

Our roles in the Greater Kansas City community

LEADERSHIP

- Identify regional challenges and act as a problem-solving forum
- Promote consensus and commitment to regional solutions
- Educate and engage the public in decision-making processes

PLANNING

- Coordinate policies that guide progress in the region
- Develop regional plans for transportation, the environment, emergency response and more
- Conduct research and provide technical support to local leaders

ACTION

- Advocate for regional issues at the state and federal levels
- Provide cooperative services between local governments
- Allocate resources for regional systems

PROGRAM HIGHLIGHTS

ENHANCED RESPONSE

- ▶ Manage the regional 9-1-1 system, providing technical, administrative and workforce development services
- ▶ Coordinate the development of interoperable communications systems among local jurisdictions
- ▶ Help the region prepare for and reduce risks from disasters, both natural and man-made
- ▶ Coordinate regional homeland security planning and administer grants that provide equipment, training and exercise support to emergency personnel
- ▶ Assist public health agencies with public education and preparedness efforts
- ▶ Support emergency medical service agencies and hospitals with coordinated communications and regional plans and protocols

CARING COMMUNITIES

- ▶ Ensure that the region's children have access to high-quality early learning programs that prepare them to succeed in school
- ▶ Serve as the Head Start grantee for Clay, Jackson and Platte counties
- ▶ Use grant funds to supplement salaries and provide professional development opportunities for early learning program staff
- ▶ Serve as the Area Agency on Aging for five Missouri counties, overseeing home-delivered meals, meals at senior centers, nursing home ombudsmen and special-needs transportation services
- ▶ Provide support to caregivers for the elderly through an information line and database of available services
- ▶ Help improve access to health care for the uninsured and underinsured, and support the development of a regional health information exchange
- ▶ Build sustainable neighborhoods, with the Green Impact Zone in Kansas City, Mo., as a model for community transformation

EFFICIENT TRANSPORTATION

- ▶ Develop and update plans for short- and long-term regional transportation investments
- ▶ Guide state and federal transportation dollars toward projects that meet long-term goals, developed through public input and evaluation processes
- ▶ Administer Operation Green Light, a system to ease congestion by coordinating traffic signal timing on major roads across city boundaries
- ▶ Lead efforts to implement the Smart Moves regional transit plan
- ▶ Promote transportation alternatives, including bicycle and pedestrian travel, and carpooling and vanpooling through RideShare
- ▶ Support Kansas City SmartPort's development of an international trade-processing center
- ▶ Evaluate the impact of development and land-use patterns on the region's transportation system
- ▶ Promote safe travel through the Destination Safe Coalition's safety planning initiatives

HEALTHY ENVIRONMENT

- ▶ Encourage action to protect the natural environment through education and outreach
- ▶ Develop plans for meeting national air quality standards, and provide SkyCast, a daily forecast of air quality for the region
- ▶ Work with local governments and other agencies to develop best practices for stormwater management and protection of water quality
- ▶ Foster thoughtful land-use planning and resource protection
- ▶ Award grants for waste reduction, reuse and recycling programs, and coordinate the regional hazardous household waste program
- ▶ Coordinate efforts to implement the MetroGreen® plan for more than 1,100 miles of trails and greenways
- ▶ Develop "green" technical and leadership skills in the region through the Academy for Sustainable Communities
- ▶ Promote energy efficiency through retrofits, green-jobs training and regional conservation measures

EFFECTIVE GOVERNMENT

- ▶ Bring city and county administrators together through the Managers' Roundtable to find shared solutions to common problems
- ▶ Support cooperative purchasing that allows governments to save money by combining buying power
- ▶ Provide high-quality, cost-effective training to government employees, elected officials and nonprofit agencies through the Government Training Institute
- ▶ Address unique challenges facing older communities that surround the urban core through the First Suburbs Coalition
- ▶ Provide administrative, planning and informational assistance to small cities
- ▶ Collect, analyze and share regional maps and data for planning and forecasting
- ▶ Provide a forum for citizen engagement in regional affairs through One KC Voice



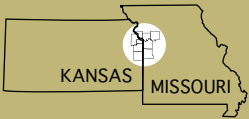
SOME ISSUES REACH **ACROSS THE BOUNDARIES** OF INDIVIDUAL COMMUNITIES. OFTEN THEY CAN ONLY BE ADDRESSED BY **WORKING TOGETHER.**

The Mid-America Regional Council promotes regional cooperation and develops innovative solutions. We help create a community people are proud to call home.

MARC is a nonprofit association of city and county governments and the metropolitan planning organization for the bistate Kansas City region. Governed by a board of 33 local elected officials, we serve nine counties and 120 cities.

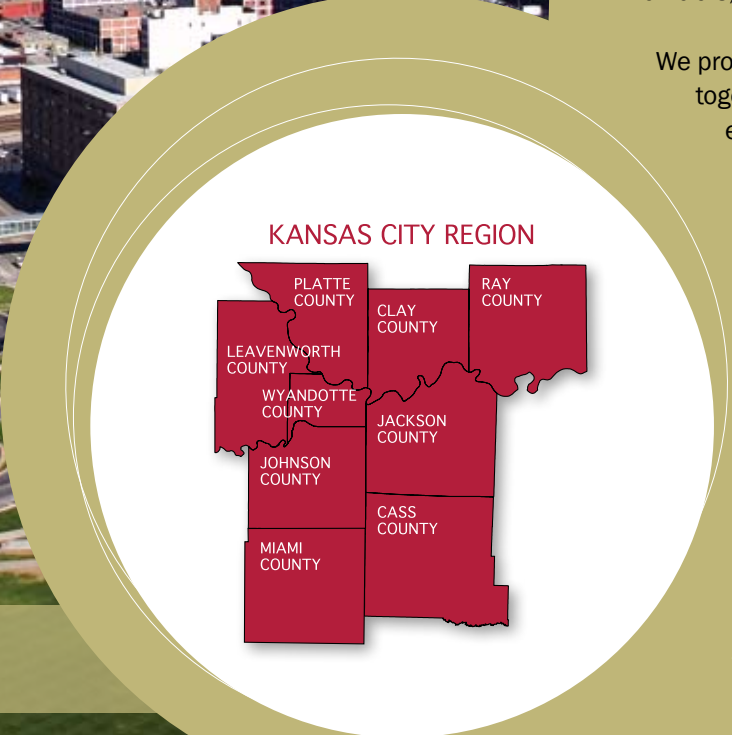
We provide a forum for the region to work together to advance social, economic and environmental progress.

MARC is funded by federal, state and private grants, local contributions and earned income. A major portion of our budget is passed through to local governments and other agencies for programs and services.



WWW.MARC.ORG

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Advancing regional progress through
LEADERSHIP | PLANNING | ACTION