



Board of Directors MEETING NOTICE

Mid-America Regional Council • 600 Broadway, Suite 200 • Kansas City, Missouri 64105 • 816/474-4240

February 25, 2025

Board Member Meeting: 12:00 p.m.

In-person attendees in MARC's Board Room with a remote option via Zoom

Members of the public who wish to participate in this meeting: please email marcinfo@marc.org by 9:00 a.m. on Tuesday, February 25, 2025, for instructions to join the teleconference.

AGENDA

1. Brief Self-Introductions
2. EFFECTIVE LOCAL GOVERNMENT
 - a. REPORT: Status of Mid-America Regional Council federal grants and pass-through funds
3. EFFICIENT TRANSPORTATION AND QUALITY PLACES
 - a. REPORT: Smart Moves transit plan update and implementation strategy overview.
4. BRIEF REPORTS
 - a. REPORT: Mid-America Regional Council transportation committee process and structure review.
 - b. VOTE: Approve Mid-America Regional Council Head Start Advisory Committee charter.
 - c. REPORT: Update on social service access for KCHousingLocator.com
5. Executive Director's Report

CONSENT AGENDA (ADMINISTRATIVE MATTERS)

6. VOTE: Approve Consent Agenda
 - a. VOTE: Approve Minutes of the January 28, 2025, Board Meeting
 - b. VOTE: Authorize application to Missouri Department of Transportation for the Missouri Elderly & Handicapped Assistance Program for transportation for essential services.
 - c. VOTE: Ratify authorization for grant application to the Administration for Community Living to support older adult behavioral health.
 - d. VOTE: Approve Community Support Network subcontract with Jewish Family Services to support ongoing services.
 - e. VOTE: Authorize acceptance of funds from the Kansas Department of Health and Environment for the regional Community Health Worker Collaborative certificate program.
 - f. VOTE: Authorize application to the Health Forward Foundation to continue funding for the Regional Housing Partnership.
 - g. VOTE: Approve Mid-America Regional Council Head Start carryover funds request for renovations and facility upgrades.
 - h. VOTE: Authorize the purchase of Layer 3 routing hardware from SHI for regional 911 sites to sustain system reliability.



Board of Directors MEETING NOTICE

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- i. VOTE: Approve 2025 air quality ozone season public outreach campaign media purchases.
- j. VOTE: Approve a contract with ETC Institute not to exceed \$75,000 to conduct annual Air Quality Public Awareness Surveys in 2025, 2026 and 2027.
- k. VOTE: Authorize a grant application to the Kansas Department of Health and Environment to develop and administer APWA 5600 Stormwater Standards training for stormwater professionals.
- l. VOTE: Authorize consultant agreements for a 2025 Planning Sustainable Places study in Lee's Summit, Missouri.
- m. VOTE: Authorize receipt of FFY 2027-2028 Congestion Mitigation/Air Quality program and Surface Transportation Block Grant program funds for Mid-America Regional Council transportation programming.

7. Other Business

8. Adjournment

MARC Board of Directors - Members and Alternates

Name	Jurisdiction	Title
Anderson, Jalen	Jackson County	County Legislator - Designee for County Executive Frank White Jr.
Bacon, John	Olathe, KS	Mayor
Baird, Bill	Lee's Summit, MO	Mayor
Boley, Damien	Smithville, MO	Mayor
Bunch, Eric	Kansas City, MO	Councilmember
Burroughs, Tom	Unified Government of WyCo/KCK	Commissioner
Caiharr, Carolyn	Edwardsville, KS	Mayor
Carpenter, Jon	Clay County	Commissioner
Culbertson, Jeff	Leavenworth County	Commissioner
Dove, Willie	Leavenworth County	Commissioner
Duncan, Johnathan	Kansas City, MO	Councilmember
Fast, Becky	Johnson County	Commissioner - Designee for Commission Chair Mike Kelly
Fears, Jared	Independence, MO	Councilmember
Fricke, Scott	Platte County	Presiding Commissioner
Garner, Tyrone	Unified Government of WyCo/KCK	Mayor/CEO
Grummert, Holly	Overland Park, KS	Councilmember
Hanzlick, Janee	Johnson County	Commissioner
Hardy, Jeff*	MoDOT	Asst. District Engineer
Heley, Logan	Overland Park, KS	Councilmember - Designee for Mayor Curt Skoog
Hill, Dr. Evelyn	Unified Government of WyCo/KCK	Commissioner
Hurlbert, Victor	Clay County	Auditor
Huston, Bob	Cass County	Commissioner
Jones, Leonard	Mayor	Grandview, MO
Kane, Mike	Unified Government of WyCo/KCK	Commissioner - Designee for Mayor/CEO Tyrone Garner
Kelly, Mike	Johnson County	Commission Chairman
Lopez, Beto	Lee's Summit, MO	Mayor Pro Tem – Designee for Mayor Bill Baird
Lucas, Quinton	Kansas City, MO	Mayor
Marshall, Megan	Jackson County	Legislator
McCandless, Bridget	Independence, MO	Councilmember – Designee for Mayor Rory Rowland
McDonough, Mike	Raytown, MO	Mayor
McGee, DaRon	Jackson County	Legislator
Meyers, Jeff	Johnson County	Commissioner
Mikkelson, Eric	Prairie Village, KS	Mayor
Moriarty, Michael**	KDOT	Chief of Transportation Planning
Nolte, Jerry	Clay County	Presiding Commissioner
Pogue, Randy	Kearney, MO	Mayor
Poppa, Michael	Johnson County municipalities	Mayor
Pretz, George	Miami County	Commission Chairman
Ramirez, Christian	Unified Government of WyCo/KCK	Commissioner
Redline, Chris**	MoDOT	District Engineer
Rowland, Rory	Independence, MO	Mayor
Sandifer, Mickey	Shawnee, KS	Mayor
Skoog, Curt	Overland Park, KS	Mayor
Stephens, Tom	Bonner Springs, KS	Mayor
Stieben, Mike	Leavenworth County	Commissioner
Tracy, Sheila	Ray County	Presiding Commissioner
Turnbow, Kristofer	Raymore, MO	Mayor
Vaughan, Tyler	Miami County	Commissioner
Vogt, Marge	Olathe, KS	Council member - Designee for Mayor John Bacon
Wagner, Scott	Clay County	Commissioner
Walker, Rick	De Soto, KS	Mayor
White III, Frank**	KCATA	President/CEO
White Jr., Frank	Jackson County	County Executive
Willett, Nathan	Kansas City, MO	Council member
Wright, Chris	Platte County	Recorder of Deeds
Younis, Inas	Overland Park, KS	Council member

*Public Transit Representatives (Voting) **Public Transit Advisory Representatives (Non-Voting)

AGENDA REPORT

MARC Board of Directors

February 2025
Item No. 1

ISSUE:

Introductions and Board Sharing Time

BACKGROUND:

Time has been reserved on the agenda for introductions and items of interest to Board members. The Board Chair encourages board members to raise matters for discussion at future meetings or other issues of general concern or interest.

AGENDA REPORT

MARC Board of Directors

February 2025
Item No. 2a
Effective Local Government

ISSUE:

REPORT: Status of Mid-America Regional Council federal grants and pass-through funds

BACKGROUND:

President Trump has recently issued several executive orders and authorized administrative actions that have already or may have future impact on federal funds administered by the Mid-America Regional Council (MARC). A significant portion of these funds are passed-through to local governments and community agencies. Through the engagement of these partners, MARC plays an important role in deploying federal funds for critical functions, community services and strategic investments in the region's infrastructure and economic growth and prosperity. Short-term pauses and discontinuation of various grants have operational implications and community impacts.

While the federal context is continually changing, the attached inventory provides an overview of the status of current federal grants that MARC is under contract to administer, along with a listing of potentially impacted partners. MARC Chair Janeé Hanzlick and First Vice-Chair Beto Lopez have provided this inventory to our Congressional delegation.

At this point, federal decisions and delays have had or are likely to have the highest impact on the following areas for which MARC administers funds:

- Grants relating to energy conservation, alternative energy strategies.
- Grants relating to climate change impacts and remediation.
- Grants or grant narratives that reference factors that do not comply with new limitations on specific sub-populations.

At the Board meeting staff will review the inventory and to the degree that we know, we will discuss various implications for the region.

BUDGET CONSIDERATIONS:

The reduction or elimination of key grants have implications for cash flow and program continuity. Impacts to date include temporarily charging staff time to reserve funds until funding resumes and delaying some expenditures until timely reimbursement are more certain. Applications periods for future funds have been delayed.

RELATED JURISDICTIONS:

This item impacts all counties in the MARC region.

EXHIBITS:

[Active Federal Grants Inventory](#)
[Partner List](#)

RECOMMENDATION:

None. Information only.

STAFF CONTACT:

David Warm, Executive Director
Carol Gonzales, Director of Finance and Administration

AGENDA REPORT

MARC Board of Directors

February 2025

Item No. 3a

Effective Transportation and Quality Places

ISSUE:

REPORT: Smart Moves transit plan update and implementation strategy overview.

BACKGROUND:

Enhanced transit services have long been desired in the Kansas City metropolitan area to meet multiple goals for quality development and access to opportunity for area residents and businesses. In 2017, the Mid-America Regional Council (MARC) and partners updated the region's [Smart Moves](#) public transportation vision plan. This plan included an integrated set of strategies and project proposals to improve transit services throughout the region.

While this plan has provided a framework for most of the region's recent high profile transit investments, the pace of implementation has been slow due to a variety of factors, particularly the lack of locally supported implementation plans and funding. Now there is a sense of urgency about public transportation in the context of rising needs and declining services in many parts of the region.

MARC has launched a process to update the Smart Moves plan with a particular focus on developing investible implementation strategies rooted in local priorities, served by a range of service types that are regionally connected. This update will be guided by an ad hoc working group drawn from the MARC Board of Directors and Total Transportation Policy Committee (TTPC) in partnership with many other local officials, civic leaders and transportation professionals. MARC staff and members of the Ad Hoc Committee will initiate community conversations early in 2025 with most work to be completed by June of 2025.

At the conclusion of this effort, we anticipate major Smart Moves service recommendations will be re-prioritized and costs will be updated. Potential local funding mechanisms will be described. A future phase of this work (3Q AND 4Q 2025) will expand on this effort to include a benefit cost analysis, informational materials, etc. At the MARC Board meeting, MARC staff will provide an overview of this upcoming scope of work and timeline.

COMMITTEE ACTION:

The Transit Technical Team and the Total Transportation Policy Committee have been briefed and have provided input into this process.

RELATED JURISDICTIONS:

This item impacts Cass, Clay, Jackson and Platte in Missouri and Johnson, Leavenworth and Wyandotte in Kansas.

EXHIBITS:

None.

RECOMMENDATION:

None. Information only.

STAFF CONTACT:

Martin Rivarola, Assistant Director of Transportation and Land Use Planning

AGENDA REPORT

MARC Board of Directors

February 2025

Item No. 4a

Effective Transportation and Quality Places

ISSUE:

REPORT: Mid-America Regional Council transportation committee process and structure review.

BACKGROUND:

The Total Transportation Policy Committee (TTPC) serves as the local decision-making and policy development body related to multimodal transportation in the region. Under TTPC, the Mid-America Regional Council (MARC) maintains multiple planning advisory and programming committees to advance technical, planning and programming support functions.

Recently, certain issues have come to light about the committee process and structure. MARC staff has received the following feedback:

- Process can be overly complex and burdensome and requires extensive staff time for member agencies to track, attend and participate.
- Significant membership overlap exists between various groups, which can lead to duplicative and redundant presentations/discussions over time.
- Committee membership/voting is often not reflective of regional population distribution.
- Attendance can be low, particularly at planning modal committees.
- Hybrid-nature of meetings leads to decreased participation by virtual attendees.
- Development of workplans and agendas with substantive business is challenging for multiple committees.

MARC processes are set up to provide an opportunity for networking amongst community peers, provide for open, transparent and community-driven decision-making and allow for focused attention on areas of interest for participants. However, this process also requires extensive staff resources to support and participate. Furthermore, dispersal of programming responsibilities often leads to the need to stagger programming committee schedules in specific timelines in order for programming to move forward.

MARC staff have conducted a benchmarking review of peer MPO agencies around the country to assess MARC's process and structure against national norms. Major takeaways include:

- Generally, peer MPO's rely on fewer support committees for their work than MARC does. Many are organized with a combination of single planning advisory/ technical/ programming committees.
- Weighted votes/proportional representation and tiered voting structures are common mechanisms used by peers.
- In many instances, programming recommendations are generated by MPO staff and vetted by a policy board (TTPC-equivalent).

Over next 90 days, MARC staff will consult with committee members and regional leadership to develop recommendations on potential structure/process adjustments. At the Board meeting this month, staff will provide an update on this process.

COMMITTEE ACTION:

The Total Transportation Policy Committee and transportation programming committees have been briefed and have provided input into this process.

AGENDA REPORT

MARC Board of Directors

RELATED JURISDICTIONS:

This item impacts all counties in the MARC region.

EXHIBITS:

None.

RECOMMENDATION:

None. Information only.

STAFF CONTACT:

Ron Achelpohl, Director of Transportation and Environment
Martin Rivarola, Assistant Director of Transportation and Land Use

AGENDA REPORT

MARC Board of Directors

February 2025
Item No. 4b
Quality Early Learning

ISSUE:

VOTE: Approve Mid-America Regional Council Head Start Advisory Committee charter.

BACKGROUND:

The Advisory Committee was established under the Policy Clarification from the Office of Head Start regarding the Information Memorandum OHS-PC-E-024, revised September 18, 2008. The governing body may form an Advisory committee (sub-board) to oversee responsibilities related to program governance, provided advisory committee (or sub-board) does not supplant the governing body's legal and fiscal responsibilities related to program governance. The Advisory Committee serves in parallel with the Head Start Policy Council, both operating as cooperating, but independent bodies overseeing the Program and making recommendations to the Board.

COMMITTEE ACTION:

The Mid-America Regional Council (MARC) Head Start Advisory Committee approved the Charter request on February 12, 2025.

RELATED JURISDICTIONS:

This item impacts Clay, Jackson and Platte counties in Missouri.

RECOMMENDATION:

Approve MARC Head Start Advisory Committee's Charter.

EXHIBITS:

[MARC Advisory Committee Charter](#)

STAFF CONTACT:

Kasey Lawson, Head Start Director
Dr. Toni Sturdivant, Director of Early Learning and Head Start

AGENDA REPORT

MARC Board of Directors

February 2025
Item No. 4c
Effective Local Government

ISSUE:

REPORT: Update on social service access for KCHousingLocator.com

BACKGROUND:

[KCHousingLocator.com](https://www.kchousinglocator.com) was launched in June 2023 and was presented to this Board at that time. The tool is sponsored by the city of Kansas City, Missouri and the Greater Kansas City Regional Housing Partnership (RHP). In partnership with LISC Greater Kansas City, the Mid-America Regional Council (MARC) convenes and coordinates the RHP to build an effective housing system that expands and sustains access to affordable housing and promotes regional prosperity to result in better economic and health outcomes. The partnership is mobilizing individuals and organizations to enact systems-level changes around the goal of creating and preserving more housing types and at more price points across the region.

The tool had over 40,000 searches in 2024 demonstrating both the need for this tool and the need for housing in our region. A key feature of the locator, and one of the main reasons for its selection, is the ability for property owners to select “special populations” their units are available that are hidden from public view. These special populations include people with disabilities, the elderly, Veterans, transitional age youth, students, and people experiencing homelessness, among others. The KC Housing Locator Advisory Board has convened over the last six months to develop a process for providing case workers at social service agencies in the region password-protected access to the tool.

To receive access to property listings serving special needs populations, caseworkers must be approved and undergo confidentiality training. Those requesting access will be required to complete a survey evaluating the individual based on caseload and special populations served, among other criteria.

RELATED JURISDICTIONS:

This item impacts all communities in the MARC region.

EXHIBITS:

[MARC Web Article on KCHousingLocator.com Launch](#)

RECOMMENDATION:

None. Information only.

STAFF CONTACT:

Anna Van Brundt, Housing Coordinator

AGENDA REPORT

MARC Board of Directors

February 2025
Item No. 6a

ISSUE:

VOTE: Approve minutes of the January 28, 2025, Board meeting

BACKGROUND:

The minutes of the January 28, 2025, meeting are enclosed.

RECOMMENDATION:

Approve the minutes of the January 28, 2025, meeting.

STAFF CONTACT:

David Warm, Executive Director
McKenzie Neds, Executive Assistant

MARC

MID-AMERICA REGIONAL COUNCIL

BOARD OF DIRECTORS MEETING SUMMARY

JANUARY 28, 2025

12:00 p.m.

BOARD MEMBERS PRESENT

Commissioner Janeé Hanzlick, Johnson County, KS - MARC Board Chair
Mayor Damien Boley, Smithville, MO - MARC Board 2nd Vice Chair
Council member Holly Grummert, Overland Park, KS - Treasurer
Council member Bridget McCandless, Independence, MO - Secretary
Commissioner Tom Burroughs, Unified Government of Wyandotte County and Kansas City, KS
Commissioner Jeff Culbertson, Leavenworth County, KS
Council member Johnathan Duncan, Kansas City, MO
Commissioner Becky Fast, Johnson County, MO
Council member Jared Fears, Independence, MO
Commissioner Scott Fricker, Platte County, MO
Auditor Victor Hurlbert, Platte County, MO
Mayor Leonard Jones, Grandview, MO
Chairman Mike Kelly, Johnson County, KS
Legislator Megan Marshall, Jackson County, MO
Mayor Mike McDonough, Raytown, MO
Legislator DaRon McGee, Jackson County, MO
Mayor Eric Mikkelson, Prairie Village, KS
Commissioner Jerry Nolte, Clay County, KS
Mayor Michael Poppa, Roeland Park, KS
Mayor Mickey Sandifer, Shawnee, KS
Commissioner Mike Smith, Leavenworth County, KS
Mayor Tom Stephens, Bonner Springs, KS
Commissioner Shelia Tracy, Ray County, MO
Mayor Kris Turnbow, Raymore, MO
Council member Marge Vogt, Olathe, KS
County Executive Frank White Jr., Jackson County, MO
Council member Inas Younis, Overland Park, KS

STAFF PRESENT

Executive Director David Warm and other MARC staff

OTHERS

Mike Moriarty, KDOT
Chris Redline, MODOT
Frank White III, KCATA

INTRODUCTIONS AND BOARD SHARING TIME

Mayor Damien Boley called the meeting to order at 12:05 p.m. and welcomed attendees. Due to the meeting being held remotely and in-person, Mayor Boley provided instructions for participation. He reported that staff would present on all the agenda items, provide an opportunity for comments and questions after each item, and ask for approval of all agenda items as they appear on the agenda. The consent agenda will be voted on at the

end of the meeting. Members will have an opportunity to abstain or object to any items necessary during each vote.

Mr. David Warm gave comments regarding the movement at the federal level and how it could effect MARC programs. He informed the board that they will be kept up to speed as staff learns more.

PRESENTATION: Overview of the Kansas City Investment Playbook by AJ Herrmann, Accelerator for America

David Warm introduced AJ Herrmann, Director of Policy and Program Innovation at Accelerator for America who presented key findings of the KC Investment Playbook. The playbook is focused on action and identifies 11 projects worthy of intensified civic support in order to make Kansas City “the central node in the new Industrial Heartland.” The success of these project entrepreneurs depends upon region’s economic, political and civic organizations gathering around them to “blow wind into their sails” and boost the level of community support. The ultimate goal is to identify projects that leverage a region’s authentic strengths in defense, energy and critical technologies and have high potential for growth and quality job creation can lead to transformative, economy-shaping outcomes.

Mr. Herrmann highlighted that Kansas City has several substantial and distinctive competitive strengths among MSA’s throughout the country. The Kansas City region boasts #1 in freight tonnage by rail, #3 in concentration of auto workers, #5 per capita clean power generation, #15 in foreign direct investment, #16 largest industrial market, and #25 in research expenditures (universities). These are all assets to a larger vision that fan out in a radial pattern across the region.

Through investment and advocacy of these projects, the Kansas City region has the potential to become a global magnet for investment and growth in high-potential sectors that can generate inclusive outcomes for people and places throughout the region.

Mr. Herrmann gave the board the following actions for consideration to advance the playbook: socialize the Playbook with key stakeholders, engage with key elected officials (local, state, national), learn and organize by doing, identify and engage with key networks, organizations and places, and connect the World Cup to the New Industrial Heartland narrative, among others.

VOTE: Approve 2025 1st Quarter Amendment to the 2024-28 Transportation Improvement Program

Ron Achelpohl, Director of Transportation and Environment, presented the 1st quarter amendment to the 2024-2028 TIP. The proposed amendment includes 91 projects, 63 of which will be funded through 2027-2028 Kansas and Missouri Congestion Mitigation/Air Quality Program (CMAQ) funding, 2025-2028 Kansas and Missouri Carbon Reduction Program (CMAQ) funding, 2027-2028 Kansas and Missouri Surface Transportation Block Grant Program - Set Aside (TA) funding, and 2027-2028 Kansas and Missouri Surface Transportation Block Grant Program (STBG) funding. There are also 12 new projects being funded through other sources and 16 modified projects) modified for scope, schedule, or budget). A detailed list of projects can be found at www.marc.org/TIP.

Mr. Achelpohl acknowledged that there was some controversy around the recommendation put forth by the MO STP committee to the Total Transportation Policy Committee. The Committee received objection from the Mayor of Kansas City, MO and the Kansas City representatives that sit on that committee. TTPC reviewed the recommendations and sent them back to the MO STP committee for further consideration. After reviewing an alternate proposal, the MO STP committee voted to keep the recommendation as is and sent the request back to TTPC at the January meeting. TTPC unanimously voted to forward the recommendation to the MARC board for approval.

Mr. Achelpohl discussed the upcoming ways that MARC staff will be looking to improve the transportation planning process while maintaining integrity and transparency with communities throughout the region.

Council member Johnathan Duncan asked for clarification around the total amount of funding based on percentage of the populations for municipalities in Missouri. Mr. Achelpohl acknowledged that the total amount of funding for Kansas City, MO in the recommendation was lower than the total population percentage as it pertains to the MPO total. However, the federal transportation bill strictly prohibits distribution of funds based on population alone.

Cm. Duncan also asked if this recommendation is commensurate with how these decisions have been made in the past? Mr. Achelpohl acknowledged that while these recommendations vary over time, this is one of the lower funding recommendations that Kansas City has received in a call for projects. Cm. Duncan announced that he will be voting “no” on this item and he asked the members of the MARC board to do the same because the precedent has been broken for these recommendations.

Mayor Eric Mikkelson asked where the difference of the funding was recommended to go. Mr. Achelpohl said that the majority of the funding was shared among suburban jurisdictions not necessarily to the rural part of the region.

Commissioner Janeé Hanzlick wanted to announce that this item was thoroughly vetted among both TTPC and the MO STP committee.

Commissioner Jerry Nolte agreed that it was well vetted through the normal committee process.

REPORT: Overview of the Mid-America Regional Council’s Area Agency on Aging Area Plan for State Fiscal Year 2026.

Kristi Bohling-DaMetz, Director of Aging and Adult Services, presented the MARC AAA Area Plan which is part of a 4 year larger plan required by the state. The AAA serves 5 Missouri counties Cass, Clay, Jackson, Platte, and Ray and worked directly with partner organizations and services providers advocacy to help older and disabled adults and their caregivers to be resilient, healthy, and to live in the community for as long as possible. Ms. Bohling-DaMetz gave an overview of the MARC programs and services that fall under the Aging department and the various funding sources that support those programs. She reminded the board that the Commission on Aging is the direct committee that makes programmatic recommendations to the MARC board for funding, services, contracts, etc. This plan is nested within the larger four year plan that aligns with the Missouri State Plan on Aging that has an overarching goal for all Missourians to age safely in a way that promotes health and dignity, in the setting of their choice. In order to accomplish this, Missouri has a Master Plan on Aging that is comprised of seven broad goals regarding: daily life and employment, family caregivers, housing and aging in place, long-term services and supports, safety and security, transportation and mobility, and whole person health.

Ms. Bohling-DaMetz acknowledged that the aging population in Missouri will overtake the under 18 population by the early 2030s which means we need to create supports and systems that can withstand the shift in your population age. Ms. Bohling-DaMetz shared some specific data points regarding the demographics of the MARC AAA region and its service needs. She gave highlights of the plan and what it aims to accomplish in the next programmatic year. The Region 7 Area Plan reflects MARC’s unwavering commitment to healthy aging and access to quality services. MARC is poised to collaborate in addressing the challenges and opportunities of an aging population. However, sustained and increased funding is essential to fully realize the plan’s potential and ensure that older adults in the PSA can thrive in the years ahead. The MARC AAA invites ongoing collaboration with public, private, and community stakeholders

ensuring sustainable, equitable aging services. She encouraged the board to provide their feedback about the plan at <https://www.marc.org/aging/aging-and-adult-services>

She also asked the board to save the date for the annual MARC Age of Celebration happening May 30, 2025.

BRIEF REPORTS:

VOTE: Authorize application to the USDOT's Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT) Program not to exceed \$1.8 million.

Tom Jacobs, Chief Resilience Officer and Environmental Programs Director, requested authorization to submit an application to FHWA for the Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation Program. The grant funds will allow MARC to develop create a set of analytical tools, criteria, and decision-making supports to substantially increase the ability of the community and the multimodal transportation system to withstand, recover and bounce forward from disruptive events such as flooding, drought, and extreme heat. Total anticipated application is between \$1,200,000 - \$1,800,000.

VOTE: Approval of public comment letters to KDHE and MDNR on proposed recommendation for PM2.5 National Ambient Air Quality Standard designations.

Karen Clawson, Air and Climate Programs Manager, requested approval of comment letters to the EPA regarding the NAAQS designations. The Missouri Department of Natural Resources (MDNR) is recommending Attainment/Unclassifiable for Missouri counties in the MARC region because the 2021-2023 design values annual PM2.5 is below the new 2024 annual PM2.5 NAAQS and they have determined that there are no sources contributing to nearby violation. The Kansas Department of Health and Environment (KDHE) is recommending 'Unclassifiable' for Wyandotte County and 'Attainment/Unclassifiable' designations for the other Kansas side counties in MARC region due to the high bias of the monitor (Teledyne T640X) at that location. KDHE does not believe that area designations for PM2.5 should be made until the known bias issue with the T640X are resolved. The air quality forum is recommending both letters for MARC board approval and submission.

Mayor Mikkelson asked if the Wyandotte County monitor will be replaced because of the errors? Ms. Clawson sad that KDHE is considering to install additional monitors of different types throughout the state so there is more data to compare to.

VOTE: Approve 2025 federal legislative agenda

Marlene Nagel, Director of the Office of Resource Development, presented the 2025 federal legislative agenda to the MARC board for approval. Ms. Nagel reminded the board that this policy agenda are directly related to the broad categories of work that MARC engages in the community. Because of the uncertainty regarding the shifting federal priorities, MARC is still requesting the board approve these actions but realize that as more information is shared, this policy may be altered and ratified later in the year. Ms. Nagel also pointed out an appendix located in the back of the agenda that notes the federal grants that support MARC work.

REPORT: Annual Board Review of Conflict of Interest Policy, Whistleblower Policy and the Board Liability Advisory.

Carol Gonzales, Director of Finance and Administration, presented the annual review of board documents: conflict of interest policy, whistleblower policy, and the board liability advisory from MPR. She noted that it is important to have these policies because of the federal monies that flow through and ensuring that all COI are disclosed. There are two COI's that need to be verbalized to the board: Mayor Curt Skoog is the leader of the Midwest Region for IBTS which is a partner of MARC and Mayor Pro Tem Beto Lopez is the President/CEO of Guadalupe Centers which is also a partner of MARC's. On issues related to these two organizations, Mayor Skoog and Mayor Pro Tem Lopex will abstain from the vote because of their COI. If any board

member wishes to disclose any conflicts they may contact a member of MARC staff. It is not, however, a COI for local elected officials to advocate for or vote on issues that affect their jurisdiction, this is only a financial or personal interest conflict. The whistleblower policy outlines what board members should do if they are concerned about something happening at MARC and they don't feel comfortable bringing it to Ms. Gonzales or Mr. Warm's attention and then what next steps would be in the event of an investigation.

REPORT: 2025 Regional Leadership Awards Announcement

Kristin Johnson-Waggoner, Public Affairs Director, requested MARC board participation in the upcoming Regional Leadership award nominations. The nomination period will close February 10 and the awardees will be recognized at the MARC Regional Assembly on June 13, 2025. While MARC board members are not eligible for this award, they are acutely aware of regional leaders who would be a great fit for the award.

VOTE: Election of 2025 Mid-America Regional Council Board Officers

Kris Turnbow, Mayor of Raymore, MO, presented the slate of board officers for the 2025 year. He and Mayor Curt Skoog were appointed to serve on the nominating committee to review the officers and make a recommendation before the board. The recommendation for 2025 officers is as follows:

Commissioner Janeé Hanzlick, Johnson County, KS, Chair
Mayor Pro Tem Beto Lopez, Lee's Summit, MO, First Vice-Chair
Mayor Damien Boley, Smithville, MO, Second Vice-Chair
Council member Holly Grummert, Overland Park, KS, Treasurer
Council member Bridget McCandless, Independence, MO, Secretary

EXECUTIVE DIRECTORS REPORT

David Warm, MARC's Executive Director, had nothing further to report.

CONSENT AGENDA (ADMINISTRATIVE MATTERS)

VOTE: Approve Consent Agenda

- a) VOTE: Approve Minutes of the December 17, 2024, Board Meeting
- b) VOTE: Approval of Local Government Dues for 2026
- c) VOTE: Review the 2024 audit plan and authorize an agreement with RubinBrown for 2024 audit services.
- d) VOTE: Approve contract with the University of Kansas Medical Center Research Institute to implement a study of the Double Up Food Bucks program to determine the health impact for SNAP customers.
- e) VOTE: Approve contractual agreements with partnering organizations that assist the implementation of the Double Up Food Bucks program.
- f) VOTE: Approve amendment to increase the care management services agreement with Jewish Family Services.
- g) VOTE: Approve amendment to increase the in-home services agreement with Help at Home.
- h) VOTE: Approve agreement to extend the contractor agreement with Bob Hogan for Aging Service grant administration.
- i) VOTE: Approve an agreement with Segra to upgrade existing bandwidth and install an additional circuit for improved connectivity for the regional 911 network.
- j) VOTE: Approve an agreement with Motorola Solutions to purchase 57 VESTA 911 workstations for regional Public Safety Answering Points.
- k) VOTE: Authorize subaward agreement to Board of Police Commissioners, Kansas City Police for fiscal year 2024 Urban Area Security Initiative Grant that sustains WMD tactical capability.
- l) VOTE: Authorize a supplemental contract with Olsson for traffic signal timing and engineering support services for the Mid-America Regional Council's Operation Green Light Program.

- m) VOTE: Approve change to the Olathe and Spring Hill boundary of the Federal Highway Administration Adjusted Urban Area within the Mid-America Regional Council Metropolitan Planning Organization.
- n) VOTE: Approve the 2025 Unified Planning Work Program - Amendment #1
- o) VOTE: Authorize consultant agreements for one 2025 Planning Sustainable Places study in Johnson County, Kansas.
- p) VOTE: Authorize a contract with Cambridge Systematics to provide on-call traffic modeling support services for the bi-state area.
- q) VOTE: Authorize a grant application to the Environmental Protection Agency's Thriving Communities Regranting Program for an amount not to exceed \$350,000.
- r) VOTE: Approve actions taken on the January 14, 2025, Head Start Advisory Committee Meeting.
- s) VOTE: Approve amendments to agreements for Danica Love and Janet Clark to support the Missouri Preschool Collaborative Network.

MOTION: Mayor Kris Turnbow moved for approval of all agenda items and the consent agenda and Council member Holly Grummert seconded. Mayor Boley asked if any member wanted to abstain or object to any of the agenda items.

Council member Jonathan Duncan voted no on item 3a: *VOTE: Approve 2025 1st Quarter Amendment to the 2024-28 Transportation Improvement Program.*

The motion passed.

OTHER BUSINESS

There was no other business.

ADJOURNMENT

The meeting was adjourned at 1:13 p.m.

AGENDA REPORT

MARC Board of Directors

February 2025

Item No. 6b

Thriving Older Adults and Communities

ISSUE:

VOTE: Authorize application to Missouri Department of Transportation for the Missouri Elderly & Handicapped Assistance Program for transportation for essential services.

BACKGROUND:

Each year the Mid-America Regional Council (MARC) applies to the Missouri Department of Transportation for funds through the Missouri Elderly and Handicapped Transportation Assistance Program (MEHTAP). These funds are used to provide transportation for older adults, as well as 18- to 59-year-old disabled persons, primarily for medical and essential shopping trips. It is anticipated that applications will be due no later than March 31, 2025.

BUDGET CONSIDERATIONS:

MARC will incorporate this funding into the SFY 2026 area plan transportation budget. Currently, MARC receives \$344,521.61 under the current SFY 2025 program. This application will request \$350,000. These funds cannot be used to solely support transportation programs but must be used to assist MARC with meeting the required Title IIIB match of 15%. Funds may only be requisitioned at 50% of the total contractual costs that have been incurred.

REVENUES	
Amount	\$350,000
Source	Missouri Department of Transportation
PROJECTED EXPENSES	
Personnel (salaries, fringe, rent)	
Contractual	\$350,000
Pass-Through	
Other (supplies, printing, etc.)	

COMMITTEE ACTION:

The Commission on Aging considered this item at its February meeting and recommended Board approval.

RELATED JURISDICTIONS:

This item impacts Cass, Clay, Jackson, Platte and Ray counties in Missouri.

RECOMMENDATION:

Authorize application for and receive funds, if awarded, from the Missouri Elderly & Handicapped Transportation Assistance Program as allocated for the SFY 2026 program year.

STAFF CONTACT:

Kristi Bohling-DaMetz, Director of Aging and Adult Services
Melody Elston, Assistant Director of Aging and Adult Services

AGENDA REPORT

MARC Board of Directors

February 2025

Item No. 6c

Thriving Older Adults and Communities

ISSUE:

VOTE: Ratify authorization for grant application to the Administration for Community Living to support older adult behavioral health.

BACKGROUND:

The Mid-America Regional Council (MARC) serves as the lead entity for the Missouri Association of Area Agencies on Aging (ma4) Network, a statewide integrated network that delivers Chronic Disease Self-Management Education (CDSME) programming throughout Missouri. In May 2021, ACL awarded MARC a three-year federal grant to strengthen the ma4 Network and increase the number of older adults and adults with disabilities participating in evidence-based CDSME programs. That grant and the sub-contracts with MO Area Agencies on Aging (AAAs) will come to a close in April.

The Administration for Community Living (ACL) released a funding opportunity entitled Advancing Strategies to Deliver and Sustain Evidence-Based Chronic Disease Self-Management Education Programs to Support Older Adult Behavioral Health. The new grant notice represents an opportunity to further build on that work, in this case partnering with behavioral health and collaborating to explore Medicare reimbursement through the use of Community Health Integration (CHI) billing codes. The two primary goals of the new grant are to develop capacity (instructors, partnerships, and referral networks) to increase the number of older adults and adults with disabilities participating in CDSME programs through a statewide initiative and to develop and disseminate resources specific to learnings that enhance knowledge and aid in the sustainability of programs.

As the due date preceded the February board meeting, this proposal has been submitted. Requesting that authorization be ratified at the February 25, 2025, meeting.

BUDGET CONSIDERATIONS

REVENUES (total over 3 years)	
Total Amount (proposed not to exceed amount divided over 3 years)	\$1,250,000
Source	ACL Grant
PROJECTED EXPENSES (total over 3 years)	
Personnel (salaries, fringe, rent)	\$351,820
Contractual	\$304,800
Pass-Through (AAA subawards)	\$319,500
Travel and Training (including program license fees)	\$267,980
Other (supplies, printing, etc.)	\$5,900
Total Expenses (proposed amounts divided over 3 years)	\$1,250,000

COMMITTEE ACTION

The Commission on Aging considered this at its February meeting and recommended Board approval.

RELATED JURISDICTIONS:

This item impacts all counties in Missouri.

RECOMMENDATION

Authorize grant proposal submission to the Administration for Community Living (ACL) and acceptance of funds, if awarded.

STAFF CONTACT

Kristi Bohling-DaMetz, Director of Aging and Adult Services
Tane Lewis, Integrated Care Manager

AGENDA REPORT

MARC Board of Directors

February 2025

Item No. 6d

Thriving Older Adults and Communities

ISSUE:

VOTE: Approve Community Support Network subcontract with Jewish Family Services to support ongoing services.

BACKGROUND:

The Community Support Network (CSN) is based on the national community care hub model, in which health care and other entities contract with a network of community-based organizations for home and community-based services and other non-medical needs. The Mid-America Regional Council (MARC) serves as the hub or backbone organization for the CSN and subcontracts with service delivery partners in the community like Jewish Family Services (JFS).

MARC seeks to contract with JFS for ongoing CSN services including care management and evidence-based programs and workshops supporting chronic disease self-management and safety.

BUDGET CONSIDERATIONS

Current funding sources supporting the JFS CSN contract include the Healthcare Institute - UMKC, Menorah Heritage Funds, Administration for Community Living (ACL) grant, and Home State Health. As new CSN contracts or grants are awarded, funders and services (scope of work) may be added.

REVENUES	
Total Amount	Based on Referral and Workshop Volume
Source	See Above
UNIT RATES	
Initial Community Assessment	\$65/assessment
Social Determinants of Health (SDoH) Screen	\$30/screen
Initial Community Support / Care Management	\$300/client/first month (based on a minimum of two hours of service)
Ongoing Community Support / Care Management	\$245/client/subsequent months (based on a minimum of two hours of service)
Evidence-Based Programs	\$100 / Completed Client if CBO is responsible for full provision of Program \$50 / Completed Client if responsibilities are split \$50 / new Certified Leader trained if CBO trains new Certified Leaders per the standards of the licensing entity or program developer and as approved by MARC CSN

COMMITTEE ACTION

The Commission on Aging considered this at its February meeting and recommended Board approval.

RELATED JURISDICTIONS:

This item impacts all counties in the MARC region.

RECOMMENDATION:

Approve the CSN subcontract with JFS for the above unit rates to support ongoing services.

STAFF CONTACT

Kristi Bohling-DaMetz, Director of Aging and Adult Services
Tane Lewis, Integrated Care Manager

AGENDA REPORT

MARC Board of Directors

February 2025

Item No. 6e

Thriving Older Adults and Communities

VOTE: Authorize acceptance of funds from the Kansas Department of Health and Environment for the regional Community Health Worker Collaborative certificate program.

BACKGROUND:

The Mid-America Regional Council’s (MARC) regional health care access initiative supported a regional collaborative focused on developing the Community Health Worker (CHW) workforce as a key part of the health care system. CHWs are individuals trained to work with patients to connect them to needed health care and community services to improve their health outcomes, including reducing re-admissions at hospitals. MARC has received funding over the past decade to support the collaborative’s work and has identified ongoing work to continue to advance the development of a trained workforce.

The work over the past year has focused on advocacy to encourage agencies to consider adding CHWs to their workforce; training to build the profession in areas of core competency, train-the-trainer, supervisory, career pathways, CEU and other training. Work over the past three years has also focused on addressing sustainability of the profession by promoting a state credential for CHWs in Missouri and a certificate in Kansas to increase professionalism of those in the workforce; preparation and promotion of a toolkit to help agencies understand how to use billing codes for reimbursement of CHW services as well as encouraging state agencies and private health payers to reimburse agencies for CHW services related to improving patient health outcomes. Recent work has involved support for strengthening the Kansas State Plan Amendment for Medicaid reimbursement and use of Medicare billing codes to enable CHWs to support older adults.

KDHE has supported MARC for the past three years. In early 2023, KDHE authorized an agreement for \$214,248. In August 2023, KDHE amended the grant to add \$300,000. In November 2023, another \$100,000 was added, and another amendment of \$175,000 has been offered, with a total for the current contract of \$789,248 (January 1, 2023, through July 15, 2025).

BUDGET CONSIDERATIONS:

Expenses	
MARC Personnel (salary, fringe, indirect, rent)	\$378,323
Contractual	\$404,275
ES Advisors LLC (\$76,000); CGA Consulting LLC (\$195,000); Other Trainers/Translation (\$58,275); GTI (\$75,000)	
Other (Meeting, Supplies, Travel, Registration Fees, Media, Service Agreements)	\$6,650
New Total	789,248

MARC’s work in building a strong Community Health Worker Collaborative for the 9-county Kansas City region and convening and professional development across Missouri and Kansas has been largely funded by the Health Forward Foundation. The funding from KDHE has enabled MARC to expand its convening, advocacy and training program and services.

AGENDA REPORT

MARC Board of Directors

RELATED JURISDICTIONS:

This item impacts all counties in the MARC region.

RECOMMENDATION:

Authorize the acceptance of additional funds from the Kansas Department of Health and Environment of \$175,000 for a contract total of \$789,248 for continued support for the KC Regional Community Health Worker Collaborative's work around advocacy, training and sustainability. Authorize total contracts with ES Advisors for \$61,000 and CGA Consulting for \$210,000 from the KDHE grant.

STAFF CONTACT:

Marlene Nagel, Director of the Office of Resource Development
Hannayd Ruiz, Community Health Project Manager

AGENDA REPORT

MARC Board of Directors

February 2025
Item No. 6f
Effective Local Government

ISSUE:

VOTE: Authorize application to the Health Forward Foundation to continue funding for the Regional Housing Partnership.

BACKGROUND:

The Regional Housing Partnership (RHP) is an initiative convened and coordinated by the Mid-America Regional Council (MARC) and LISC Greater Kansas City. The RHP seeks to mobilize individuals and organizations to enact systems-level changes to grow the supply of affordable housing for cost-burdened households. This work is organized into a framework around seven elements of an effective housing system: (1) data and analysis; (2) networked leadership; (3) financing tools; (4) production capacity; (5) rental & homeowner resources; (6) policy; and (7) education.

The Health Forward Foundation was the initial funder for the Regional Housing Partnership with \$150,000 awarded to fund projects for a portion of 2021 through 2023. In 2023, the MARC and MARC CSC Boards approved another application to the Health Forward Foundation that provided \$650,000 for this work, \$500,000 of which was for the RHP and our agreement with LISC and \$150,000 for Kansas City Community Land Trust (KCCLT) to begin building the Regional Land Trust Consortium. This is the third application to continue this work, with a total request of \$350,000 over one year.

The RHP is moving forward into a new phase of work including projects under the regional land trust model and the completion of the RHP Strategy Committee’s Long-term Goals and Strategies that will guide regional housing work over the next several years. The next iterations of this work will include building out and developing an engagement strategy to expand the network of people and organizations involved in the RHP to move these goals forward, while also maintaining our research, housing locator and communications work.

BUDGET CONSIDERATIONS:

MARC and LISC Greater Kansas City are currently in the process of fundraising for work beyond 2025. In October the MARC Board authorized an application and subsequent acceptance of \$1.1 million over 2025 and 2026 from the Marion and Henry Bloch Family Foundation. The budget below for calendar year 2025 includes some funds from foundation requests previously approved by this Board and those outlined in this request. Additionally, MARC is written into a federal grant expected to be awarded to LISC KC, but this is still pending and therefore not reflected in this budget.

2025 RHP Budget	
REVENUES	
Previously authorized by the Board	\$550,000
Source	Marion and Henry Bloch Family Foundation
Current request	\$350,000
Source	Health Forward Foundation
Carry-over from prior years	\$753,155
Total Revenues	\$1,653,155

AGENDA REPORT

MARC Board of Directors

EXPENSES	
MARC Personnel (salaries, fringe, rent, training)	\$412,400
LISC Personnel (MOU previously approved by the Board)	\$355,000
Contractual (funding left on contracts previously approved by the Board) - Hopeward, Platform Civic Strategies	\$192,000
Pass-Through for KCCLT (previously approved by the Board)	\$107,500
Projected project costs 2025 - Support for 3 new workgroups focused on workforce and production capacity, local housing policies and education and communication.	\$355,000
Funds to be Programmed; Possible Carry-over to 2026	\$231,255
Total Expenses	\$1,653,155

RELATED JURISDICTIONS:

This item impacts all counties in the MARC region.

EXHIBITS:

None

RECOMMENDATION:

Authorize application to the Health Forward Foundation to continue funding for the Regional Housing Partnership in the amount of \$350,000 and accept funds if awarded.

STAFF CONTACT:

Anna Van Brunt, Housing Coordinator

AGENDA REPORT

MARC Board of Directors

February 2025
Item No. 6g
Quality Early Learning

ISSUE:

VOTE: Approve Mid-America Regional Council Head Start carryover funds request for renovations and facility upgrades.

BACKGROUND:

The administration for Children and Families (ACF) awarded \$32,172,048 plus a cost-of-living adjustment (COLA) in the amount of \$746,805 to the Head Start program. Of that amount \$752,968.60 went unspent due to the short window to encumber the additional COLA funds. Because of this, the Mid-America Regional Council (MARC) would like to request to carry over \$345,000 of the unspent funds to complete four needed projects. If approved, this amount will be added to the CORE Year 2 grant ending October 31, 2025.

We are requesting the following renovations and upgrades to facilities:

- YMCA Greater Kansas City
 - Thomas Roque replace the HVAC system \$180,000.
 - Thomas Roque new metal soffits replacement of current soffits \$120,000.
- Learn A Lot Academy
 - Playground resurfacing \$20,000.

All these renovations will support the health and safety needs of children. Three bids have been provided for each project to ensure they meet MARC's Procurement Policy and the requisite purchasing protocols of our providers, including complying with the Davis-Bacon Act for prevailing wages.

We are also requesting \$25,000 to support ongoing work with a wage comparability study that supports pay parity for front line staff.

BUDGET CONSIDERATIONS:

The costs of these projects are allowable expenses within the Head Start grant through the Administration of Children and Families.

REVENUES	
Amount	\$345,000
Source	Administration for Children and Families
PROJECTED EXPENSES	
Personnel (salaries, fringe, rent)	
Contractual	\$345,000
Pass-Through	
Other (supplies, printing, etc.)	

COMMITTEE ACTION:

The MARC Head Start Policy Council and Advisory Committee approved the carryover request on February 19, 2025.

RELATED JURISDICTIONS:

This item impacts Clay, Jackson and Platte counties in Missouri.

AGENDA REPORT

MARC Board of Directors

RECOMMENDATION:

Approve MARC Head Start's carryover request from program year 1 to complete the listed projects that were unable to be completed during the period in the amount of \$345,000.

STAFF CONTACT:

Kasey Lawson, MARC Head Start Director

Dr. Toni Sturdivant, MARC Early Learning Director

AGENDA REPORT

MARC Board of Directors

February 2025
Item No. 6h
Safe and Secure Communities

ISSUE:

VOTE: Authorize the purchase of Layer 3 routing hardware from SHI for regional 911 sites to sustain system reliability.

BACKGROUND:

The Mid-America Regional Council (MARC) regional 911 system operates as a complex network of interconnected hardware devices that require continuous monitoring and maintenance to ensure optimal performance. To sustain system reliability, the MARC public safety technical team follows a proactive hardware refresh strategy, replacing aging equipment with current models on a rotating basis. This approach helps mitigate capacity and performance challenges while reducing failure rates and potential downtime for this critical system.

As part of the procurement process, staff obtained three quotes, with SHI offering the lowest bid, 25% less than competing vendors. The network hardware refresh includes 40 units equipped with dual power supplies and five years of support, totaling \$206,733.20.

BUDGET CONSIDERATIONS:

The SHI quote of \$206,733.20 will include 40 router units, accompanying power supplies and five years of support. Funding for planned hardware refresh work is included in the 2025 911 Allocation Budget/Capital Projects.

REVENUES	
Amount	\$206,733.20
Source	911 Allocation Budget (Capital Projects)
PROJECTED EXPENSES	
Personnel (salaries, fringe, rent)	
Contractual	\$206,733.20
Pass-Through	
Other (supplies, printing, etc.)	

COMMITTEE ACTION:

This expenditure is a planned investment within the 911 system capital projects budget, which was approved as part of the 2025 budget by the Public Safety Communication Board on November 20, 2024.

RELATED JURISDICTIONS:

This request supports the 11 county MARC regional 911 network.

EXHIBITS:

None

RECOMMENDATION:

Approve the purchase of 40 routers and dual power supplies from SHI to support the planned hardware refresh project in total of \$206,733.20.

STAFF CONTACT:

Eric Winebrenner, Public Safety Program Director
Nikki Thomas, Public Safety Operations Manager

AGENDA REPORT

MARC Board of Directors

February 2025
Item No. 6i
Healthy Environment

ISSUE:

VOTE: Approve 2025 air quality ozone season public outreach campaign media purchases.

BACKGROUND:

The Mid-America Regional Council (MARC) conducts an air quality public outreach campaign to educate the public about actions they may take to protect their health and to reduce emissions that lead to air pollution.

BUDGET CONSIDERATIONS:

The Air Quality Program requests to make the following media campaign advertising purchases for the 2025 Ozone Season. Note that the below amounts are estimates and are likely to shift through the course of negotiations. Approximately 20 percent of the \$260,000 budget will be spent targeting minority populations.

This program is funded by the Congestion Mitigation/Air Quality program with contributions from both Missouri and Kansas.

Online (Targeted video and images through various providers)	\$78,000
TV (KMBC, KCTV5, WDAF Fox 4, KSHB, KMCI, KUKC, KGKC)	\$52,000
Radio (Cumulus, Steel City, Audacy, Carter, KCUR, KTBG, Reyes, La Mega, Streaming audio)	\$52,000
Outdoor billboards (Adsposure, Commuter Ads, Outfront, Lamar, Steel City)	\$46,800
Sponsorship	\$13,000
Social media	\$10,400
Print (local minority newspapers and magazines)	\$7,800
TOTAL	\$260,000

RELATED JURISDICTIONS:

This item impacts all counties in the MARC region.

RECOMMENDATION:

Authorize the executive director to enter into agreements for advertising and promotion for the air quality program as itemized above.

STAFF CONTACT:

Doug Norsby, Air Quality Senior Planner
Karen Clawson, Air and Climate Program Manager
Ron Achelpohl, Director of Transportation and Environment

AGENDA REPORT

MARC Board of Directors

February 2025
Item No. 6j
Healthy Environment

ISSUE:

VOTE: Approve a contract with ETC Institute not to exceed \$75,000 to conduct annual Air Quality Public Awareness Surveys in 2025, 2026 and 2027.

BACKGROUND:

The AirQ program at the Mid-America Regional Council (MARC) has been conducting annual air quality public awareness surveys for more than 20 years. The surveys help determine overall air quality awareness of the public, where people are obtaining information about air quality, which air quality messages have resonated and which specific demographics and stakeholders have lower levels of awareness. The program uses this information to make decisions about investments in our media campaign including selection of media types, message selection and opportunities for sponsorships that elevate messages in front of audiences who have not yet been effectively reached.

A request for proposal was developed to provide these services and released via our website and DemandStar on January 8, 2025. Three submissions were received by the January 29, 2025 deadline. Proposed pricing from vendors was highly competitive, ranging between \$72,645 and \$75,000. The proposals were reviewed by staff and a co-chair of the Air Quality Forum. After subsequent interviews with all three firms, ETC Institute was selected as the best fit/best value vendor for this contract following bid and selection procedures approved by KDOT.

BUDGET CONSIDERATIONS:

Funding for this contract is included in grants from the MARC Air Quality Public Education CMAQ grants and KDHE/EPA Federal 105 grant pass through in future years.

REVENUES	
Amount	\$75,000
Source	Air Quality Public Education CMAQ grants and KDHE/EPA Federal 105
PROJECTED EXPENSES	
Personnel (salaries, fringe, rent)	
Contractual	\$75,000
Pass-Through	
Other (supplies, printing, etc.)	

RELATED JURISDICTIONS:

This item impacts all counties in the MARC region.

RECOMMENDATION:

Authorize MARC to enter into a three-year contract with ETC Institute.

STAFF CONTACT:

Doug Norsby, Air Quality Senior Planner
Karen Clawson, Air and Climate Program Manager

AGENDA REPORT

MARC Board of Directors

February 2025
Item No. 6k
Healthy Environment

ISSUE:

VOTE: Authorize a grant application to the Kansas Department of Health and Environment to develop and administer APWA 5600 Stormwater Standards training for stormwater professionals.

BACKGROUND:

The Mid-America Regional Council (MARC) has been coordinating a \$1.4 million effort to update the Kansas City region American Public Works Association (APWA) stormwater management engineering design manual known as APWA Section 5600. The manual is anticipated to be adopted by the Kansas City Chapter of the APWA in July 2025. Local governments then consider the new standards for adoption into their stormwater management requirements.

There is an identified need for training for stormwater professionals in the region after APWA membership adoption of the standards. The training is anticipated to be a series of three half-day trainings on different topics within the new manual criteria in Fall 2025 - Spring 2026. A consultant team led by Burns and McDonnell is developing the new standards, and will serve as the contractor to develop curriculum and deliver the training programs.

BUDGET CONSIDERATIONS:

Personnel for project management and contractual to develop training curriculum and manage event registration.

REVENUES	
Amount	\$60,000
Source	KDHE - Water Quality Planning 604(b)
PROJECTED EXPENSES	
Personnel (salaries, fringe, rent)	\$25,000
Contractual	\$35,000
Pass-Through	
Other (supplies, printing, etc.)	

RELATED JURISDICTIONS:

This item impacts all counties in the MARC region.

EXHIBITS:

[FFY 2025 KS 604\(b\) - MARC Scope of Work](#)

RECOMMENDATION:

Authorize a grant application for \$60,000 to KDHE to develop and administer APWA 5600 stormwater standards training for stormwater professionals in fiscal year 2025-26.

STAFF CONTACT:

Tom Jacobs, Chief Resilience Officer and Environmental Programs Director

AGENDA REPORT

MARC Board of Directors

February 2025

Item No. 6l

Efficient Transportation and Quality Places

ISSUE:

VOTE: Authorize consultant agreements for a 2025 Planning Sustainable Places study in Lee's Summit, Missouri.

BACKGROUND:

For studies funded through Planning Sustainable Places (PSP), the Mid-America Regional Council (MARC) will hold the contracts on individual projects, although the project leads and local match will be provided by the local sponsors. Details for the projects are provided below. A qualifications-based competitive selection process was used in the selection of all consulting teams.

Lee's Summit, MO - Rock Island Trail Connectivity and Wayfinding Plan. This study will review previous planning, assess existing conditions, engage the public and stakeholders, and develop recommendations for a multimodal transportation system connecting multiple destinations to Downtown Lee's Summit and the Rock Island Trail. The final report will include a list of possible strategies and recommendations including potential funding mechanisms and strategies for implementation. Proposals from five prospective consulting teams were received. A shortlisting process was conducted with three teams interviewed. Key components of the plan will include:

- Identifying the gaps in the existing trail system surrounding and connecting to Downtown Lee's Summit
- Create a wayfinding signage plan that coincides with MARC's Regional Wayfinding Signage and can be expanded throughout all of Lee's Summit
- Determine if there is a need and a potential location for a bike share station in Downtown Lee's Summit

Vireo was selected for this study.

BUDGET CONSIDERATIONS:

The projects will use \$40,000 of Planning Sustainable Places (Federal STP) funding and the required local match of \$15,000 provided by the City of Lee's Summit, MO.

COMMITTEE ACTION:

The MARC Board authorized the award of the PSP funds for the project and the receipt of its local match on September 24, 2024.

RELATED JURISDICTIONS:

The consultant contract involves the jurisdiction of: Lee's Summit, MO

RECOMMENDATION:

Authorize the agreement with Vireo for the Rock Island Trail Connectivity and Wayfinding Plan for an amount not to exceed \$55,000 for the city of Lee's Summit, MO.

STAFF CONTACT:

Beth Dawson, Principal Planner

Martin Rivarola, Assistant Director of Transportation and Land Use

Ron Achelpohl, Director of Transportation and Environment

AGENDA REPORT

MARC Board of Directors

February 2025

Item No. 6m

Efficient Transportation and Quality Places

ISSUE:

VOTE: Authorize receipt of FFY 2027-2028 Congestion Mitigation/Air Quality program and/or Surface Transportation Block Grant program funds for Mid-America Regional Council transportation programming.

BACKGROUND:

One of the Mid-America Regional Council's (MARC) fundamental roles as Metropolitan Planning Organization is to provide a forum and facilitate processes for cooperative decision-making about the use of federal transportation dollars for projects and programs in the Kansas City area.

In January 2025, the MARC Board of Directors approved programming recommendations that included 2027-2028 Congestion Mitigation/Air Quality (CMAQ) and/or Surface Transportation Block Grant (STBG) funding for MARC's Active Transportation, Air Quality Public Education, WAY TO GO, Operation Greenlight and Planning Sustainable Places projects/programs. MARC staff is seeking authorization to enter into the agreements necessary to secure funding to support these projects as detailed below:

Active Transportation

This program includes three components: public outreach to educate and encourage safe walking and bicycling, data and analysis of regional active transportation trends and focused technical assistance for local active transportation programs in support of regional congestion management and air quality goals.

Air Quality Public Education

MARC provides information to the region regarding ground level ozone and other air pollutants and transportation-related strategies that businesses, local governments and residents can take to improve air quality.

WAY TO GO

This program provides information to employers and commuters about alternatives to driving alone and provides free ride-matching services to area residents who wish to carpool for some of their trips as a strategy to reduce ozone precursor emissions.

Operation Green Light Arterial Traffic Management System (ATMS) Operations

The Operation Green Light Program (OGL) assists state and local governments that own and operate traffic signals on regional arterial roadways to coordinate traffic signal timing and operation oversight to improve traffic flow, reduce excessive fuel consumption and reduce emissions throughout the region. MARC's OGL program staff provides traffic signal timing operations support, maintains its regional communications network and oversees the advanced traffic management system software that allows for real-time traffic signal operations.

(continued)

AGENDA REPORT

MARC Board of Directors

Planning Sustainable Places

The Planning Sustainable Places Program (PSP) provides local governments and agencies with funding to advance local transportation planning and project development activities to support integrated transportation and land use strategies identified in the Connected KC 2050 metropolitan transportation plan and the MARC Board’s policy on regional land use direction.

BUDGET CONSIDERATIONS

The funds detailed in the table below will be added to the MARC budget.

Project/Program	Kansas		Missouri		Match Required
	CMAQ	STBG	CMAQ	STBG	
Active Transportation	\$ 76,000		\$ 76,000		\$ 38,000
Air Quality Public Education	\$ 595,000		\$ 595,000		\$ 297,500
WAY TO GO ¹	\$ 470,000		\$ 470,000		
OGLATMS Operations		\$ 780,000		\$ 1,810,000	\$ 2,590,000
Planning Sustainable Places ²		\$ 720,000		\$ 500,000	\$ 305,000
Total	\$ 1,141,000	\$ 1,500,000	\$ 1,141,000	\$ 2,310,000	\$ 3,230,500

¹ No matching funds are required for this project

² Historically, each funding round of the Planning Sustainable Places program has exceeded the 20% local match requirement. The number shown here represents the 20% local match minimum. The actual number may be greater.

COMMITTEE ACTION:

The MARC Board of Directors approved funding recommendations including these programs/projects in January 2025 as part of the 2025 First Quarter Amendment to the 2024-2028 Transportation Improvement Program.

RELATED JURISDICTIONS:

This item impacts all counties in the MARC region.

RECOMMENDATION

Authorize the Executive Director to enter into agreements with the Kansas Department of Transportation (KDOT), Missouri Department of Transportation (MoDOT), Federal Transit Administration (FTA) and local agencies as needed to receive federal Congestion Mitigation/Air Quality (CMAQ) funds, federal Surface Transportation Block Grant Program (STP) funds and matching funds as described above.

STAFF CONTACT

Ron Achelpohl, Director of Transportation and Environment
Karen Clawson, Air and Climate Programs Manager
Martin Rivarola, Assistant Director of Transportation and Land Use
Patrick Trouba, Transportation Planner II
Ray Webb, Traffic Operations Director