec).
16. *ACTIVITY: Activity-based Travel Demand Forecast Model:* Procure consultant support for development of a new, next generation Activity-based Travel Demand Forecast Model (ABM) model to support the MTP2060 plan development. The ABM Model will provide a more detailed understanding of travel behavior by simulating activities that lead to trips, allowing for in depth analysis of travel patterns. (Dec)
17. *PRODUCT: Land Use Forecasts.* Adopt 2050 land use forecasts providing total population, households by income group and employment by broad industry type at the regional, county and census tract level. Provide a TAZ-level disaggregation of the forecast for use in estimating future travel demand. (Jun)

### **3.2 Transportation Research and Database Management – Lead Agency: MARC**

#### Objectives

- To collect, maintain and analyze data on transportation and travel behavior within the region to facilitate transportation planning and decision-making.
- To acquire, maintain and analyze data in support of system performance measures.
- To support data management and governance functions including internal processes, hardware and software systems, and technical capacities of MARC staff.
- To promote better understanding of transportation patterns and trends among member jurisdictions and the public.
- To conduct analysis and research in support of goals, objectives and strategies identified in Connected KC 2050.
- To respond to requests for information from local, state, and private agencies and members of the public.

#### Background/Previous Work

To better understand transportation and travel behavior within the region, MARC regularly collects and analyzes data through special surveys initiated locally or available through federal, state, or private sources. Examples of prior data collection efforts include the 1996, 2000, 2007, and 2012 Travel Time Studies, the 1998 and 2002 Vehicle Occupancy Studies, the 2004 and 2019 Household Travel Surveys, the 2005 On-Board Transit Survey, and the 2007 External Survey.

Data pertaining to transportation that is routinely tracked and reported, such as traffic counts, transit ridership, accidents, aircraft activity and expenditure of funds for maintenance and expansion of transportation facilities, are kept on file in databases at MARC.

#### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Transportation Planning Research.* Research and explore emerging issues,



best practices, analytical tools, and general information related to transportation planning(ongoing).

2. *ACTIVITY: Data Collection.* Research, access and obtain data sets needed to achieve program objectives; maintain access to KDOT and MoDOT databases (ongoing).
3. *ACTIVITY: Database Management.* Maintain databases and documentation for both spatial and non-spatial data; refine and improve data management processes; coordinate with internal and external partners on data governance issues (ongoing);
4. *ACTIVITY: Data Analysis.* Process data collected through surveys and special studies for use in planning, programming, management, and marketing of transportation services and projects(ongoing).
5. *ACTIVITY: Data Distribution.* Disseminate data to MARC member jurisdictions, other interested agencies, and the public; develop tools and services to publish data and information online(ongoing).
6. *PRODUCT: Transportation Data and Technology Strategic Plan.* Implement the short-range strategic plan outlined in the MPO data/technology needs assessment (ongoing).
7. *PRODUCT: Research Reports.* Prepare miscellaneous, periodic research reports and analyses on transportation and land-use trends and related information as prompted by emerging issues (as needed).
8. *PRODUCT: Transportation Talent to Industry Exchange (TIE) Report.* Update data from previous TIE reports relevant to transportation and work to incorporate into long-range planning efforts including skilled trades, public sector and workforce analysis from the ongoing Freight Study. (Jun)

### **3.3 Air Quality and Climate Resilience Planning – Lead Agency: MARC**

#### Objectives

- To ensure that transportation plans and programs support regional air quality and climate resilience objectives and do not result in increased air pollution.
- To remain prepared for the possibility that the region may become subject to air quality/ transportation conformity requirements under the eight-hour ozone and PM2.5 standard if the region (or portions of ) is designated as a nonattainment area.
- To support the mobile source emission reduction goals of the Kansas and Missouri State Implementation plans, the regional Clean Air Action Plan, and the Regional Climate Action Plan.
- To promote compliance with the National Ambient Air Quality Standards for ozone and PM2.5.
- To build stakeholder support for initiatives that mitigate air pollution caused by cars and trucks.
- To provide input on regional air quality plans and programs as they relate to transportation.
- To facilitate implementation of transportation-related climate resilience strategies articulated in the Regional Climate Action Plan and metropolitan transportation plan.

#### Background/Previous Work

MARC serves as the designated Section 174 agency for the bi-state Kansas City area, coordinating the development of state air quality plans and providing opportunities for local governments to participate in the development of these plans. MARC's air quality responsibilities include coordination, planning, technical analysis, and public information and education. This work element encompasses the transportation component of MARC's air quality planning program. Previous work included an update of the mobile source emissions inventory and budgets for inclusion in the Kansas City SIPs for ground-level ozone.

As a one-hour nonattainment and maintenance area, the Kansas City region was required to conform its MTP and TIP to mobile source emissions budgets in the Kansas and Missouri State Implementation Plans (SIPs). MARC, as the metropolitan planning organization for the Kansas City region, was responsible for developing the conformity analyses, for getting approval from federal, state, and local agencies on the methodologies and assumptions used to demonstrate conformity, and for seeking public comment on the analyses. The work was carried out to ensure that projected future year mobile source emissions would not exceed limits prescribed in the SIPs.

In May 2005, the Kansas City region was designated attainment for the eight-hour ozone standard. When the one-hour ozone standard was revoked on June 15, 2005, the region ceased to be subject to federal transportation/air quality conformity requirements. In 2007, the region experienced violations of the eight-hour 85ppb ozone standard, and in response, the states of Kansas and Missouri began to implement contingency measures in their ozone SIPs.

In March 2005, the MARC Board of Directors approved a regional Clean Air Action Plan (available on the MARC website at [www.marc.org/Environment/Air-Quality/Reports/Clean-Air-Action-Plan](http://www.marc.org/Environment/Air-Quality/Reports/Clean-Air-Action-Plan)). The plan includes voluntary strategies for reducing emissions from a variety of sources, including cars and trucks. Some of the mobile source measures in the plan include gas cap testing; retrofitting diesel engines on buses, heavy duty trucks and locomotives; electrifying truck stops to enable drivers to idle their rigs less; and promoting the use of idling reduction policies for public and private fleets. While some of these elements can be implemented at little or no cost, many of them are capital intensive and will require public or private funds to be realized.

In 2011, a comprehensive update to the Clean Air Action Plan was made to include promotion of a broad-suite of sustainability-related transportation initiatives, including complete streets planning, and transit access. The 2018 update introduced three new action areas: transportation connectivity, transportation technology, and public engagement. Since 2008, MARC has worked with MDNR and KDHE to administer Clean Diesel grants from EPA to local projects to reduce on- and off-road heavy- duty diesel emissions, including projects involving rail and freight transport. MARC has also applied on behalf of large fleets for this funding and will continue to work with Kansas City area fleets on reducing diesel emissions. Under the current (2020) ozone standard (70 ppb) the Kansas City region has been classified as unclassifiable/attainment for all counties.

#### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Technical Analysis.* Maintain and update the regional MOVES model, including obtaining and working with appropriate entities, to collect local data as needed (ongoing).
2. *ACTIVITY: Committee Support.* Convene the Air Quality Forum, and other necessary subcommittees to review and discuss air quality issues, conformity analyses/determinations and related planning assumptions and methodologies (as needed). Engage with the newly forming Climate and Environment Council as needed to facilitate implementation of priority strategies.
3. *ACTIVITY: Engagement.* Engage area chambers of commerce, economic development councils, and industry and trade associations, local governments, public health agencies, transit agencies, environmental organizations, and other relevant stakeholders in efforts to implement CAAP mobile source elements (ongoing).
4. *ACTIVITY: Fleet Engagement.* Provide technical, planning, and analytical support to local governments' and transit agencies' efforts to reduce mobile source emissions of ozone precursor, PM2.5 and greenhouse gas emissions, particularly from fleets (ongoing).
5. *ACTIVITY: Technical Analysis.* Analyze air quality benefits and GHG mitigation resulting from regional transportation policy evaluation, initiatives, and studies (ongoing).
6. *ACTIVITY: Climate Action Plan.* Integrate climate resilience priorities and initiatives

into the work of all relevant committees and work plans, as appropriate (ongoing).

7. *ACTIVITY: Clean Air Action Plan and Climate Action Plan Integration.* Work with air quality stakeholders to include GHG co-pollutants reductions for applicable measures in the Climate Action Plan (Dec).
8. *PRODUCT: Air Quality Status Updates.* Inform Air Quality Forum, other relevant committees, and relevant stakeholders on the region's air quality status (ongoing).

### **3.4 Safe and Accessible Transportation Options– Lead Agency: MARC**

#### Objectives

- To develop, maintain and implement regional planning strategies which advance transportation mobility through Connected KC 2050.
- To facilitate transportation policies that integrate safe and accessible transportation solutions with community development needs in the region.
- To foster efforts through engineering best practices, public education, and traffic enforcement to improve safety.
- To support efforts to address and advance data collection.
- To support advancement of technical analysis tools that address mobility planning and programming needs.
- To provide transportation planning support across MARC's related initiatives and programs.
- To improve local and regional mobility and expand modal choice through increased active transportation, transit and mobility services availability, enhanced communication and public education, and improved coordination.
- To reduce traffic congestion and improve air quality.
- To enhance Creating Sustainable Places principles by coordinating safe and accessible transportation planning with the Sustainable Code Framework.

#### Background/Previous Work

MARC, in cooperation with regional stakeholders, has a long history of developing innovative solutions to address regional transportation challenges. Recent initiatives have included:

- Development of a MetroGreen Action Plan, which included a regional greenway trail system of over 1,100 miles consisting of three distinct corridor types (streams, utility/rail-to-trail, and roadway) leading to the formation of ad-hoc and formal coalitions around corridor planning;
- Development and adoption of "Best Practices: 2012 Local Planning and Design Guide" in conjunction with the local chapter of the American Public Works Association;
- Implementation of the Active Transportation Regional Counting Program ;Adoption of the MARC Complete Streets Policy;
- Created a Complete Streets Policy Handbook as a resource for local jurisdictions on how to adopt and implement complete streets policies in communities.
- Adoption of the Greater Kansas Regional Bikeway Plan, expanding regional roadway corridors to a system over 2,000 miles while adding 128 miles of MetroGreen streams corridors in Miami County.
- Adoption of the Regional Pedestrian Policy Plan to synthesize a regional vision of walkability through best practices for policies, plans, and programs related to enhanced coordination of regional and local efforts.
- Development and refinement of strategies focused on successful implementation of the Smart Moves plan;
- Providing ongoing public information and education regarding the benefits of investing in public transit;

- Creation of the RTCC and Mobility Advisory Committee;
- Completion of Smart Moves 3.0 and development of short term “investment strategies, and;
- Convening of a Mobility Hub Workgroup to develop mobility hub implementation strategies.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Committee Support.* Provide staff support to various planning and programming committees focused on bicycle/pedestrian and public transportation issues such as Bicycle/Pedestrian Advisory Committee, Active Transportation Programming Committee, Mobility Advisory Committee, and the Regional Transit Coordinating Council-Technical Team (ongoing).
2. *ACTIVITY: Engagement, Outreach and Education.* Conduct active transportation and transit/mobility services related public involvement and education programs to address emerging issues related to safe and accessible transportation modes including, but not limited to, cross cutting sectors such as transportation access, mobility, Smart Moves, economic development and transit-oriented land use planning (ongoing). Conduct annual active transportation encouragement campaigns in the spring and fall.
3. *ACTIVITY: Facility Inventory.* Work with stakeholders and across MARC departments to maintain inventories of local bicycle/pedestrian built facilities to support regional active transportation planning and programming efforts (ongoing).
4. *ACTIVITY: Regional Trails & Bikeways Map.* Produce the Greater Kansas City Regional Trails & Bikeways Map if additional copies are needed in the region. Prepare to produce a bi-annual update in 2026 (ongoing).
5. *ACTIVITY: Regional Counting Program.* Research ways to use automatic bicycle-pedestrian counters and transportation data together to form a Regional Counting Program, particularly through tasks specified in the update to the Regional Bikeway Plan. Continue to explore funding options to buy automatic counters.
6. *ACTIVITY: Programming.* Conduct programming processes for bicycle/pedestrian and transit related funding programs; administer funds as necessary (ongoing).
7. *ACTIVITY: Smart Moves 3.0.* Continue to integrate a range of mobility and land use strategies into planning efforts and committee work plans in accordance with the Smart Moves 3.0 plan (ongoing).
8. *ACTIVITY: Funding.* Work with transit and other community leadership to develop a process focused on a sustainable funding structure for the development of the regional transit and mobility system (ongoing).
9. *ACTIVITY: Transit Planning.* In cooperations with regional transit providers, continue to refine regional transit plans (ongoing).
10. *ACTIVITY: Mobility Research.* Identify best practices around emerging transportation & mobility options, which benefit from and utilize active transportation infrastructure. Provide resources for partner agencies to advance utilization of these technologies (ongoing).
11. *PRODUCT: Coordinated Public Transit and Human Services Plan.* Conduct an update including data refresh, needs assessment, strategy evaluation and recommendations for the CPTHS plan. Update Report. (Dec).
12. *PRODUCT: Transit Data and Products.* Develop enhanced transit planning resources including travel demand modeling data, GIS data, route maps, and communication products (ongoing).

**3.5 Complete Streets Activities – Lead Agency: MARC** *This task is utilizing the 2.5% set aside of Safe and Accessible Transportation Options Planning funds for the Mid-America Regional Council and the FTA waiver of match requirements for Complete Streets Activities. This task is 100% federal funding and requires no matching funds.*

#### Objectives

- To increase safe and accessible options for multiple travel modes for people of all ages and abilities.

#### Background/Previous Work

The Bipartisan Infrastructure Law provides new tools and resources that allow states and local governments to build Complete Streets. This includes a requirement that states, and metropolitan planning organizations use at least 2.5 percent of their planning funding on activities related to Complete Streets or travel on foot, by bike, in a vehicle or using public transit.

1. *ACTIVITY: Complete Streets Network Assessment.* Continue work on the Complete Streets Network Assessment. Work will focus on steadily expanding the assessed network, improving the Assessment methodology, gathering the data needed for any changes to the methodology, and integrating the Assessment into planning and programming processes. An exploration of integrating the Complete Streets Network Assessment data into a Planning Sustainable Places scoring criteria. (ongoing).
2. *ACTIVITY: Greater Kansas City Regional Bikeway Plan Update.* Conduct a major update for the Regional Bikeway Plan, including a revised Regional Bikeway Network and other important regional bicycle planning priorities (Dec).
3. *ACTIVITY: Smart Moves Transit and Mobility Plan Update.* Conduct an update of the Smart Moves plan, including an assessment of implementation of the current plan, exploration of new smart moves route recommendations, ridership increases, integration with other travel modes, and review of governance and funding models for system enhancement with the assistance of local stakeholders including transit agencies (Dec).

### **3.6 Transportation Technology Planning and Integration – Lead Agency: MARC**

#### Objectives

- To anticipate and address changes in transportation technology that may impact future transportation, land use, economic and other systems.
- To improve integration of regional traffic operations and management initiatives with the metropolitan transportation planning process.
- To manage, maintain and refine the Regional Intelligent Transportation Systems (ITS) Architecture that outlines the functional relationships between current and planned ITS deployments in the Kansas City metropolitan area.
- To integrate the Regional ITS Architecture and ITS planning activities with the Metropolitan Transportation Plan and the Transportation Improvement Program.

#### Background/Previous Work

In compliance with federal transportation planning requirements, MARC adopted the first version of the Regional Intelligent Transportation Systems (ITS) Architecture for the Kansas City metropolitan area in 2004, completed updates to the architecture in 2012 and 2018, and reviewed the architecture in 2024. The Regional ITS Architecture provides a specific, tailored structure for facilitating institutional agreement and technical integration for the implementation of ITS projects in the region by defining how systems functionally operate and

the interconnection of information exchanges that must take place between these systems to accomplish transportation services.

#### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: ITS Architecture Maintenance.* Process periodic updates to the Regional ITS architecture and public interface (ongoing).
2. *ACTIVITY: Assistance.* Help ITS stakeholders to refine the regional architecture or ensure that project-level ITS planning conforms to the regional architecture (ongoing).
3. *ACTIVITY: Coordination with development of MARC's planning products (MTP, TIP, etc.).* Identify ITS initiatives and their integration as appropriate (ongoing).
4. *ACTIVITY: Planning for Operations.* Educate partner agencies, elected and other local officials, and the community about the requirements and benefits of TSM&O practices. Work with regional partners to develop concepts for regional projects involving information, communication, and technology applications in transportation (ongoing).
5. *PRODUCT: Amendments.* Process amendments to the regional ITS architecture (ongoing).

### **3.7 Transportation Safety Planning – Lead Agency: MARC**

#### Objectives

- To promote a data-driven process which elevates safety across all modes and prioritizes transportation network investments in the Kansas City region.
- To update the 2022-2027 Transportation Safety Plan into a Comprehensive Safety Action Plan (CSAP), conduct a Vulnerable Road User (VRU) Assessment, and develop a crash data dashboard with FY2023 Safe Streets & Roads for All (SS4A) funds.
- To foster communication and regional collaboration among local, state, and national safety stakeholders on transportation safety issues in the Kansas City region.
- Foster a culture of safety by working with safety partners to share and reinforce messages with the public, which both encourage and enforce safe travel behavior.

#### Background/Previous Work

In 2022, work was completed to adopt the *2022-2027 Transportation Safety Plan*, the active document used by the Destination Safe Coalition. Along with annual data from KDOT and MoDOT, this plan guides the focus of the coalition's work as well as the strategies used to address traffic safety concerns in the region.

The Destination Safe region has not been achieving its annual fatality and serious injury reduction targets. To further the Coalition's commitment to reducing transportation-related fatalities and serious injuries, MARC and the Destination Safe Coalition applied for and received FY2023 Safe Streets & Roads for All (SS4A) funds. The SS4A funds are provided by FHWA through a Bipartisan Infrastructure Law (BIL) discretionary grant. MARC and Destination safe will use the funds to update the 2022-2027 Transportation Safety Plan into a Comprehensive Safety Action Plan (CSAP), conduct a Vulnerable Road User (VRU) Assessment, and develop a crash data dashboard. These efforts will embrace the Safe System Approach that, together, create a holistic approach to reducing transportation-related fatalities and serious injuries for all road users. Once complete, the CSAP will serve as a blueprint for addressing traffic safety concerns and improving transportation safety in the Destination Safe Region.

### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Coalition Support.* Collaborate with safety partners on transportation safety issues in the Kansas City region, including, but not limited to, engaging additional stakeholders, attending Coalition meetings, holding task team meetings, promoting events that incorporate transportation safety and conducting meetings of the Destination Safe Coalition (Jan, March, May, July, Sept, Nov, or as needed).
2. *ACTIVITY: Technical Support.* Provide support and general direction for the Destination Safe Task Teams (as needed).
3. *ACTIVITY: Special Safety Studies.* Conduct safety data analyses as part of project area studies, corridor studies, and other program activities (as needed).
4. *ACTIVITY: Public Information & Education.* Implement the annual Public Information & Education program through paid and owned media (ongoing), make safety information and education available to stakeholders and the public.
5. *ACTIVITY: Destination Safe Call for Projects.* Coordinate a call for projects for traffic safety programs funded by the Kansas and Missouri Departments of Transportation. Assist with DOT eligibility, project scoring, and Destination Safe leadership voting for project approval (June).
6. *PRODUCT: Biannual Fatality Report.* Provide two safety/fatality reports per year to the Destination Safe Coalition and TTPC (Jun and Dec).
7. *PRODUCT: Annual Safety Performance Measure Targets.* Update the safety performance measure targets based on the 2022-2027 Transportation Safety Plan as well as current data (Feb).

### **3.8 Congestion Management Process – Lead Agency: MARC**

#### Objectives

- Carry out the Congestion Management Process in accordance with relevant federal requirements and guidance.
- Continue to implement and refine regional policies and standards regarding system performance on the congestion management network.
- Continue to implement and refine a process for monitoring regional congestion and identifying needed capital improvements, as well as demand management and system management strategies.

#### Background/Previous Work

As the MPO for a Transportation Management Area (TMA), MARC, in cooperation with the two state DOTs, is responsible for developing a Congestion Management Process (CMP) for the metropolitan area and integrating it with the metropolitan transportation planning process.

### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: System Performance Monitoring.* Continue data collection, analysis, and reporting in support of the CMP (ongoing).
2. *ACTIVITY: Congestion Management Network:* Update the Congestion Management Network (as needed).
3. *ACTIVITY: Identification and Evaluation of Strategies.* Coordinate with regional planning partners to identify strategies that respond to needs identified through performance monitoring. (ongoing)
4. *ACTIVITY: CMP Implementation.* Coordinate the CMP with the development of planning products and activities, including the MTP, TIP, Regional ITS Architecture,

planning studies, etc. (ongoing).

5. *PRODUCT: CMP Documentation:* Maintain CMP products and documentation as needed (ongoing).
6. *PRODUCT: Congestion and reliability in Kansas City report.* Conduct a data refresh and update of this report. (Dec).

### **3.9 Transportation Performance Management (TPM) – Lead Agencies: KDOT, MoDOT, KCATA, JCT, UGT, IndeBus, KC Streetcar, MARC**

#### Objectives

- To establish performance measurement targets in response to the IJJA’s performance-based approach to statewide and metropolitan planning.
- To coordinate the selection of performance targets by the state DOTs, MARC, and the region’s transit agencies to ensure consistency, as appropriate.
- To update and align MARC’s adopted performance measures and targets with the newly adopted metropolitan transportation plan.
- To integrate performance management into planning and programming processes.

#### Background/Previous Work

Under the IJJA, states, transit agencies, and metropolitan planning organizations (MPO's) continue to follow a performance-based approach to transportation decision-making that support the national goals of safety, infrastructure condition, congestion reduction, system reliability, freight movement and economic vitality, environmental sustainability, and reduced project delivery delays. USDOT developed a process for establishing performance targets and reporting on progress towards achieving those targets through the federal rulemaking process. State DOTs, transit agencies, and MPOs shall coordinate, to the maximum extent practicable, on the establishment and reporting of performance targets. Furthermore, MARC has chosen to develop additional performance measures that align with the policy goals identified in Connected KC 2050, the region’s metropolitan transportation plan.

#### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Coordinate to Develop Performance Targets for IJJA TPM Measures.* Coordinate with planning partners and various committees, to support development of performance targets for the measures defined in the IJJA and related federal rulemaking. (ongoing)
2. *ACTIVITY: Incorporate Performance Targets into Planning Products.* Integrate performance targets and reporting into MTP, and TIP, and other planning products as appropriate. (ongoing)
3. *PRODUCT: Annual Performance Measurement Report.* Produce the annual report that measures progress related to the goals and performance measurements outlined in *Connected KC 2050*, including progress towards achievement of IJJA targets (Dec)

#### **2025 Budget for System Management**

3.1	Transportation Modeling/Forecasting	\$1,726,800
3.2	Transportation Research & Database Management	\$621,300
3.3	Air Quality Planning	\$112,550
3.4	Safe and Accessible Transportation Options	\$508,000
3.5	Complete Streets Activities	\$784,500
3.6	Transportation Technology	\$44,670
3.7	Transportation Safety Planning	\$111,620



3.8	Congestion Management System	\$66,300
3.9	Performance Measurement & Target Setting	\$89,150
<b>Total</b>		<b>\$4,064,890</b>

## 4.0 PROGRAMMING

### 4.1 Transportation Improvement Program – Lead Agency: MARC

#### Objectives

- To develop a detailed and financially realistic program of transportation projects drawn from all elements of the community, which is consistent with the Metropolitan Transportation Plan, financially realistic, in conformity with air quality plans, and addresses social equity/environmental justice regulations.
- To evaluate and prioritize projects according to procedures approved by various MARC programming committees.
- To ensure opportunities for public input, review, and comment related to the *TIP*.
- To foster an understanding of the *TIP* process among member jurisdictions, and to effectively communicate the approved *TIP* to the public.
- To effectively process *TIP* modifications actions (Amendments/Administrative Modifications).

#### Background/Previous Work

MARC produces the regional *Transportation Improvement Program (TIP)* in cooperation with the Kansas and Missouri Departments of Transportation, local governments, and public transportation agencies. The *TIP* is a staged, five-year list of surface transportation projects proposed for federal, state, and local funding that documents how the Kansas City region prioritizes the limited transportation resources available for the various needs of the region. In 2023, MARC approved the 2024-2028 *TIP* in compliance with federal transportation law.

#### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: TIP Maintenance.* Maintain the 2024-2028 *TIP* through communications with project sponsors, timely processing of requested administrative modifications, and any other necessary changes; process quarterly *TIP* amendments (Jan, Apr, Jul) and special *TIP* amendments (as needed).
2. *ACTIVITY: Programming.* Complete the process to determine funding priorities for suballocated federal funds and provide ongoing staff support to MARC's programming committees. Evaluate and prioritize projects according to procedures approved by various MARC committees (Jan).
3. *ACTIVITY: Programming Debrief.* Review and recommend modifications to MARC's programming process and evaluation methodologies and begin implementation in preparation for the next programming round in 2026 (Feb).
4. *ACTIVITY: Performance Measurement.* Work with MARC's planning partners to address the requirements that the *TIP* make progress toward achieving established performance targets as required per 23 CFR 450.326(c) and 23 CFR 450.326 (d). (ongoing).
5. *ACTIVITY: TIP Database Transition.* Continue exploration of a new database structure to better provide for integration with the metropolitan transportation plan and geographic information systems; provide an updated user interface and potential new tools for external users (Dec).

6. *PRODUCT: 2026-2030 Transportation Improvement Program.* Develop the 2026-2030 TIP in accordance with federal regulations (Oct).
7. *PRODUCT: Project Tracking.* Prepare Annual Listing of Obligated Projects per 23 CFR 450.332 (Dec).

**2025 Budget for Programming**

4.1	Transportation Improvement Program	\$213,000
<b>Total</b>		<b>\$213,000</b>

**5.0 PLANS AND STUDIES**

**5.1 RideKC Short-Range and Ongoing Transportation Planning – Lead Agency: KCATA**

Objectives

- Develop technical route service plans and short-term service recommendations to appropriately adjust and improve KCATA route services in the community. This includes monitoring and measuring the performance of transit service on an ongoing basis.
- In coordination with regional partners, provide planning and administrative support for regional transit services to ensure a comprehensive, cooperative, and continuing transportation planning process, while pursuing local and regional planning projects that integrate land use and transportation as well as advance transit infrastructure planning.

Background/Continuous Work

This ongoing program will support KCATA staff and consultant work related to planning processes and initiatives anticipated in 2022, including implementation of service improvements recommended by recent regional and local planning efforts and construction projects.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Service Monitoring and Improvement.* Based on ongoing monitoring and performance assessments, continue service and infrastructure planning efforts to improve the efficiency of transit service and to accommodate changing needs and demands in the region. KCATA has built an advanced reporting tool to be used to provide up-to-date live data to its community partners and the public in the form of a live dashboard embedded in the RideKC website (ongoing).
2. *ACTIVITY: RideKC Service Restoration Planning.* Due to operator shortages and other pandemic related effects RideKC has been forced to reduce service across the region. The KCATA, along with partner agencies, have begun a planning process to identify service restoration priorities of our community partners, the public, and operations staff (ongoing).
3. *ACTIVITY: Community Planning and Development.* Coordinate with local communities on development review and transportation projects impacting access to transit services; provide data and planning expertise as needed to improve the connection between land use and transportation planning (ongoing).
4. *ACTIVITY: Local Planning Projects.* Serve as liaison and subject matter experts on transportation and land use planning efforts across the region. Serve on steering and advisory committees to advance key projects to improve transportation services and ridership potential (as needed).
5. *ACTIVITY: Regional Marketing.* Continue implementation and marketing of the RideKC brand and services to passengers and the public, including the creation and distribution of materials, signage, attending community events, and providing high-quality passenger information in

multiple formats (ongoing).

6. *ACTIVITY: Mobility Services and Job Access:* Plan, implement, and market Microtransit and other flexible services to fill gaps in the fixed-route network and expand job access, in coordination with local partners (ongoing).
7. *ACTIVITY: Federal Programs and Reporting:* KCATA Planning is the lead for the coordination, collection, and submittal of data to the National Transit Database, as well as the development of Title VI programs, analyses, and monitoring activities (ongoing).

## 5.2 RideKC Long-Range Transit and Capital Planning – Lead Agency: KCATA

### Objectives

- Develop service and capital improvement plans and related cost estimates to address critical and unmet needs. This includes planning for bus rapid transit corridor investments, improved pedestrian access to transit services, fare collection systems, asset management systems, and other needs and initiatives.

### Background/Previous Work

KCATA has recently completed bus rapid transit planning projects on two SmartMoves corridors and is preparing for upcoming plans for additional corridors. KCATA will also be assisting other entities with transit-related planning projects and implementation activities, including for the improvement of passenger amenities and bike/pedestrian accessibility.

### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Streetcar Expansion:* Continue to assist the Kansas City Streetcar Authority and the City of Kansas City with continued planning and engineering of the planned north and south expansions of the RideKC Streetcar route. KCATA Planning assistance is primarily focused on the integration of the bus network around this rail spine (ongoing).
2. *ACTIVITY: Bus Rapid Transit Project Development & Implementation Activities:* Begin activities related to advanced planning, conceptual engineering, environmental review, and assessment of funding opportunities for Independence Avenue corridor (ongoing).
3. *ACTIVITY: East West Transit Study:* The East West Transit study is a bi-state project that seeks to identify a high-capacity fast and frequent transit corridor between the two anchor locations of KU Medical Systems in Kansas City, Kansas and the Truman Sports Complex in Kansas City, Missouri (Jun).
4. *ACTIVITY: Planning Sustainable Places.* Provide assistance and guidance to Planning Sustainable Places projects throughout the region to achieve local and regional objectives for multimodal transportation (as needed) If selected for PSP funding, we will move forward with proposed planning projects.
5. *ACTIVITY: Transit Oriented Development Planning.* In coordination with municipalities, develop plans and implementation of TOD policies and specific plans to build and encourage appropriate development on key high-capacity transit corridors and activity centers (ongoing).

## 5.3 Goods Movement/Freight Planning – Lead Agency: MARC

### Objectives

To integrate freight transportation issues and concerns within the overall metropolitan transportation planning process.

## Background/Previous Work

Because of its central location and historical importance as a gateway to the western United States, the Kansas City metropolitan area is one of the nation's major centers for the movement of freight. The region ranks as the second largest rail hub in the country, served by eight major railroads and six intermodal facilities. According to KC Smartport, the region is home to numerous trucking and distribution companies with the ability to reach 85% of the nation's population in two days or less.

Additionally, Port KC and construction of a new Kansas City International Airport (KCI) barge and air freight will have an increased importance. MARC has been actively involved in freight planning since the 1995 Intermodal Freight Strategies Study.

MARC has maintained a Goods Movement Committee since 1996, to bring together representatives of the private sector freight industry with elected and staff officials from state and local governments. This committee plays an active role in identifying and prioritizing projects that will result in more efficient goods movement within and through the region.

In 1998, MARC, in cooperation with the Greater Kansas City Chamber of Commerce and the US Department of Treasury, completed the Mid-Continent TradeWay Study to evaluate the potential for establishing an international trade processing capability in the Kansas City region. In 2000, MARC, in cooperation with the Greater Kansas City Chamber of Commerce and the Kansas City Area Development Council, established Kansas City SmartPort to implement the recommendations of the Mid-Continent TradeWay Study. In 2006, MARC, in cooperation with Kansas City SmartPort, Inc., KDOT and MoDOT, completed an updated ITS implementation plan for Kansas City SmartPort. In 2007, MARC worked with Kansas City SmartPort to conduct pilot tests of some of the operational concepts developed in the 2006 ITS planning work. In 2009, MARC completed the Kansas City Regional Freight Outlook Study (KCRFO), which provided a regional freight strategic plan to help the region to remain a vital national freight transportation hub and support the region's freight transportation planning. In 2012, MARC, in cooperation with KC SmartPort, completed Phase III operational testing of the 2006 ITS planning work. In 2020, MARC, in cooperation with FHWA, the Heartland Civic Collaborative, the state departments of transportation in Illinois, Iowa, Kansas, Missouri, and Nebraska and MPOs in Des Moines, Omaha, Springfield, Mo, St. Louis, and Wichita completed the *Heartland Freight Technology Plan* which identified opportunities and strategies for inter-regional cooperation of emerging technologies in the freight industry.

In 2009, the region completed our last freight study to identify regional and national freight movement goals and objects. The Study has done the region well, but events over the last 10+ years have made those goals and objectives obsolete. In 2009, the region and the country were devastated by economic events not seen since the great depression. Since 2010, the region has seen growth in intelligent transportation use along with increases in data needs and integration by the freight community. Since 2020, the world has fought realities and pressures of a worldwide pandemic and adjusting to new realities that have grown from the pandemic. All these forces have affected how we do business.

Effects are seen in logistic patterns and practices, data needs and maintenance, intelligent transportation advances, including regional and national freight movement, goals, objectives, and performance measures. In order for the region to remain relevant with national and regional freight goals and objectives, it is imperative that we identify those forces impacting the region. We need a region-specific freight study that aids in identifying current and future freight trends and expectations. This point is further qualified by recommendation from the 2021 MPO federal review.

### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Committee Support.* Provide staff support to the Goods Movement Committee to both develop and implement the annual committee work plan (ongoing).
2. *ACTIVITY: Collaboration and Engagement.* Maintain liaison and support to Kansas City SmartPort and other freight interests in the region; participate in state and national freight planning; provide public engagement between the freight community and the public sector regarding freight transportation issues (ongoing).
3. *ACTIVITY: Regional Freight Planning.* As a result of freight logistics, movement, and economic changes because of the pandemic, manage a regional freight plan to help identify regional freight-related needs and priorities for regional planning; update elements of the MTP and TIP as necessary(ongoing).
4. *ACTIVITY: IJJA Compliance.* Conduct Freight Corridor Planning, freight performance measure development, and participate in state freight planning activities as prescribed by the IJJA (as needed).
5. *ACTIVITY: Planning Products.* Coordination with development of MARC's planning products (MTP, TIP, ITS Architecture etc.). Identify freight initiatives and their integration as appropriate (as needed).
6. *ACTIVITY: Freight Planning Coordination.* Coordinate regional freight plans to ensure compliance with the IJJA and the freight plans of Kansas and Missouri and provide input into the MTP and regional planning processes (as needed).

### **5.4 Corridor Studies – General – Lead Agency: MARC**

#### Objectives

- To coordinate the initiation and execution of major corridor studies within the MARC region and provide for the incorporation of study findings and recommendations in MARC's Metropolitan Transportation Plan and Transportation Improvement Program.
- To actively participate in corridor studies and provide input reflecting regional goals, policies, and priorities.

#### Background/Previous Work

MARC supports corridor studies whenever major transportation improvements are proposed in the region. These studies are viewed as an integral part of the metropolitan transportation planning process and may be a precedent or companion to NEPA environmental and alignment or operational studies. In some instances, other studies are undertaken to develop, evaluate, and select strategies for improving the performance of the region's transportation network.

MARC will play an active role in coordinating and facilitating corridor studies in the region, although other agencies may have lead responsibility.

This work element encompasses MARC staff's participation in the various major corridor studies during the year, many of which are also included as specific work elements in the UPWP.

### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Study Coordination.* Ensure compliance with MARC policy regarding the initiation, conduct and review of major corridor studies in cooperation with federal, state, and local agencies; ensure findings from studies are reviewed by key MARC committees and incorporated into the region's plans and programs as appropriate (ongoing).

2. *ACTIVITY: Study Support.* Support studies by providing information/technical assistance to local agencies and by participating in steering and technical committees (ongoing).
3. *ACTIVITY: Approval Process.* Process study conclusions through appropriate MARC committees for incorporation into the LRTP or other plans/documents (ongoing).

## **5.5 Aviation Planning and Coordination – Lead Agency: MARC**

### Objectives

- To maintain a current Aviation System Plan, consistent with the needs of the Kansas City metropolitan area, and to integrate aviation with other transportation modes.
- To facilitate an open, ongoing discussion of regional aviation issues among aviation professionals, regional elected leadership, and local, state, and federal officials
- To effectively integrate aviation planning considerations into the overall MARC metropolitan transportation planning process
- Support implementation of UAS technologies in a manner that safely integrates them with the aviation system.

### Background/Previous Work

MARC has historically maintained a regional airports system plan with resources provided by the Federal Aviation Administration. The latest update to the MARC Airports System Plan was completed and adopted in 2016. MARC holds regular meetings of the Aviation Committee to coordinate and consult with regional aviation stakeholders on a range of transportation issues.

### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Aviation Research and Coordination.* Consult with regional officials responsible for aviation planning and operations, including coordination of in-house planning work with other agencies, review of technical journals and papers, and attendance at meetings, conferences, and seminars (ongoing).
2. *ACTIVITY:* Conduct quarterly meetings of the MARC Aviation Committee (quarterly).
3. *ACTIVITY:* Coordinate with Federal Aviation Administration (FAA) officials, regional stakeholders, and MARC staff to integrate obstruction evaluation and airport airspace analysis (OE/AAA) into the MARC surface transportation planning/programming process (ongoing).
4. *PRODUCT: Regional Aviation System Plan .* Maintain coordinated support of the Regional Aviation System Plan goals and recommendations (ongoing).

## **5.6 MoDOT Traffic Studies – Lead Agency: MoDOT**

### Objectives

- To analyze traffic characteristics to support management of the transportation system.
- To produce and maintain various traffic databases and reports in order to recommend solutions to improve and enhance the safety of the regional transportation system.

### Background/Previous Work

MoDOT traffic personnel perform various technical duties associated with updating and maintaining the traffic volume, speed, and accident data. This includes analyzing data for

causes and recommending remedial action on the transportation system within the MARC boundary. Personnel also assist in developing long-range and short-range projects to relieve congestion by addressing roadway management, congestion management, incident management, roadway access management, and traffic signal network management.

#### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Data Collection and Analysis.* Support, review, and analyze traffic and safety data to identify concerns and recommend solutions (ongoing).
2. *ACTIVITY: Research and review requests for improvements to the state highway system* (ongoing).
3. *ACTIVITY: Safety Program:* Perform Road Safety Audits, Identify High Hazard segments, intersections, and corridors. Identify strategies and make recommendations for improvements (ongoing).
4. *PRODUCT: Traffic Studies and Reports.* Regularly research improvements or impacts of improvements to the safety and operations of MoDOT's system. Develop traffic study reports outlining findings and/or recommending approvals. Conduct studies such as multi-way stop studies, speed studies, safety studies, and traffic impact studies. Review and analyze recommendations of the Regional Arterial Management System – Operation Green Light (OGL) and study potential solutions at various intersections (ongoing).

### **5.7 RideKC Bi-State Green Corridor Planning Investments – Lead Agency: KCATA**

#### Objectives

- Combine green transit investment and sustainable public infrastructure to address low-income and disadvantaged community needs.
- The planning studies included in this project will provide additional analysis in preparation for the introduction of Battery Electric Buses (BEB's), further reducing greenhouse gas emissions to provide a healthier environment for those frequenting the corridor most.
- Improve mobility and access while combating climate change.

#### Background/Previous Work

KCATA has recently completed bus rapid transit planning projects on two SmartMoves corridors and is preparing for upcoming plans for the RideKC Green Corridor.

#### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Route Restoration Study.* Continue work on a comprehensive route restoration study. This project will include updates to KCATA's Comprehensive Service Analysis, a Multi-Modal Service Connection Plan, Regional Service Improvement Plan, and updates to KCATA Bus Stop Guidelines.
2. *ACTIVITY: Blue Ridge Corridor TOD and Transit Corridor Study.* Recommendation of location of western and eastern termini transit centers to serve as the near term fast and frequent layover locations and development of land use plan and market feasibility for potential transit-oriented development activation (ongoing).
3. *ACTIVITY: Bi-State Sustainable Reinvestment Corridor.* Conduct a planning study to connect four cities across a 2 mile long corridor along the north side of the region. KCATA serves as a project partner. This corridor has potential to make significant connections between densely populated areas (ongoing).

## 5.8 RideKC Funding for Zero-Fare: Evaluating the Health and Economic Impacts – Lead Agency: KCATA

### Objectives

- Explore innovative funding and planning models to ensure zero fare transit is sustainable.
- The study will assess the economic and health impacts of zero fare in Kanas City.
- Develop a model to extend zero-fare service to areas of persistent poverty, more suburban areas and ensure sustainability of local funds.

### Background/Previous Work

This project will evaluate KCATA's zero-fare transit policy that has demonstrated the potential to reduce vehicle trips, improve air conditions, and improve the health and economic status of low-income and racial minority residents of KC. This project will build on recommendations from MARC's recent Zero Fare Impact Analysis.

### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Zero Fare and bus use.* Select three comparison cities based on confounders that will include baseline ridership, sociodemographic and environmental variables. Describe changes in ridership in each of the comparison cities to show how their ridership levels change over time as compared with KCMO. The purpose of this analysis is to conduct a detailed but straightforward comparison that may be preferred by some decision makers (Mar).
2. *ACTIVITY: Zero-fare impact on access to healthcare and employment.* Test whether bus users experience improvements in access to healthcare and employment using a quasi-experimental design (Jun).
3. *ACTIVITY: Educational Walk Audits & Focus Groups.* Participants from the priority census tracts will be recruited to participate in the walk audit and in-depth focus groups (Jun).
4. *PRODUCT: Zero-Fare Impact Plan Development:* Analyze the data collected to develop a plan to report the impacts of zero-fare on health and economic indicators for individuals living in the census tracts of interest. Develop recommendations to ensure sustainability of funding for zero-fare using a community- based approach (Oct).

## 5.9 Building Climate Resilience in the Transportation System (Phase 1) – Lead Agency: MARC

### Objectives

This work will launch a phased, multi-year study to conduct detailed analysis about:

- The risks and vulnerabilities to the region's transportation system due to climate change
- Opportunities to mitigate community risks and vulnerabilities caused by the region's transportation system.

### Background/Previous work

The MARC Board of Directors adopted the Regional Climate Action Plan in March 2021. The plan included a preliminary climate risk and vulnerability assessment of systems, assets, and services in various sectors. While the plan acknowledges that excessive heat, drought, and flooding will each be exacerbated by climate change, a more detailed analysis is required to understand how those issues affect and are affected by the region's transportation system. All analysis would evaluate system level dynamics as well as particular issues or concerns that affect vulnerable, under-resourced communities.



### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY*: Engage transportation system stakeholders, community stakeholders and committees to frame study goals and approaches (ongoing).
2. *ACTIVITY*: Issue a request for information to solicit alternative approaches to evaluating climate risks and vulnerabilities to the transportation system (Complete).
3. *ACTIVITY*: Issue a request for proposals to obtain professional services to launch phase one of the study (Complete).
4. *PRODUCT*: Completion of Phase One report detailing a regional approach to achieve stated goals in future phases. Consultants would clarify and launch a community stakeholder engagement process, identify a preferred analytical approach to study the problem, clarify data needs, performance evaluation metrics, and potential alternative outcomes. The study would intersect with the development of the long-range transportation plan and would be structured to offer guidance and recommendations for strategies to be included in that plan in a timely manner (Jun).

## **5.10 Regional Freight Plan – Lead Agency: MARC**

### Objective

Conduct a freight planning study that provides the current state and relative future of freight movement for the Lawrence-Douglas County MPO, Pioneer Trails (RPC) and MARC's planning regions. The study will also develop a proactive planning process for port authorities, regional planning commissions (RPCs) and metropolitan planning organizations (MPOs) to identify, select and prioritize local, regional, state, and national multimodal freight projects.

### Background/Previous Work

Proactive planning is an attempt to predict the future and then develop a plan that supports the predicted future. The planning process will seek to position an agency to take advantage of changes that are occurring around us. The process will integrate into local, regional, statewide, and national freight planning processes. The process shall be developed in a manner that is harmonious with an agency's planning and project selection processes. The Study, initiated in 2023, will examine

- Reliability (connectivity, travel time and capacity)
- Predictability (as it relates to reliability)
- Efficiency,
- Resiliency,
- Infrastructure,
- Truck parking,
- Public Policy considerations and
- Best use of resources

The project's agencies/area of coverage shall include, at a minimum, the Port of Kansas City, counties in the Lawrence-Douglas County MPO, Pioneers Trails Regional Planning Commission (PTRPC), MO and the Mid - America Regional Planning Council (MARC)

### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY*: Engage key regional public and private stakeholders (Dec 2024-Dec 2025).
2. *ACTIVITY*: Develop and identify freight resiliency guidelines/routes (Apr-Jul 2024).
3. *ACTIVITY*: Define transportation facilities/routes, farm to market, regional and local (Aug - Dec 2024).

4. *ACTIVITY*: Develop a proactive freight planning process that blends regional/local project selection and prioritization processes into KS and MO State freight plans (Jul-Dec 2024).
5. *PRODUCT*: Final report (Mar. 2025).

#### 5.11 Bi-State Sustainable Reinvestment Corridor – Lead Agency: MARC

##### Objectives

- Integrate, refine, and update existing transportation and related plans for this corridor,
- Complete project development and environmental documentation for its zero-emission transportation elements and
- Complete advanced conceptual engineering to 15-30% design for one or more high-capacity transit routes with supporting mobility services, mobility hubs, sidewalk and bikeway connections, and related improvements in preparation for major capital investments
- Accelerate implementation and demonstrate the potential of integrated investments in zero-emission transit, green infrastructure, affordable housing, workforce development, childcare access, and other basic services to enhance neighborhood vibrancy, affordability, equity, and connectivity as a model for other corridor-based programs.
- Create a strong community-backed and market-focused framework for private investment in promising but under-achieving neighborhoods, business districts and activity centers.
- Ensure the long-term integrity of key educational institutions and civic and cultural assets along the corridor.

##### Background/Previous Work

MARC has been supporting efforts among the cities of Independence, Kansas City, MO and the Unified Government of Wyandotte County/Kansas City, KS to coordinate development of a bistate corridor connecting key activity centers and promising neighborhoods in need of reinvestment and mobility services along State and Independence Avenues from Village West in Wyandotte County to Truman Square in Independence.

New Federal infrastructure funding provides a generational opportunity to invest in coordinated, comprehensive transportation, housing, workforce, broadband, green infrastructure, public safety, and economic development strategies to support equitable growth and redevelopment of promising but disadvantaged neighborhoods along the corridor. Focused investment along and connected to this corridor will enhance its capacity to catalyze growth and opportunity throughout the Kansas City area using sustainable strategies.

MARC is working with the Kansas City Area Transportation Authority and local government partners along the corridor to apply for planning funds to position the corridor for future federal Small Starts, MEGA or RAISE capital grants for zero-emission transportation investments such as electric bus rapid transit, mobility hubs, pedestrian and bicycle facilities and electric charging stations. The proposed project would include robust community engagement to complete corridor planning, environmental clearances, and preliminary engineering to 30% design for the transportation elements of the corridor.

##### Program Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Procure consulting services*. Complete consultant procurement process for Phase 2 of the project (Sept 2025).
2. *ACTIVITY: Community Engagement*. Continue community engagement within the corridor (ongoing).
3. *ACTIVITY: Conceptual Feasibility Study*. Develop preliminary program of projects, conceptual capital and operation costs and conceptual benefit cost analysis (Mar 2025).

4. *ACTIVITY: Environmental Studies.* Initiate preliminary National Environmental Policy Act (NEPA) work for transportation-related elements (Sept 2025).
5. *ACTIVITY: Transit Element Scoring.* Initiate Small Starts Rating development for transit elements (Dec 2025).

#### **5.12 Reconnecting Kansas City: Repairing Connections for Kansas City's Westside Neighborhood – Lead Agency: City of Kansas City, Missouri Public Works**

##### Objectives

The Reconnecting Kansas City initiative is designed to address the issues created by the infrastructure programs of the past, and specifically will:

- Plan for the replacement of the aging I-35 viaduct.
- Designate and design multimodal connections within the Westside community and with the central business district.
- Create design solutions for Beardsley Road, connecting the Westside with the imminent economic and residential development in the West Bottoms.

##### Background/Previous Work

In previous generations, federal infrastructure programs were designed and constructed to further divide the Westside community from the central business district and bisect the neighborhood. In the late 1960s, I-35 was constructed at the eastern border of the neighborhood, cutting off connections between the residents and businesses in the Westside and the Central Business District. I-670 was constructed through the Westside in January 1990, bisecting the area creating a northern and southern section of the community. These infrastructure programs, combined with the railroad construction earlier in the century has created a community that is more disconnected and divided than any other community in Kansas City.

This project is complemented by several completed and ongoing projects including:

- Greater Downtown Area Plan
- Connected KC 2050
- Reconnect the Westside and Revitalization Plan
- West Pennway Community Street Redesign
- Southwest Boulevard Transportation Study, PSP initiated in 2023.

##### Program Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Project Management.* Manage the overall project execution, coordination, cost control, and quality control process (ongoing).
2. *ACTIVITY: Public Engagement.* : Develop and execute a robust and effective public engagement strategy to facilitate broad public input into the Plan (ongoing).
3. *ACTIVITY: Develop Conceptual Layouts and Costs.* Synthesize all inputs and leverage professional expertise and best practices to develop alternatives. (March 2025).
4. *ACTIVITY: Coordination.* Coordinate with project partners and FHWA on changes to the interstate system and compliance with NEPA. (July 2025).
5. *PRODUCT: Final Conceptual Plan and Cost Estimate.* Develop the final plan report, including implementation recommendations and supporting maps and graphics (January 2026).

## 5.13 US-71 Reconnecting Neighborhoods Project – Lead Agency: City of Kansas City, Missouri

### Objectives

The US-71 Reconnecting Neighborhoods Project will address critical traffic safety issues, enhance multi-modal connectivity, and mitigate the environmental, economic, and health impacts of the highway corridor on the abutting community. The study will be conducted in close collaboration with the City of Kansas City, Missouri, MoDOT, and key stakeholders in the affected community. The project will include a thorough analysis of the corridor, extensive public outreach efforts, development of potential solutions, and identification of a course forward for a safer, more connected, and more equitable community.

The US-71 Reconnecting Neighborhoods Project will develop a clearly articulated plan and vision for the future through Planning and Environmental Linkages Study (PEL), Environmental Analysis, and Conceptual Design phases that will put this project on the path to construction in the coming years.

### Background/Previous Work

The area of the city east of Troost has a history of discriminatory policies which has had a lasting impact on residents and the surrounding area. The construction of the US-71 corridor through this community was a traumatic and controversial event that demolished over 2,000 mostly African-American homes and businesses. Based on a 1985 consent decree, the highway corridor brought much traffic and associated light/noise pollution along with dangerous intersections where many pedestrians are hurt and killed. This has led to a need to improve safety, connectivity, and equity along this vital travel route. The US-71 Reconnecting Neighborhoods PEL Study is the city's commitment to addressing these challenges, ensuring better connectivity, and building a safe and equitable environment for all residents.

### Activities and Products (Estimated Completion Dates)

1. **ACTIVITY: Extensive Public Engagement.** Comprehensive public engagement will ensure the alignment of project outcomes with the neighborhood's community needs and aspirations. Engagement approach will encompass a wide range of strategies, from hosting open forums and stakeholder consultations to leveraging digital platforms for broader reach. (Ongoing – February 2024 - January 2027).
2. **ACTIVITY: Existing Conditions Assessment.** Traffic and pedestrian counts, traffic analysis, travel demand modeling, crash data, land use patterns, socio-economic data, multi-modal connectivity, and extensive engagement with the public. The existing conditions assessment will include review and analysis of current social, environmental, and economic conditions in the study area. This includes Environmental Justice areas, demographics, air quality, noise, traffic impacts, waterways and streams, historic properties, park impacts, land uses, and others. (August 2024).
3. **ACTIVITY: Alternative Selection Criteria.** Development of objective and measurable criteria will be developed in this task of the PEL study. Having these high-level, preliminary criteria will allow project leaders, stakeholders, and members of the community to differentiate between multiple transportation improvement alternatives (October 2024).
4. **ACTIVITY: Screening of Alternatives.** Project will identify a range of potential strategies and alternatives that would mitigate the negative impacts of the existing facility to traffic flow, surrounding neighborhoods, bicycle/pedestrian connectivity, and safety

(April 2025).

5. *ACTIVITY: Address Consent Decree.* Coordination with the legal team to ensure the necessary information, data, and reports to the legal team are produced. (February 2026)
6. *ACTIVITY: Agency Coordination.* Coordination will be an important part of the NEPA analysis phase of the project. The City of Kansas City and MoDOT will work closely with all agencies that are likely to have impacts from the proposed project. (Ongoing February 2024 -January 2027)
7. *PRODUCT: Purpose and Need Statement.* Identification of the challenges and issues in the study area and justification for why a project is necessary to improve the transportation facilities in the project area. (September 2024).
8. *PRODUCT: PEL Questionnaire.* Completion of a PEL questionnaire for submittal to FHWA (August 2025).
9. *PRODUCT: NEPA Class of Action Determination.* Coordination with FHWA on the determination of the NEPA class of action. This phase and the overall US-71 Reconnecting Neighborhoods Project will conclude with a Record of Decision (ROD) or Finding of No Significant Impact (FONSI), depending on the NEPA class of action determination. (October 2026).
10. *PRODUCT: Conceptual Engineering Design.* Development of 30% conceptual engineering design plans. (May 2027).

#### **5.14 Long Range Transportation Planning: Johnson County Transit Strategic Plan – Lead Agency: Johnson County Transit**

##### Objectives

The Strategic Plan is intended to be a living document, updated annually to reflect changing realities and changing demographics. A vision statement; Johnson County Transit is committed to providing convenient, reliable and safe regional mobility options. The JCT team strives to deliver responsive, environmentally friendly and efficient transit services that constantly exceed customer expectations, is supported by six strategic points:

1. The focus of transit must be broader than the downtown commuter market.
2. The Board of County Commissioners (BoCC) supports the concept of dedicated funding for transit services.
3. The BoCC supports collaboration among the Region’s transit systems.
4. Enhance the quality and utility of services for seniors and persons with disabilities.
5. Management systems for effective transit services will be developed.
6. JCT is committed to work with cities planning transit supportive development.

##### Background/Previous Work

Multiple objective statements were developed to support the six strategic points. As voiced at the Committee of the Whole meeting, JCT staff and the Council will utilize the Strategic Plan as a guide in the development and maintenance of transit services. Annual updates to the Plan will be completed by staff to reflect departmental and county transit-related goals.

Staff will also utilize the Plan while planning grant applications that support current and planned transit services. The adoption of the Strategic Plan will provide direction on service and funding strategies for the transportation staff and the Transportation Council. The plan will provide additional leverage for federal, state and local funds.

In addition, JCT staff will utilize this document as a guide for future services, operating plans, and service maintenance priorities. Staff will also use the Plan to support applications for grant funding, exploration, and development of a transit funding source, and to prepare annual budget requests. The plan will provide transit staff the ability to focus on planning objectives beyond a one-year horizon.

The Strategic Plan will guide the development of transit services in Johnson County, and in the County's regional efforts related to transit activities. Implementation of specific components of the plan will be incremental with the Board of County Commissioners' consideration of funding availability and annual budget issues, available grant funds, and agreements.

#### Program Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Strategic Plan Management and Coordination: JCT Team discussion and coordination efforts (Jan-Feb 2024)*
2. *ACTIVITY: Strategic Plan Procurement Process: Requests for proposals commence and project selection (Feb-Mar 2024)*
3. *ACTIVITY: Strategic Plan Contract Awarded (Apr 2024)*
4. *ACTIVITY: Engage project partners and stakeholders to refine proposed Plan based on common goals and objectives (Apr-Nov 2024).*
5. *ACTIVITY: Strategic Plan Developed/Finalized (Oct-Dec 2024)*
6. *PRODUCT: Completion of Strategic Plan for Board approval (Dec 2024 – Jan 2025)*

#### **5.15 Destination Safe Comprehensive Safety Action Plan– Lead Agency: MARC**

##### Objectives

The U.S. DOT's FHWA issued a Notice of Funding Opportunity to solicit applications for Safe Streets and Roads for All (SS4A) grants. Funds for the fiscal year 2023 SS4A grant program are awarded on a competitive basis to support planning, infrastructure, behavioral, and operational initiatives to prevent death and serious injury on roads and streets involving all roadway users, including pedestrians; bicyclists; public transportation, personal conveyance, and micromobility users; motorists; and commercial vehicle operators.

The purpose of SS4A grants is to improve roadway safety by significantly reducing or eliminating roadway fatalities and serious injuries through safety action plan development and refinement and implementation focused on all users, including pedestrians, bicyclists, public transportation users, motorists, personal conveyance and micromobility users, and commercial vehicle operators. The program provides funding to develop tools to help strengthen a community's approach to roadway safety and save lives.

MARC and the Destination Safe Coalition are committed to reducing transportation-related fatalities and serious injuries in our region. To further this commitment MARC will develop a Comprehensive Safety Action Plan and conduct two supplemental planning activities, efforts will take a collaborative and coordinated approach with a focus on the following objectives:

- Identify historical crash trends and behaviors.
- Identify high-injury and high-risk intersections and corridors.
- Identify systemic countermeasures.
- Develop a list of action steps and strategies that address the region's transportation safety issues.
- Conduct public engagement and education activities especially those that seek input from and inform underserved communities, overrepresented populations, and decision-makers.
- Identify opportunities to update MARC's Call for Project scoring/prioritization around safety and equity.

- Develop a crash data dashboard to help community members analysis, identify, and prioritize safety issues and projects.
- Conduct a creative vulnerable road user assessment in a manner that builds upon and enhances work done by partnering agencies.

### Background/Previous Work

MARC established the Destination Safe Coalition which unites federal, state, regional and local agencies to improve transportation system safety for 13 counties in Greater Kansas City. It is governed by a committee with representatives from local, regional, state, and federal agencies, emergency response, law enforcement, public health and nonprofit groups dedicated to transportation safety.

MARC and the Destination Safe Coalition have established a safety culture among transportation and public safety experts through the collaborative development of a 2022-2027 Transportation Safety Plan which incorporates strategies that are equitable and data-driven with the goal of achieving zero roadway deaths in the Kansas City region by 2050.

MARC develops annual safety reports which provide transparency to the public and stakeholders and illustrates the methods to measure progress towards the targets of the Transportation Safety Plan. As outlined in the Destination Safe 2022 Annual Safety Report, the region did not achieve its fatality reduction targets for 2021 which means more work is needed to fully embrace all elements of the Safe System approach that, together, create a holistic approach with layers of protection for all road users.

### Program Activities and Products (Estimated Completion Dates)

1. *ACTIVITY*: Project Management. (Ongoing).
2. *ACTIVITY*: Public Engagement and Education. (Ongoing).
3. *ACTIVITY*: Collaboration and coordination with other SS4A grant recipients with the Destination Safe Region. (Ongoing).
4. *ACTIVITY*: Crash data analysis (i.e., historical trends, crash locations, network screening) with supporting graphs, charts, and maps. (Ongoing).
5. *PRODUCT*: Vulnerable road users' assessment (i.e., crosswalk assessments, equity analysis, develop educational/information material, policy and process reviews). (December 2025).
6. *PRODUCT*: Crash Data Dashboard. (December 2025).
7. *PRODUCT*: Final SS4A Comprehensive Safety Action Plan, including analysis and recommendations identified in the above activities. (December 2025). Upon adoption plan to be updated every five years.

## **5.16 Northrail Streetcar Extension Advanced Planning and Environmental Review Study – Lead Agency: KCSA**

### Objectives

To conduct an advanced planning and environmental review of a possible streetcar extension over the Missouri River to the City of North Kansas City, Missouri. The scope for this project will include public engagement, bridge assessment, advanced planning, environmental review, and updated cost estimates and financial plan.

This project will build on the 2021/2022 NorthRail Refresh Study which identified a preferred alignment and potential funding strategy. Additional details and documents from the 2021/2022 study can be found below. The study will evaluate a preferred river crossing, routing alignment, extension terminus, stop locations, and a proposed financial and governance structure for a NorthRail streetcar extension.

Background/Previous Work

In 2014, a NorthRail Streetcar Study was completed to assess technical feasibility and identify a preferred alternative for a northern extension from the existing terminus in the River Market, across the Missouri River, into North Kansas City. However, a lot has changed, including the opening of the downtown KC Streetcar starter line, giving Kansas City Metropolitan residents and visitors an awareness and understanding of how an investment in streetcar can transform a corridor. There has also been significant focus on development and redevelopment within the City of North Kansas City.

An extension of the streetcar system into North Kansas City would support major themes in the City’s 2016 Master Plan, be a strategic investment in the future of North Kansas City and provide multi-modal connectivity across the Missouri River.

A study was initiated in 2021/2022 which incorporated the myriad of changes since 2014. The NorthRail Refresh Study defined a preferred updated alignment, potential stop locations and a potential funding strategy.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY:* Study procurement process to identify and contract a consultant team (October 2024).
2. *ACTIVITY:* Refine conclusions from past studies, complete a bridge condition assessment, and complete advanced planning tasks (March 2025).
3. *ACTIVITY:* Conduct NEPA process (May 2025).
4. *PRODUCT:* Final conclusions and final report documenting technical analysis, community and stakeholder input, advanced planning outcomes, and environmental review (May 2025).

**2025 Budget for Plans and Studies**

5.1	RideKC Short-Range and Ongoing Transportation Planning	\$480,000
5.2	RideKC Long-Range Transit and Capital Planning	\$780,000
5.3	Goods Movement/Freight Planning	\$92,375
5.4	Corridor Studies	\$12,600
5.5	Aviation Planning	\$2,750
5.6	MoDOT Traffic Studies	\$350,000
5.7	RideKC Bi-State Green Corridor Planning Investments	\$514,045
5.8	RideKC Funding for Zero-Fare: Evaluating the Health and Economic Impacts	\$555,555
5.9	Building Climate Resilience in the Transportation System (Phase 1)	\$45,000
5.1	Regional Freight Plan	\$275,000
5.11	Bi-State Sustainable Reinvestment Corridor	\$2,500,000
5.12	Reconnecting Kansas City: Repairing Connections for Kansas City’s Westside Neighborhood	\$1,323,275
5.13	US-71 Reconnecting Neighborhoods	\$7,500,000
5.14	Long Range Transportation Planning: Johnson County Transit Strategic Plan	\$380,000
5.15	Destination Safe Comprehensive Safety Action Plan	\$500,000
5.16	KC Streetcar Extension Study	\$1,000,000
<b>Total</b>		<b>\$16,310,600</b>



## Appendix A

### RELATIONSHIP BETWEEN UPWP PROJECTS AND MTP POLICY DIRECTION

MARC's current Metropolitan Transportation Plan (MTP), *ConnectedKC 2050*, creates a policy framework for transportation investments in the Kansas City region. The plan recognizes the vision of Greater Kansas City as a region of opportunity with a robust economy, healthy environment, and the social capacity to support the creativity, diversity and resilience of its people, places, and communities. The outcomes identified in *Connected KC 2050* focus on key elements that will help achieve that vision – vibrant, connected, and green places and successful, engaged, and healthy people supported by strong communities. The 2025 Unified Planning Work Program (UPWP) is designed to ensure the region focuses time and resources on these outcomes. Each desired outcome is shown below along with the specific actions included in the 2025 UPWP that address that part of the region's policy framework.

Access to Opportunity – Support a connected system that enables access to all activities, allowing people to succeed by removing transportation barriers.

- Transit Planning Activities (Tasks 3.4, 3.5, 5.1, 5.2, 5.7, 5.8, 5.11, 5.14, 5.16)
- Active Transportation Planning and Bike/Ped Planning and Promotion Activities (Tasks 3.4, 3.5)
- Land-Use and Comprehensive Planning Activities (Tasks 2.1, 5.11)
- Environmental/Air Quality Planning Activities (Tasks 2.2, 3.3, 5.9)
- Public Participation Activities (Tasks 1.2, 2.2)
- Programming (Task 4.1)
- Safety and Security Planning Activities (Task 3.6, 5.15)

Public Health & Safety – Foster healthy communities and individuals by providing safe and secure places to live, walk, bike, roll, ride the bus and drive with clean air to breathe.

- Transit Planning Activities (Tasks 3.4, 3.5, 5.1, 5.2, 5.7, 5.8, 5.11, 5.14, 5.16)
- Active Transportation planning and Bike/Ped Planning and Promotion Activities (Tasks 3.4, 3.5)
- Land-Use and Comprehensive Planning Activities (Tasks 2.1, 5.11)
- Public Participation Activities (Tasks 1.2, 2.2)
- Safety and Security Planning Activities (Task 3.6, 5.15)
- Programming (Task 4.1)

Healthy Environment – Prioritize and support investments that reduce pollution and greenhouse gas emissions and preserve and restore ecosystem health.

- Environmental/Air Quality Planning Activities (Tasks 2.2, 3.3, 5.9)
- Transit Planning Activities (Tasks 3.4, 3.5, 5.1, 5.2, 5.7, 5.8, 5.9, 5.11, 5.14, 5.16)
- Land-Use and Comprehensive Planning Activities (Tasks 2.1, 5.11)
- Programming (Task 4.1)
- Active Transportation Planning and Bike/Ped Planning and Promotion Activities (Tasks 3.4, 3.5)
- Public Participation Activities (Tasks 1.2, 2.2)

Transportation Choices -- Provide a range of transportation choices for communities across the region to allow for ease of travel as well as public health and environmental benefits.

- Transit Planning Activities (Tasks 3.4, 3.5, 5.1, 5.2, 5.7, 5.8, 5.11, 5.14, 5.16)
- Active Transportation Planning and Bike/Ped Planning and Promotion Activities (Tasks 3.4, 3.5)

- Land-Use and Comprehensive Planning Activities (Tasks 2.1, 5.11)
- Programming (Task 4.1)

Economic Vitality – Maintain a multimodal transportation system that supports the efficient movement of people and goods and promotes economic development.

- Major Corridor Planning (Tasks 3.4, 5.1, 5.2, 5.4)
- Programming (Task 4.1)
- System Condition Performance Monitoring and Planning (Tasks 2.2, 3.9, 5.2, 5.3)
- Goods Movement/Freight Planning (Tasks 5.3, 5.10)

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## Appendix B

### RELATIONSHIP BETWEEN UPWP PROJECTS AND FEDERAL PLANNING EMPHASIS AREAS

At the discretion of the Secretary of the Department of Transportation, FHWA and FTA may jointly establish planning emphasis areas (PEA) to advance national goals as established by federal law to reflect priorities and respond to congressional direction established through the appropriations process. PEAs are intended to highlight subjects that should be addressed in FHWA and FTA funded planning programs. PEAs are designed to encourage the application of planning assistance to studies addressing national goals and priorities, in addition to goals and priorities directly benefiting local transportation operations or otherwise serving state and local needs. In their letter dated December 30, 2021, FHWA and FTA jointly requested MPO's, State DOT's, Public Transportation Agencies, and Federal Land Management Agencies to emphasize the planning emphasis areas (PEAs) in their work programs. These PEAs remain in effect until superseded by newer PEAs. Each PEA is shown below along with the specific actions included in the 2025 UPWP that address that PEA.

Tackling the Climate Crisis – Transition to a Clean Energy, Resilient Future – Ensure that transportation plans and infrastructure investments help achieve the national greenhouse gas reduction goals of 50-52 percent below 2005 levels by 2030, and net-zero emissions by 2050, and increase resilience to extreme weather events and other disasters resulting from the increasing effects of climate change.

- Metropolitan Transportation Plan (Task 2.2)
- Environmental/Air Quality Planning Activities (Tasks 2.2, 3.3, 5.8, 5.9)
- Safe and Accessible Transportation Options (Tasks 3.4, 3.5, 5.1, 5.2, 5.7, 5.8, 5.9, 5.11, 5.14, 5.16)

Equity and Justice<sup>40</sup> in Transportation Planning – Advance racial equity and support for underserved and disadvantaged communities. This will help ensure public involvement in the planning process and that plans, and strategies reflect various perspectives, concerns, and priorities from impacted areas.

- Metropolitan Transportation Plan (Task 2.2)
- Environmental/Air Quality Planning Activities (Tasks 2.2, 3.3, 5.8, 5.9)
- Safe and Accessible Transportation Options (Tasks 3.4, 3.5, 5.1, 5.2, 5.7, 5.8, 5.9, 5.11, 5.14, 5.16)
- Transportation Safety Planning (Task 3.6, 5.12, 5.13, 5.15)

Complete Streets – Review current policies, rules, and procedures to determine their impact on safety for all road users. This effort should work to include provisions for safety in future transportation infrastructure, particularly those outside automobiles.

- Metropolitan Transportation Plan (Task 2.2)
- Safe and Accessible Transportation Options (Task 3.4, 3.5, 5.12, 5.13)

Public Involvement – Increase meaningful public involvement in transportation planning by integrating Virtual Public Involvement (VPI) tools into the overall public involvement approach while ensuring continued public participation by individuals without access to computers and mobile devices.

- Public Participation Activities (Tasks 1.2, 2.2)

Strategic Highway Network (STRAHNET)/U.S. Department of Defense (DOD) Coordination – Coordinate with representatives from DOD in the transportation planning and project programming process on

infrastructure and connectivity needs for STRAHNET routes and other public roads that connect to DOD facilities.

- Metropolitan Transportation Plan (Task 2.2)
- Corridor Studies (Task 5.4)

Federal Land Management Agency (FLMA) Coordination – Coordinate with FLMAs in the transportation planning and project programming process on infrastructure and connectivity needs related to access routes and other public roads and transportation services that connect to Federal lands.

- Programming (Task 4.1)

Planning and Environment Linkages (PEL) – Implement PEL as part of the transportation planning and environmental review processes. The use of PEL is a collaborative and integrated approach to transportation decision-making that considers environmental, community, and economic goals early in the transportation planning process, and uses the information, analysis, and products developed during planning to inform the environmental review process.

- Corridor Studies (Task 5.4)

Data in Transportation Planning – incorporate data sharing and consideration into the transportation planning process because data assets have value across multiple programs.

- Land-Use and Comprehensive Planning Activities (Tasks 2.1, 5.11)
- Modeling and Forecasting Activities (Task 3.1)
- Transportation Research and Database Management (Task 3.2)
- Transportation Technology Planning and Integration (Task 3.6)

## Appendix C

### MAJOR WORK ACCOMPLISHMENTS IN 2024

#### Planning and Project Development

- Completed one amendment to Connected KC 2050.
- Continued work on the update to Connected KC 2050.
- Developed and approved updated unfunded project priorities for Missouri.
- Completed a Regional Electric Vehicle Readiness Plan.
- Completed the KCI Airport Public Transit Action Plan.
- Completed the 2024 Peer Regions Transit Study.
- Initiated work on a Regional Freight Plan.
- Initiated work on the first phase of the Building Climate Resilience in the Transportation System plan.
- Coordinated with regional efforts to provide transportation services for the 2026 World Cup.
- Conducted ongoing updates of the Functional Classification system.
- Produced the 2023 Congestion Management Report.
- Updated Regional Population and Employment projections.
- Initiated work on a Comprehensive Safety Action Plan funded through FHWA Safe Streets & Roads for All (SS4A) program.
- Engaged the Sustainable Places Policy Committee (SPPC) on: Planning Sustainable Places (PSP) programming; updates to Regional Centers and Corridors, and items related to the Connected KC 2050 update and various funding calls for projects.
- Continued MARC's Regional Counting Program for collecting bicycle/pedestrian counts. Loaned counting equipment to local governments assisted them with installation, data retrieval and analysis. Researched potential opportunities for program expansion.
- Produced annual fatality reports with updated format to incorporate historical data on the Safety Blueprint priority areas.
- Developed the annual Destination Safe Public Information & Education Communication Outreach Plan.
- Maintained the Destination Safe Data Dashboard
- Maintained the regional Critical Urban Freight Corridors
- Completed a review of the Regional Intelligent Transportation Systems Architecture.
- Incorporated performance targets and performance management activities into the TIP.
- Completed work to expand the area covered by the MARC transportation model.
- Continued implementation of strategies identified in the Regional Climate Action Plan.
- Continued a Complete Streets Network Assessment which quantitatively assesses the completeness of a portion of roadway network in MARC region.

#### Programming

- Established the Transportation Emissions Committee to provide program management and oversight of the CMAQ and Carbon Reduction programs.
- Completed and approved 5 amendments to the 2024-2028 Transportation Improvement Program(TIP)
- Prepared the 2024 Annual Listing of Obligated Projects
- Supported regional applications through letters of support for state economic development and cost share programs.
- Conducted a call for projects to program FFY 2025 Planning Sustainable Places projects and began procurement activities
- Conducted a call for projects for FTA Section 5310 funding

- Conducted calls for projects for FFY 2027-2028 Congestion Mitigation/Air Quality (CMAQ), Surface Transportation Block Grant (STBG), and Surface Transportation Block Grant – Set Aside (TA) program funds
- Conducted a call for projects to program FFY 2025-2028 Carbon Reduction Program (CRP) funds.
- Conducted a call for projects for FFY 2024 Destination Safe, Missouri Coalition for Roadway Safety and Kansas Department of Transportation safety projects and made funding recommendations to respective states.
- Provided program management and oversight to ensure MARC’s CMAQ, STBG, TA, and CRP programs met obligation expectations established by KDOT and MoDOT for these programs.
- Participated in MoDOT’s Bridge Formula Program funding process.

#### Public Engagement

- Maintained the Transportation Matters blog
- Hosted webinars and training programs related to transportation, the built and natural environment, and other planning issues for regional professional development.
- Completed an update to the “Guide to Transportation Planning”
- Conducted public comment periods for MTP, TIP, UPWP, and various funding calls for projects.
- Completed a statistically valid survey for the Connected KC 2050 update.

#### Management and Administration

- Incorporated Ray County, Missouri into the MARC metropolitan planning organization.
- Prepared the 2023 Unified Planning Work Program Year-end report;
- Prepared 2024 Unified Planning Work Program Quarterly Reports;
- Completed/approved four amendments to the 2024 Unified Planning Work Program.
- Completed/approved the 2025 Unified Planning Work Program.
- Developed and approved the 2025-2027 DBE Goal

#### Other

- Hosted the Green Commute Challenge, an employer-based alternative transportation contest
- Ran the 2024 Ozone Season outreach and education campaign targeting older adults, minorities, families with children, rural residents in the region, and the public.
- Initiated and substantially completed the Missouri Regional Pavement Preventive Maintenance program.
- Continued to implement traffic signal timing updates and manage the Operation Green Light Program;
- Promoted Bike to School Day, Bike Month, and hosted the Bike Month Challenge.
- Participated on MoDOT’s Statewide Local Public Agency Advisory Committee.
- Participated in Missouri’s Unified Certification Program (UCP).
- Participated on KDOT’s Executive Safety Council.
- Participated on the Kansas State Transportation Innovation Council.
- Participated on the Kansas City Scout Board of Directors.
- Participated on the Kansas and Missouri’s Public Transit Association’s Board of Directors.
- Supported KC Rising Place Advisory Committee which focuses on leveraging business and civic community’s support towards advancement of attainable housing, digital equity and accessible transportation.
- Regional Planners Roundtable – Convened quarterly roundtable meetings of city/county planners in the region to discuss best practices and share events/announcements.

- Participated on the GKCCC and Northland Regional Chamber of Commerce Joint Bridge Committee.
- Participated in the annual KAMPO meeting.
- Participated in the Kansas City American Planning Association Board of Directors.
- Hosted quarterly TIM meetings in cooperation with KC Scout.
- Provided regional travel forecast and modeling analyses to regional partners.

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**APPENDIX D - SCHEDULE 1  
DETAIL OF PLANNING PROGRAM BY STATE (FHWA PL AND FTA SEC 5305(d))**

Work Element	STATE and LOCAL				Federal				Total	
	MARC	KDOT	MoDOT	Other	CPG Funds		Other			
					KDOT	MoDOT	Amount	Agency		
1.1	Transportation Administration	\$8,564				\$210,386	\$405,800		\$624,750	
1.2	Public Participation	\$3,564				\$87,555	\$168,881		\$260,000	
2.1	Land Use, Demographic & Comprehensive Planning	\$7,888				\$193,766	\$373,746		\$575,400	
2.2	Metropolitan Transportation Plan	\$4,032				\$99,056	\$191,062		\$294,150	
3.1	Transportation Modeling/Forecasting	\$23,671				\$581,503	\$1,121,626		\$1,726,800	
3.2	Transportation Research & Database Management	\$8,517				\$209,223	\$403,560		\$621,300	
3.3	Air Quality Planning	\$1,543				\$37,901	\$73,106		\$112,550	
3.4	Safe and Accessible Transportation Options	\$6,964				\$171,069	\$329,967		\$508,000	
3.5	Complete Streets Activities <sup>1</sup>					\$274,935	\$509,565		\$784,500	
3.6	Transportation Technology	\$612				\$15,043	\$29,015		\$44,670	
3.7	Transportation Safety Planning	\$1,530				\$37,588	\$72,502		\$111,620	
3.8	Congestion Management System	\$909				\$22,326	\$43,065		\$66,300	
3.9	Performance Measurement & Target Setting	\$1,222				\$30,022	\$57,906		\$89,150	
4.1	Transportation Improvement Program	\$2,920				\$71,727	\$138,353		\$213,000	
5.1	RideKC Short-Range and Ongoing Transportation Planning				\$80,000		\$0	\$400,000	FTA 5307	\$480,000
5.2	RideKC Long-Range Transit and Capital Planning				\$130,000		\$0	\$650,000	FTA 5307, 5309	\$780,000
5.3	Goods Movement/Freight Planning	\$1,266				\$31,108	\$60,001			\$92,375
5.4	Corridor Studies	\$173				\$4,242	\$8,185			\$12,600
5.5	Aviation Planning	\$38				\$925	\$1,787			\$2,750
5.6	MoDOT Traffic Studies			\$350,000						\$350,000
5.7	RideKC Bi-State Green Corridor Planning Investments <sup>2</sup>							\$514,045	FTA Route Planning Restoration	\$514,045
5.8	RideKC Funding for Zero-Fare: Evaluating the Health and Economic Impacts <sup>2</sup>				\$55,555			\$500,000	FTA Areas of Persistent Poverty	\$555,555
5.9	Building Climate Resilience in the Transportation System (Phase 1) <sup>2</sup>				\$617	\$15,154	\$29,229			\$45,000
5.10	Regional Freight Plan <sup>2</sup>				\$3,770	\$92,606	\$178,624			\$275,000
5.11	Bi-State Sustainable Reinvestment Corridor <sup>2</sup>				\$500,000			\$2,000,000	RAISE	\$2,500,000
5.12	Reconnecting Kansas City: Repairing Connections for Kansas City's Westside Neighborhood <sup>2</sup>				\$264,655			\$1,058,620	FHWA Reconnecting Communities Pilot Program	\$1,323,275
5.13	US-71 Reconnecting Neighborhoods <sup>2</sup>				\$2,500,000			\$5,000,000	FHWA-RAISE	\$7,500,000
5.14	Long Range Transportation Planning: Johnson County Transit Strategic Plan <sup>2</sup>				\$76,000			\$304,000	FTA-5307	\$380,000
5.15	Destination Safe Comprehensive Safety Action Plan <sup>2</sup>	\$40,750	\$29,250		\$30,000			\$400,000	FHWA-SS4A	\$500,000
5.16	KC Streetcar Extension Study				\$1,000,000					\$1,000,000
F.1	Operation Green Light				\$850,000			\$850,000	FHWA STBG	\$1,700,000
F.2	Air Quality Public Education				\$138,750			\$555,000	FHWA CMAQ	\$693,750
F.3	WAY TO GO							\$300,000	FHWA CMAQ	\$300,000
F.4	Active Transportation Programs				\$18,000			\$72,000	FHWA CMAQ	\$90,000
F.5	Planning Sustainable Places Program				\$405,000			\$1,620,000	FHWA STBG	\$2,025,000
		\$114,163	\$29,250	\$350,000	\$6,052,347	\$2,186,135	\$4,195,980	\$14,223,665		\$27,151,540

(1) Federal funds in this task are 100% federal and are not factored into match requirement calculations.

(2) Study was initiated in a prior year and extends into 2025.



**APPENDIX D - SCHEDULE 1  
DETAIL OF PLANNING PROGRAM BY STATE (FHWA PL AND FTA SEC 5305(d))**

Work Element		Kansas Cost Share	Missouri Cost Share	Total Cost
1.1	Transportation Administration	\$218,950	\$405,800	\$624,750
1.2	Public Participation	\$91,119	\$168,881	\$260,000
2.1	Land Use, Demographic & Comprehensive Planning	\$201,654	\$373,746	\$575,400
2.2	Metropolitan Transportation Plan	\$103,088	\$191,062	\$294,150
3.1	Transportation Modeling/Forecasting	\$605,174	\$1,121,626	\$1,726,800
3.2	Transportation Research & Database Management	\$217,740	\$403,560	\$621,300
3.3	Air Quality Planning	\$39,444	\$73,106	\$112,550
3.4	Safe and Accessible Transportation Options	\$178,033	\$329,967	\$508,000
3.5	Complete Streets Activities <sup>1</sup>	\$274,935	\$509,565	\$784,500
3.6	Transportation Technology	\$15,655	\$29,015	\$44,670
3.7	Transportation Safety Planning	\$39,118	\$72,502	\$111,620
3.8	Congestion Management System	\$23,235	\$43,065	\$66,300
3.9	Performance Measurement & Target Setting	\$31,244	\$57,906	\$89,150
4.1	Transportation Improvement Program	\$74,647	\$138,353	\$213,000
5.3	Goods Movement/Freight Planning	\$32,374	\$60,001	\$92,375
5.4	Corridor Studies	\$4,415	\$8,185	\$12,600
5.5	Aviation Planning	\$963	\$1,787	\$2,750
5.10	Building Climate Resilience in the Transportation System (Phase 1)	\$15,771	\$29,229	\$45,000
5.12	Regional Freight Plan	\$96,376	\$178,624	\$275,000
<b>Total</b>		<b>\$2,263,935</b>	<b>\$4,195,980</b>	<b>\$6,459,915</b>
<b>A.</b>	<b>Total Capital Outlay Subject to Matching Funds Requirements</b>	<b>\$1,989,000</b>	<b>\$3,686,415</b>	<b>\$5,675,415</b>
<b>Direct Cost Activities</b>				
5.6	Value of MoDOT Traffic Studies		\$350,000	
5.18	Value of KC Streetcar Extension Study	\$400,000	\$600,000	
<b>B.</b>	<b>Total Value of Direct Cost Activities</b>	<b>\$400,000</b>	<b>\$950,000</b>	<b>\$1,350,000</b>
<b>C.</b>	<b>Total Value of MARC 2025 Transportation Planning Program (A+B)</b>	<b>\$2,389,000</b>	<b>\$4,636,415</b>	<b>\$7,025,415</b>
	Federal CPG Share/Reimbursement (80%)	\$1,911,200	\$3,709,132	\$5,620,332
	Non-Federal Share (20%) <sup>2</sup>	\$477,800	\$927,283	
	Value of Direct Cost Match <sup>3,4</sup>	\$400,000	\$950,000	
	Cash Outlay Needed to Complete Match Requirements	\$77,800	\$0	\$77,800
	Total CPG Expenditure including activities not subject to match requirements	\$2,186,135	\$4,218,697	

<sup>1</sup> Federal funds in this subtask are 100% federal and are not factored into match requirement calculations.

<sup>2</sup> Match is a combination of cash and direct cost value for Kansas CPG and direct cost value for Missouri

<sup>3</sup> The value of KC Streetcar Extension Study makes an additional \$320,000 (\$400,000 x .80) of Federal CPG (KS) funding available for budgeted actual cost. The total direct cost value amount of \$400,000 allows the actual cost of Kansas CPG funded transportation planning costs to be funded at 93.4% federal.

<sup>4</sup> The value of MoDOT Traffic Studies and KC Streetcar Extension Study makes an additional \$760,000 (\$950,000 x .80) of Federal CPG (MO) funding available for budgeted actual cost. The total direct cost value amount of \$950,000 allows the actual cost of Missouri CPG funded transportation planning costs to be funded at 100% federal.

Federal Funding as a percentage of total MARC (Kansas/Missouri shares) actual transportation planning costs is 99.0% (\$5,620,332/\$5,675,415 =99.0%).

**APPENDIX D - SCHEDULE 1  
DETAIL OF PLANNING PROGRAM BY STATE (FHWA PL AND FTA SEC 5305(d))**

	Kansas	Missouri	Total
MARC CPG balance as of 7/24	\$ 2,041,853	\$ 3,489,863	\$ 5,531,716
FY 2025 CPG Allocation	\$ 1,575,000	\$ 2,733,434	\$ 4,308,434
FY 2024 CPG funds expended (estimated 8/24-12/24)	\$ (991,546)	\$ (1,261,994)	\$ (2,253,540)
Total estimated CPG funds available for FY 2025 UPWP*	\$ 2,625,307	\$ 4,961,303	\$ 7,586,610
CPG funds programmed for FY 2025	\$ (2,186,135)	\$ (4,218,697)	\$ (6,404,832)
Remaining Unprogrammed CPG funds balance	\$ 439,172	\$ 742,606	\$ 1,181,778

MARC's ability to maintain a balance of planning funds provides stability if current funding is delayed or reduced. In addition, the funds can be drawn upon to supplement normal activities with exceptional work that MARC needs to periodically conduct to meet federal requirements. Based on the assumption that 100% of the funds programmed in this document will be spent, MARC estimates that \$439,172 of Kansas CPG funding and \$742,606 of Missouri CPG funding will be available for carryover to the next UPWP.

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**Appendix D - Schedule 4  
2025 Estimated MoDOT Traffic Studies Projected Salaries**

Title	Yearly Salary Base*	Yearly Fringe 84.26%	Yearly Total	% Eligible	Yearly Eligible
<b>Traffic Studies Staff</b>					
Sr. Traffic Studies Specialist	76,207	64,525	140,732	50%	70,366
Sr. Traffic Studies Specialist	76,207	64,525	140,732	60%	84,439
Int. Traffic Studies Specialist	70,562	59,745	130,308	60%	78,185
Sr. Traffic Studies Specialist	76,207	64,525	140,732	50%	70,366
Int. Traffic Studies Specialist	70,562	59,745	130,308	50%	65,154
<b>Total Traffic Eligible Costs</b>	<b>369,746</b>	<b>313,064</b>	<b>682,811</b>		<b>368,509</b>
<b>Blueprint for Safety Staff</b>					
Admin. Technician	45,228	38,295	83,523	75%	62,643
Sr. Traffic Technician	48,718	41,249	89,967	50%	44,984
<b>Total Blueprint Eligible Costs</b>	<b>93,946</b>	<b>79,544</b>	<b>173,491</b>		<b>107,626</b>
<b>Total UPWP Eligible Costs</b>					<b>476,135</b>

\*Projected 2025 Salary/Fringes based on FY25 base salary + annual pay adjustments beginning Jan2024 and FY25 fringe benefits percentage.

2025 Unified Planning Work Program  
 Appendix D-SCHEDULE 5  
 EQUIPMENT, SUBCONTRACTS & OPERATING EXPENSES

Mid-America Regional Council

**MARC CPG Subcontracts**

UPWP Task	Project	Source	Amount
1.1	On-Call Planning Support	CPG	\$50,000
2.1	Centers and Corridors Outreach	CPG	\$15,000
3.1	On Call Model Support	CPG	\$65,000
3.1	Activity Based Travel Demand Model	CPG	\$1,100,000
3.5	SmartMoves Transit Plan Update	CPG	\$500,000
3.5	Regional Bikeway Plan Update	CPG	\$200,000
5.15	Building Climate Resilience in the Transportation System (Phase 1) <sup>1</sup>	CPG	\$45,000
5.17	Regional Freight Study <sup>1</sup>	CPG	\$275,000
<b>Total Contractual</b>			<b>\$2,250,000</b>
CPG – Consolidated Planning Grant			
<sup>1</sup> Study continued from 2024			

**MARC CPG Operating Expenses**

UPWP Task	Project	Source	Amount
1.1	Contracted Service (Document Translation, etc.)	CPG	\$1,500
1.1	Software & Data Service Agreements (emme/2, REMI, ESRI, etc.)	CPG	\$130,000
1.1	In Region Travel	CPG	\$500
1.1	Out of Region Travel	CPG	\$34,000
1.1	Registration Fees (Conference, Training, etc.)	CPG	\$9,000
1.1	Meeting	CPG	\$2,000
1.1	Periodicals & Subscriptions	CPG	\$3,000
1.1	Agency Professional Memberships (1)	CPG	\$9,000
1.1	Classified Advertising	CPG	\$16,000
1.1	Courier/Overnight Delivery	CPG	\$200
1.1	Computers, Supplies & Equipment	CPG	\$30,550
1.1	Training (includes webinars)	CPG	\$9,000
<b>Total Operating Expenses</b>			<b>\$244,750</b>
(1) For 2025 MARC professional memberships could include NARC (transportation program only), AMPO, Kansas City SmartPort, KPTA, MPTA, CTAA and Community Indicators Consortium, and the Association of Public Data Users among others.			

**MARC Personnel Costs**

Salary	CPG	\$1,826,555
Fringe Benefits	CPG	\$979,941
<b>Total Personnel Costs</b>		<b>\$2,806,496</b>

**MARC Other Costs**

Indirect	CPG	\$1,001,354
Rent	CPG	\$91,327
<b>Total Other Costs</b>		<b>\$1,092,681</b>

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**STATE AND LOCAL GOVERNMENT RATE AGREEMENT**

EIN: 430976432  
 ORGANIZATION:  
 Mid-America Regional Council  
 600 Broadway, Suite 200  
 Kansas City, MO 64105-1659

Date: 01/12/2024  
 FILING REF.: The preceding  
 agreement was dated  
 01/27/2023

The rates approved in this agreement are for use on grants, contracts and other agreements with the Federal Government, subject to the conditions in Section III.

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**SECTION I: INDIRECT COST RATES**

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RATE TYPES:	FIXED	FINAL	PROV. (PROVISIONAL)	PRED. (PREDETERMINED)	
	<u>EFFECTIVE PERIOD</u>				
<u>TYPE</u>	<u>FROM</u>	<u>TO</u>	<u>RATE(%)</u>	<u>LOCATION</u>	<u>APPLICABLE TO</u>
FIXED	01/01/2024	12/31/2024	33.40	On Site	Head Start
FIXED	01/01/2024	12/31/2024	33.80	On Site	All Programs except Head Start
PROV.	01/01/2025	12/31/2027	33.40	On-Site	Head Start
PROV.	01/01/2025	12/31/2027	33.80	On-Site	All Programs except Head Start

\*BASE

Direct salaries and wages including all fringe benefits.

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**SECTION I: FRINGE BENEFIT RATES\*\***

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<u>TYPE</u>	<u>FROM</u>	<u>TO</u>	<u>RATE(%)</u>	<u>LOCATION</u>	<u>APPLICABLE TO</u>
FIXED	1/1/2024	12/31/2024	52.80	On Site	Regular Staff
FIXED	1/1/2024	12/31/2024	7.65	On site	Intern
PROV.	1/1/2025	12/31/2027	52.80	On-Site	Regular Staff
PROV.	1/1/2025	12/31/2027	7.65	On-Site	Intern

**\*\* DESCRIPTION OF FRINGE BENEFITS RATE BASE:**

Salaries and wages.

**SECTION II: SPECIAL REMARKS**

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TREATMENT OF FRINGE BENEFITS:

The fringe benefits are charged using the rate(s) listed in the Fringe Benefits Section of this Agreement. The fringe benefits included in the rate(s) are listed below.

TREATMENT OF PAID ABSENCES:

The costs of vacation, holiday, sick leave pay and other paid absences are included in the organization's fringe benefit rate and are not included in the direct cost of salaries and wages. Claims for direct salaries and wages must exclude those amounts paid or accrued to employees for periods when they are on vacation, holiday, sick leave or are otherwise absent from work.

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1. Grantee charges all costs direct to grants and/or contracts except the costs listed below:

A) Salaries and wages of agency-wide employees are as follows: Director of Finance and Administration, Accounting Manager, Accountant III, Accountant II (3), Accountant I (2), Human Resources Program Manager, Human Resources Coordinator II, Human Resources Coordinator, Administrative/Program Assistant, Receptionist/Accounting Clerk I, IT Program Director, Network Administrator II, Computer Support Specialist, Public Affairs Web Coordinator – All 100%; GTI Manager – 96%; Accountant II – 92%; Public Affairs Director – 90%; Grant Manager – 81%; Executive Director – 60%; Executive Assistant – 60%; Chief Innovation Officer – 55%; Grant Manager, Rideshare Assistant – 49%; Public Affairs Coordinator – 41%; Public Affairs Coordinator – 29%; Public Affairs Coordinator, Grant Monitor – 28%; GTI Program Assistant/Registrar – 18%; Public Affairs Outreach Coordinator – 11%; GTI Marketing Coordinator II – 10%, and; PS Tech Service Manager, PS Communications Tech II, and Director of Community Development – 1%.

B) For the Head Start rate, salaries and wages as shown above with the exception of the Executive Director.

C) Other Expenses – Administrative portion only: accounting/audit, automobile, bank charges, capital outlay, classified ads, contractual services, deliveries, depreciation, equipment rental, insurance, meeting/travel, memberships, storage, postage, printing, facilities, supplies, and training.

D) Leave and Fringe Benefits for above personnel only are included in the indirect cost pool.

E) Fringe Benefits: FICA, Pension, 401k Employer Match, Unemployment Compensation, Cafeteria Allowance, Health Insurance Subsidy, Educational Assistance, Disability Insurance, Vacation, Sick Leave, Holidays, Jury Duty, Funeral Leave, Emergency Leave, Transit Passes, Moving Expenses for New Hires.

2. The indirect cost rate(s) has/have been negotiated in compliance with the applicable Administration for Children and Families Program Instructions for the Head Start program (ACYF-PI-HS-05-01 and ACYF-PI-HS-08-03). ACYF-PI-HS-08-03, dated 5/12/2008, specifically defines "compensation" and limited the cost of "compensation charged to any federally funded program to zero for any staff whose "compensation" exceeded the rate payable for level II of the Executive Schedule. For 2022, the rate of compensation for an Executive Level II was \$203,700 per year. As of January 2023 the Executive Schedule Level II rate is \$212,100. The Executive Schedule Level II rate is \$221,900 as of January 2024..

3. Your next indirect cost and fringe benefit rate proposals based on actual costs for the fiscal year ending December 31, 2023 are due in our office by June 30, 2024.

Equipment means tangible personal property (including information technology systems) having a useful life of more than one year and a per-unit acquisition cost which equals or exceeds \$2,500.

**SECTION III: GENERAL**

**A. LIMITATIONS:**

The rates in this Agreement are subject to any statutory or administrative limitations and apply to a given grant, contract or other agreement only to the extent that funds are available. Acceptance of the rates is subject to the following conditions: (1) Only costs incurred by the organization were included in its indirect cost pool as finally accepted: such costs are legal obligations of the organization and are allowable under the governing cost principles; (2) The same costs that have been treated as indirect costs are not claimed as direct costs; (3) Similar types of costs have been accorded consistent accounting treatment; and (4) The information provided by the organization which was used to establish the rates is not later found to be materially incomplete or inaccurate by the Federal Government. In such situations the rate(s) would be subject to renegotiation at the discretion of the Federal Government.

**B. ACCOUNTING CHANGES:**

This Agreement is based on the accounting system purported by the organization to be in effect during the Agreement period. Changes to the method of accounting for costs which affect the amount of reimbursement resulting from the use of this Agreement require prior approval of the authorized representative of the cognizant agency. Such changes include, but are not limited to, changes in the charging of a particular type of cost from indirect to direct. Failure to obtain approval may result in cost disallowances.

**C. FIXED RATES:**

If a fixed rate is in this Agreement, it is based on an estimate of the costs for the period covered by the rate. When the actual costs for this period are determined, an adjustment will be made to a rate of a future year(s) to compensate for the difference between the costs used to establish the fixed rate and actual costs.

**D. USE BY OTHER FEDERAL AGENCIES:**

The rates in this Agreement were approved in accordance with the authority in Title 2 of the Code of Federal Regulations, Part 200 (2 CFR 200), and should be applied to grants, contracts and other agreements covered by 2 CFR 200, subject to any limitations in A above. The organization may provide copies of the Agreement to other Federal Agencies to give them early notification of the Agreement.

**E. OTHER:**

If any Federal contract, grant or other agreement is reimbursing indirect costs by a means other than the approved rate(s) in this Agreement, the organization should (1) credit such costs to the affected programs, and (2) apply the approved rate(s) to the appropriate base to identify the proper amount of indirect costs allocable to these programs.

**BY THE INSTITUTION:**

Mid-America Regional Council

(INSTITUTION)

Carol Gonzales  
(SIGNATURE)

CAROL GONZALES  
(NAME)

DIR FINANCE & ADMIN  
(TITLE)

3-7-24  
(DATE)

**ON BEHALF OF THE GOVERNMENT:**

DEPARTMENT OF HEALTH AND HUMAN SERVICES

(AGENCY)

Darryl W. Mayes -S  
Digitally signed by Darryl W. Mayes -S  
Date: 2024.03.06 07:59:20 -05'00'

(SIGNATURE)

Darryl W. Mayes  
(NAME)

Deputy Director, Cost Allocation Services  
(TITLE)

01/12/2024  
(DATE)

HHS REPRESENTATIVE: Marcal Matthews

TELEPHONE: (212) 264-2069



January 12, 2024

Ms. Carol Gonzales  
Director of Financial Affairs  
Mid-America Regional Council  
600 Broadway, Suite 300  
Kansas City, MO 64105

Dear Ms. Gonzales:

An indirect cost and fringe benefit rate Agreement is being sent to you for signature. This Agreement reflects an understanding reached between your organization and a member of my staff concerning the rate(s) that may be used to support your claim for indirect costs on grants and contracts with the Federal Government.

Please have the Agreement signed by an authorized representative of your organization and returned to me by email, retaining the copy for your files. Our email address is [CAS-NY@psc.hhs.gov](mailto:CAS-NY@psc.hhs.gov). We will reproduce and distribute the agreement to the appropriate awarding organizations of the Federal Government for their use.

In consideration of this negotiation agreement:

1. The following schedule summarizes the carry-forwards resulting from the settlement of your fringe benefit rate for the various fiscal years referenced below. These amounts must be included in the calculation of the actual fringe benefit rates for the years cited.

CAS Letter Dated	Carry-forward from FYE	Consider with Actuals for FYE	Under (Over) Recovery
<b>Regular Staff</b>			
January 27, 2023	12/31/21	12/31/23	\$131,130
January 12, 2024	12/31/22	12/31/24	\$182,453

2. The following schedule summarizes the carry-forwards resulting from the settlement of your indirect cost rates for the various fiscal years referenced below. These amounts must be included in the calculation of the actual fringe benefit rates for the years cited.

CAS Letter Dated	Carry-forward from FYE	Consider with Actuals for FYE	Under (Over) Recovery
<b>All Programs except Head Start</b>			
January 27, 2023	12/31/21	12/31/23	(\$85,264)
January 12, 2024	12/31/22	12/31/24	(\$48,490)
<b>Head Start</b>			
January 27, 2023	12/31/21	12/31/23	(\$70,341)
January 12, 2024	12/31/22	12/31/24	\$19,941

Indirect cost and fringe benefit rate proposals, together with the supporting information, are required to substantiate your claim for indirect costs and fringe benefits under grants and contracts awarded by the Federal Government. Thus, your next proposals based on actual costs for the fiscal year ended December 31, 2023 are due in our office by June 30, 2024; please submit electronically to [CAS-NY@psc.hhs.gov](mailto:CAS-NY@psc.hhs.gov).

Sincerely,

**Darryl W. Mayes -S**  
Digitally signed by Darryl W. Mayes -S  
Date: 2024.03.06 08:00:15 -05'00'

Darryl W. Mayes  
Deputy Director  
Cost Allocation Services

Enclosures

Concurrence:

*Carol Gonzales*  
Signature  
CAROL GONZALES  
Name  
DIR. FINANCE & ADMIN  
Title  
3-7-24  
Date

## **Appendix F RELATED ACTIVITIES**

### **F.1 Operation Green Light – Lead Agency: MARC**

#### Objectives

- Manage traffic signal operations on the arterial corridors included in Operation Green Light in cooperation with partner agencies.
- Support regional traffic incident management initiatives by managing traffic signal timing plans on the arterial corridors included in Operation Green Light.
- Maintain the regional shared wireless communication network.
- Maintain the regional Advanced Transportation Management System (ATMS) Software

#### Background/Previous Work

Operation Green Light is a regional effort to improve traffic flow and reduce vehicle emissions. Operation Green Light works with federal, state, and local agencies to operate and coordinate traffic signal timing plans and communication between traffic signal equipment across jurisdictional boundaries on over 750 traffic signals. Coordinating traffic signal systems can significantly reduce travel delays, reduce ozone precursor emissions, and provide a powerful tool to help manage incident-related congestion.

#### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Program management.* Activities included in this work include project management, stakeholder engagement, training, and all other work necessary to ensure the active prioritization of objectives to efficiently manage traffic signal infrastructure and control devices (ongoing)
2. *ACTIVITY: Signal Timing and Synchronization.* Activities include traffic data collection and analysis, field observation, controller programming and deployment, signal timing troubleshooting and traffic modeling and deployment(ongoing.)
3. *ACTIVITY: Regional network communications.* Activities include database management, repair tracking, field investigation, equipment procurement, server administration, contractor oversight and other activities associated with the system network(ongoing.)
4. *ACTIVITY: Regional ATMS system software.* Lead regular software development meetings to maintain and enhance the shared software system including servers and supporting systems.
5. *ACTIVITY: Engage regional traffic operations stakeholders in an assessment of strengths, weaknesses, opportunities, and threats to regional traffic operations initiatives.* (ongoing)

### **F.2 Air Quality Public Education Program – Lead Agency: MARC**

#### Objectives

- Increase public awareness of ozone and PM2.5 pollution, its sources in the transportation sector and public health impacts.
- Increase public awareness of behaviors and practices that reduce ozone precursor and PM2.5 emissions.
- Administer ozone alert system to reduce emissions during high ozone days.
- Assist local governments and transportation agencies with strategies that reduce emissions.
- Implement the Clean Air Action Plan.
- Facilitate coordination between Kansas and Missouri air quality issues.

- Engage stakeholders in air quality policy, planning, and programming decisions (Air Quality Forum, subcommittees, and workgroups)

#### Background/Previous Work

MARC's Air Quality program was first created to support coordination between Kansas and Missouri's maintenance planning after the Kansas City area first violated EPA's 1971 1-hour ozone standard. Now classified as attainment for the ozone standards, the region continues to work on reductions in ozone precursor emission through voluntary strategies. MARC's Air Quality program, which is key element of the KS/MO SIPs and Clean Air Action Plan, promotes clean air through education and outreach and technical assistance, in addition to its role in continued coordination support between the state of Kansas and Missouri. In 2020, the Air Quality program began including PM2.5 pollution in its outreach and education work.

#### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY:* Conduct general and targeted public outreach and education about the health, environment, and economic impacts of ozone and PM2.5 pollution through media campaigns, organic social media, in-person outreach activities and webinars. (ongoing).
2. *ACTIVITY:* Engage employees through employers that take part in the Workplace Partnership Program's monthly newsletter. (ongoing)
3. *ACTIVITY:* Coordinate with local schools to distribute Idle Free Zones, as needed. (ongoing)
4. *ACTIVITY:* Assist local government and transportation agencies with technical assistance related to funding, calculating emissions, etc.- (ongoing)
5. *ACTIVITY:* Manage the Air Quality Forum, subcommittees, and workgroups. (ongoing)

### **F.3 WAY TO GO Program – Lead Agency: MARC**

#### Objectives

- Identify and implement ways to provide effective commuter resources that inform residents of their transportation options and encourage alternatives to driving alone, including carpooling, vanpooling, transit, bicycling, walking, and telecommuting.
- Create opportunities for WAY TO GO to help build social capital throughout the community.
- Increase the number of new WAY TO GO registrants and implement strategies that encourage residents to reduce their single occupant driving.
- Increase WAY TO GO's visibility and influence among area employers that are implementing or developing alternative transportation programs for their employees.
- Develop opportunities for collaborative outreach activities with other programs at MARC and outside agencies to maximize resources and avoid duplication of services.

#### Background/Previous Work

MARC administers WAY TO GO as an on-going program with services including an 816-842-RIDE commuter hotline, free online carpool matching, vanpool and transit referral, Guaranteed Ride Home service to registered participants and online bulletins to alert commuters to roadway construction projects and potential travel delays. Services for employers include on-site WAY TO GO promotions, in-house carpool matching and tracking of alternative transportation usage, as well as regional promotions like the Green Commute Challenge and Bike Month Challenge. WAY TO GO is included in the region's metropolitan transportation plan as a transportation demand management program.



#### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY:* Conduct a targeted business outreach campaign to inform employers of WAY TO GO's services and coordinate efforts with other transportation programs.
2. *ACTIVITY:* Coordinate a regional carpool promotion to generate media coverage and greater awareness of carpooling.
3. *ACTIVITY:* Coordinate and market the Green Commute Challenge employer contest to employers throughout the Kansas City region.
4. *ACTIVITY:* Coordinate and market the Bike Month Challenge to individuals in May.
5. *ACTIVITY:* Identify opportunities to offer incentives to commuters who use alternative forms of transportation.
6. *ACTIVITY:* Continue refining a marketing strategy to promote online ridematching and other commuter resources to businesses, communities, and individual commuters (ongoing).
7. *ACTIVITY:* Continue offering and marketing the Guaranteed Ride Home program. (ongoing).
8. *ACTIVITY:* Inform and engage the public about carpooling through a region-wide carpool promotion (ongoing).
9. *ACTIVITY: Public Information.* Publish updates and information on social media including Facebook and blog posts (ongoing).

#### **F.4 Active Transportation Programs – Lead Agency: MARC**

##### Objectives

- To increase the mode share of pedestrians and bicyclists through education and encouragement.

##### Background/Previous Work

Explore KC is MARC's campaign to promote the exploration of the Kansas City region by foot or bicycle while trying to increase the number of citizens that bike or walk to work, school, and other destinations, and for exercise. The campaign aims to improve air quality and lessen traffic congestion. Through this program, we seek to increase public awareness of bicycle and pedestrian facilities in the Kansas City region and the health benefits associated with safe walking and bicycling practices. The campaign provides resources for communities that promote Bike to Work Week and international Walk to School Week. Instructional materials are provided to targeted groups such as transit riders and bike commuters.

##### Activities and Products (Estimated Completion Dates)

1. *ACTIVITY:* Develop *Explore KC* campaigns for the spring and fall including media outreach, printed materials, and promotional giveaways (spring and fall).
2. *ACTIVITY:* Provide support for Regional Bike/Ped Count program through automated counter equipment and subscription service credits (ongoing).

#### **F.5 Planning Sustainable Places Program – Lead Agency: MARC**

##### Program Objectives

- To support and facilitate local government planning activities that supports the Metropolitan Transportation Plan (MTP) for the Kansas City Metropolitan Area.
- To integrate local and regional land use, transportation, and environmental planning.
- To facilitate continued public participation concerning regional development and mobility and

transportation goals, policies, strategies, and priorities reflected in the MTP.

- To support the regional centers and corridors strategy.
- To facilitate the implementation of local and regional plans.

Background/Previous Work

The Kansas City region’s vibrant, green, and connected centers and corridors are central to both the Creating Sustainable Places initiative and Connected KC 2050, the region’s long-range transportation plan.

In 2012, MARC’s Total Transportation Policy Committee (TTPC) and the Creating Sustainable Places (CSP) Coordinating Committee launched Planning Sustainable Places (PSP), a combined initiative to provide communities with pre-development resources to advance sustainable projects in their corridors and centers. The sixth round of Planning Sustainable Places projects will be concluding their studies. Planning Sustainable Place’s seventh call for projects opened in May 2024 with procurement processes that began in fall 2024. Procurement processes for the 2025 studies will conclude during early 2025.

More information about the Planning Sustainable Places program and the related projects can be found at the program webpage: <https://www.marc.org/transportation/transportation-programs/planning-sustainable-places>

Program Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Program Support.* Continue the support of the overall Planning Sustainable Places Program including providing related local government planning and tools application support as necessary (ongoing).
2. *ACTIVITY: Planning Sustainable Places Project Tours:* A series of two to three tours will be scheduled to highlight previous projects.(April).
3. *ACTIVITY: Procurement.* Conclude procurement process for the projects that were selected for the 2025 round of Planning Sustainable Places projects (April)
4. *ACTIVITY: 2027 Programming.* Evaluate 2025 scoring criteria and recalibrate existing where necessary. Evaluate data sources to convert existing scoring criteria that is solely subjective to integrate a data-based component. Possible scoring criteria include economic growth, travel choice, existing infrastructure, and/or public health. Additionally explore how to integrate the findings of the Sustainable Places Policy Committee’s work on centers and corridors into the programming process.

**2025 Budget for Related Activities**

F.1	Operation Green Light	\$1,700,000
F.2	Air Quality Public Education	\$693,750
F.3	WAY TO GO	\$300,000
F.4	Active Transportation Programs	\$90,000
F.5	Planning Sustainable Places Program	\$2,025,000
<b>Total</b>		<b>\$4,808,750</b>