Summary of Recommendations, Suggestions, and Actions

1 Public Outdoor Spaces and Buildings
   Policy
   1A All Ages-friendly Siting, Design, and Development Policies for Public Spaces
   1B Bike and Pedestrian Facilities that Maximize Safety for All Ages
   1C Design and Build Public Buildings to Meet the Needs of All Ages
   1D Safety in Parks and Neighborhoods
   1E Involve Residents of All Ages in Planning for Siting and Design of Public Buildings
   Action
   1F Provide Seating in Public Outdoor Spaces and Buildings that Meet the Stamina Needs of All Ages
   1G Stairways on Public Property Designed and Constructed for Maximum Safety
   1H Ample Pick-up and Drop-off Spaces Near Public Facilities
   1I Flexible Access to City Services and Customer Arrangements to Meet Needs of All Ages
   1J Encourage Downtown Walkability

2 Housing and Commercial Development
   Policy
   2A Audit of Development Codes to Ensure Range of Housing Options Allowed
   2B Policies that Allow for and Encourage Housing Options Such as Accessory and Shared Dwellings
   2C Streamline Building Code Review Processes to be Consistent with Plans and Policies, Including those that Reduce Costs and Encourage Multiple Price Points
   2D Policies that Encourage Developers to Include Features that Meet All Types of Mobility Needs
   2E Evaluate Zoning and Building Codes for Encouragement of Design and Building of Commercial Properties that Consider Needs of All Ages
   Action
   2F City Uses Property Maintenance Enforcement to Support Neighborhood Quality and Provide Resources to Property Owners Who Need Assistance
   2G Information is Available about Housing Options to Meet Different Mobility Needs
   2H Property Tax Relief Program for Qualified Residents
   2I Programs that Offer Residents Information on Strengthening Crime Prevention by Assessing and Protecting Private Property
3 Transportation

Policy

3A Multiple Transportation Modes are addressed in Comprehensive Plan
3B Adopt Complete Streets or Comparable Policy; Take Steps to Implement
3C Work to Ensure that Public Transit Stops Meet Needs of All Ages and Abilities
3D Towards Zero Deaths

Action

3E Work with Partners to Implement Strategies to Support Independent Mobility for All Ages and Abilities
3F Provide Transportation Resource Information
3G Construct Pedestrian Facilities to Connect Neighborhoods, Transit, and Other Locations like Retail
3H Promote Resources for Determining Older Driver Competency
3I Consider Application for Walk Friendly Designation from Pedestrian Bicycle Information Center
3J Consider Application for Bicycle Friendly Community Designation from Bicycle League of America

4 Social Inclusion, Communication, and Participation

Policy

4A City Designs Programming that Reflect Understanding of its Demographics
4B Comprehensive City Communication Plan that Reflects Diversity of Age, Culture, and Abilities
4C City Communicates Information about Accessibility and Accommodations for City Activities and Events
4D City Adopts Emergency Management Plan

Action

4D City Communication Plan has Strategies to Reach Residents at Risk of Social Isolation
4E City and Its Partners Showcase the Skills and Contributions of All Ages, Cultures, and Abilities
4F City works with its Partners to Educate Residents about Emergency/Disaster Preparedness

5 Civic Participation and Employment

Policy

5A City Policy Encourages Civic Participation by All Age Groups in Community

Action

5B City Maintains and Promotes Volunteer and Employment Opportunities with Easy Means to Apply
NKC Communities For All Ages
Silver Level Executive Summary
October 3, 2019

5C City Provides Flexible Volunteer Options for All Ages and Abilities, including Training, Recognition, and Guidance

5D City Encourages Community Partners and Organizations to Use Volunteer Engagement and Management Best Practices

5E City and Its Partners Encourage Adaptable, Flexible Employment Practices to Meet Needs of All Ages

5F City and Its Partners have Outreach Plan to Ensure Residents of All Ages Are Included in Community and Civic Conversation

5G City Ensures that Meeting Locations are Accessible to All Residents and Meets Communication Needs and Challenges of Diverse Populations

6 Community and Health Services

6A City Plans Recognize Need for Accessible Health Care Options Served by Transportation Options

6B City Partners with Health Care Organizations to Offer Health Services at Community Facilities

6C City Partners with Local Health Department to Publicize Plans and Services to Improve Immunization Rates among City Residents

6D City Personnel are Educated and Knowledgeable about Specialized Needs for Different Ages and Abilities, including Reporting Requirements for Abuse and Neglect, Regardless of Age

6E City Promotes and Enables Location of Full Services Grocery Stores and Retail Establishments that Expand Availability of Healthy Food Options

6F City Works with Local Ambulance Service Providers to Ensure City Demographic Information is Incorporated into Planning for Services

6G City Partners with Health Care Organizations to Educate Citizens about Health Choices and Preventive Services, Including Benefits of Smoking Cessation

6H City Encourages Healthy Eating by Providing Information about Home-delivered Meals, Food Banks, and other Resources

6I City Supports Community Gardens and Similar Initiatives to Encourage Healthy Eating and Community Participation

6J City and Its Partners Provides Referrals to Residents needing more Intensive Services
1: Public Outdoor Spaces and Buildings

Policy

1A All Ages-friendly Siting, Design, and Development Policies for Public Spaces
- **Recommendation**: Continue to explore with the levee district whether the levee could be used as an east-west connector. Maybe just a pedestrian gravel path, not fully paved.
- **Action**: Continue to explore a better partnership with MoDOT to address connectivity and maintenance (e.g. lighting, cleanliness, and mowing) in the area of Missouri Highway 210 and I-35.

1B Bike and Pedestrian Facilities that Maximize Safety for All Ages
- **No action at this time**

1C Design and Build Public Buildings to Meet the Needs of All Ages
- **Recommendation**: City considers the inclusion of neutral, non-binary bathroom facilities in any new City building to demonstrate its desire to be a welcoming City.
- **Suggestion**: Explore locating wayfinding kiosks to more heavily used areas, e.g. Dagg Park, where there is lots of foot traffic, including non-residents.
- **Suggestion**: Consider installing an information kiosk at Macken Park.

1D Safety in Parks and Neighborhoods
- **Suggestion**: Relay comments about the desire for increased lighting along the walking train at Macken Park to the Parks & Recreation Board. At the sessions, residents requested replacing the current bulbs with brighter bulbs in the existing light fixtures.

1E Involve Residents of All Ages in Planning for Siting and Design of Public Buildings
- **No action at this time**.

Action

1F Provide Seating in Public Outdoor Spaces and Buildings that Meet the Stamina Needs of All Ages
- **Recommendation**: Consider additional benches along Diamond Parkway.
- **Recommendation**: Relay comments about the desire to add more seating at the Dagg Park (the splash park to face the splash area itself) to the Parks & Recreation Board.

1G Stairways on Public Property Designed and Constructed for Maximum Safety
- **No action at this time**.

1H Ample Pick-up and Drop-off spaces Near Public Facilities
- **Recommendation**: Determine the need and feasibility of adding more handicap parking spots at the YMCA (to be brought forward by the YMCA.)
NKC Communities For All Ages
Silver Level Executive Summary
October 3, 2019

1I Flexible Access to City Services and Customer Arrangements to Meet Needs of All Ages
• No action at this time.

1J Encourage Downtown Walkability
• **Recommendation**: Explore the ability to regulate smoking on public sidewalks on major walkways, possibly by specific districts within the City. (Staff has looked into this recommendation with the City Counselor and the Police Department. There are several legal and enforcement challenges with this recommendation.)
• **Recommendation**: Explore the installation of digital kiosks as an alternative or supplement to printed materials, advantages include ease of updating information and minimizing print impacts.

2: Housing and Commercial Development

**Policy**

2A Audit of Development Codes to Ensure Range of Housing Options Allowed
• **Recommendation**: Develop strategies to retain older duplexes and apartments to help keep housing costs affordable and to provide a broader range of cost points for housing options.
• **Action**: City staff will provide regular updates to the Planning Commission on the National League of Cities and the First Suburbs Coalition’s Affordable Housing Pilot Program.

2B Policies that Allow for and Encourage Housing Options Such as Accessory and Shared Dwellings
• No additional action.

2C Streamline Building Code Review Processes to be Consistent with Plans and Policies, including those that Reduce Costs and Encourage Multiple Price Points
• No additional action.

2D Policies that Encourage Developers to Include Features that Meet All Types of Mobility Needs
• **Recommendation**: Provide information in the NKC newsletter about partners who may provide assistance for building accessible ramps. Consider using multiple communication tools to communicate resources including convening neighborhood meetings or homes associations to reach those residents who do not read the newsletter and/or have limited English language proficiency.
• **Action**: Participants requested information about Universal Design (UD), e.g. defining the terms, building it into the bones/framework of a home structure, ability to retrofit, and other related topics. MARC will share information about UD.
2E Evaluate Zoning and Building Codes for Encouragement of Design and Building of Commercial Properties that Consider Needs of All Ages
   • No additional action.

Action

2F City Uses Property Maintenance Enforcement to Support Neighborhood Quality and Provide Resources to Property Owners Who Need Assistance
   • For later discussion: Research programs that encourage stronger partnerships between cities and landlords to enhance property maintenance, i.e. can the City do more to work with landlords?

2G Information is Available about Housing Options to Meet Different Mobility Needs
   • No additional action.

2H Property Tax Relief Program for Qualified Residents
   • No additional action.

2I Programs that Offer Residents Information on Strengthening Crime Prevention by Assessing and Protecting Private Property
   • Action: Explore whether the Police Department is involved with Metro Elder Abuse Task Force.

3: Transportation Policy

3A Multiple Transportation Modes are addressed in the Comprehensive Plan
   • No additional action.

3B Adopt Complete Streets or Comparable Policy; Take Steps to Implement
   • No additional action.

3C Work to Ensure that Public Transit Stops Meet Needs of All Ages and Abilities
   • No additional action.

3D Towards Zero Deaths
   • Suggestion: Work toward a level of ridership that will justify a Max Bus Line.
   • Suggestion: Improve the crosswalk at Fayette and improve access to the north side of Armour to provide access to Cerner and NKC Hospital. Work with MoDot to improve the pedestrian experience of Armour Road/Route 210 under the I-35 Bridge.
Action

3E  Work with Partners to Implement Strategies to Support Independent Mobility for All Ages and Abilities
   •  **Suggestion:** Include Clay County Senior Services in discussion with nonprofit rideshare providers.

3F  Provide Transportation Resource Information
   •  No additional action.

3G  Construct Pedestrian Facilities to Connect Neighborhoods, Transit, and Other Locations like Retail
   •  No additional action.

3H  Resources for Determining Older Driver Competency
   •  **Action:** Add the link to the Older Driver Safety content from KC Communities for All Ages website to the NKC website.  [https://www.marc.org/Community/KC-Communities-for-All-Ages/Transportation-Mobility/General-Information](https://www.marc.org/Community/KC-Communities-for-All-Ages/Transportation-Mobility/General-Information) (This has been completed.)

3I  Consider Application for Walk Friendly Designation from Pedestrian Bicycle Information Center
   •  **Action:** Submitted application for designation as a Walk-Friendly Community in 2015; staff will review to assess any changes that might lead to a resubmission.

3J  Consider Application for Bicycle Friendly Community Designation from Bicycle League of America
   •  No additional action.

4: Social Inclusion, Communication, and Participation

Policy

4A  City Designs Programming that Reflect Understanding of its Demographics
   •  No additional action.

4B  Comprehensive City Communication Plan that Reflects Diversity of Age, Culture, and Abilities
   •  No additional action.

4C  City Communicates Information about Accessibility and Accommodations for City Activities and Events
   •  No additional action.
4D City Adopts Emergency Management Plan
  • No additional action.

**Action**

4D City Communication Plan has Strategies for Reach Residents at Risk of Social Isolation
  • No additional action.

4E City and Its Partners Showcase the Skills and Contributions of All Ages, Cultures, and Abilities
  • No additional action.

4F City works with its Partners to Educate Residents about Emergency/Disaster Preparedness
  • No additional action.

5: Civic Participation and Employment

**Policy**

5A City Policy Encourages Civic Participation by All Age Groups in Community
  • **Recommendation:** Explore the inclusion of youth on City commissions and/or committees.

**Action**

5B City Maintains and Promotes Volunteer and Employment Opportunities with Easy Means to Apply
  • No additional action.

5C City Provides Flexible Volunteer Options for All Ages and Abilities, including Training, Recognition, and Guidance
  • No additional action.

5D City Encourages Community Partners and Organizations to Use Volunteer Engagement and Management Best Practices
  • **Suggestion:** Explore the possibility of inviting residents to volunteer on city-organized cleanup days in public spaces.

5E City and Its Partners Encourage Adaptable, Flexible Employment Practices to Meet Needs of All Ages
  • No additional action.
5F   City and Its Partners have Outreach Plan to Ensure Residents of All Ages Are Included in Community and Civic Conversations
   •   No additional action.

5G   City Ensures that Meeting Locations are Accessible to All Residents and Meets Communication Needs and Challenges of Diverse Populations
   •   **Recommendation**: Explore how state statutes on open meetings intersect with the resident’s desire to have input remotely through digital technology.

### 6: Community and Health Services

#### Policy

**6A**   City Plans Recognize Need for Accessible Health Care Options Served by Transportation Options
   •   **Recommendation**: Add information to City website about emerging services from MARC’s Area Agency on Aging (AAA). The AAA Information & Referral Service is partnering with 211. MARC’s Information & Referral Service number (816-421-8910) is automatically routed to 211.
   - Discussion at the Planning Commission included creating a Resident Resource magnet that included City, utility and partner contact information (Evergy, MGE, Clay County Senior Services, 211 - United Way of Greater KC.)

#### Action

**6B**   City Partners with Health Care Organizations to Offer Health Services at Community Facilities
   •   No additional action.

**6C**   City Partners with Local Health Department to Publicize Plans and Services to Improve Immunization Rates among City Residents
   •   No additional action.

**6D**   City Personnel are Educated and Knowledgeable about Specialized Needs for Different Ages and Abilities, including Reporting Requirements for Abuse and Neglect, Regardless of Age
   •   **Recommendation**: Continue and strengthen partnerships with Clay County Senior Services.
   •   **Recommendation**: Relay comments about the desire for library staff to be trained to recognize the signs of child and elder abuse to the Library Board.

**6E**   City Promotes and Enables Location of Full Services Grocery Stores and Retail Establishments that Expand Availability of Healthy Food Options
   •   No additional action.
6F  City Works with Local Ambulance Service Providers to Ensure City Demographic Information is incorporated into Planning for Services
   • No additional action.

6G  City Partners with Health Care Organizations to Educate Citizens about Health Choices and Preventive Services, Including Benefits of Smoking Cessation
   • No additional action.

6H  City Encourages Healthy Eating by Providing Information about Home-delivered Meals, Food Banks, and other Resources
   • No additional action.

6I  City Supports Community Gardens and Similar Initiatives to Encourage Healthy Eating and Community Participation
   • No additional action.

6J  City and its Partners Provides Referrals to Residents needing more Intensive Services
   • No additional action.
This Workbook is designed to assist committees assigned to document progress on their City’s age-friendly self-assessments using the Communities for All Ages Checklist. Enter progress information, notes, statistics, to-do lists, etc., in the green text boxes corresponding to each Policy and Action Item.

A final version of this Workbook may be used to support your application to the KC Communities for All Ages recognition program.

The City of North Kansas City initiated the assessment process for receiving Silver Community for All Ages recognition in May 2019. The City invited elected and appointed officials, residents, and community organizations to participate in the meetings held May 8, June 13, July 25, August 15, and September 19, 2019. Invitations to participate were extended to: members of the City Council, members of the Planning Commission, Clay County Public Health Department, NKC YMCA, City Staff (Administration, Community Development, Fire, Parks, and Library), community members, North Kansas City Hospital, Clay County Senior Services, Mid America Regional Council, and RideKC. Meetings were held at various locations around the city to enhance accessibility to residents and volunteers.

1. Public outdoor spaces and buildings

(See Making Your Community Work for All Ages — A Toolkit for Cities, Chapter 2)

Locate, design and construct public facilities to allow for connectivity with neighborhoods and other destinations, and enable maximum use and benefit by residents, visitors and employees of all ages.

Cities are responsible for the location, design and construction of parks, trails, community centers, City halls and other public facilities and spaces. Most communities have assessed these facilities to ensure compliance with the Americans with Disabilities Act (ADA), and some have taken steps to make improvements beyond the minimums established by ADA.

Physical limitations and mobility needs must be considered when designing and creating both outdoor spaces and buildings. Residents with physical limitations are more comfortable, safe and active when communities consider and address their needs in the design of public buildings and spaces. The following policies and actions provide guidance on maximizing physical accessibility to public spaces for all levels of ability and age.

Policy
**1-A** The City develops and implements age-friendly policies that consider the needs of persons of all ages in the siting, design and development of public spaces. Examples include: parks and other outdoor spaces, walkways, outdoor seating, streetscapes and buildings.

**Information provided by City staff:**

_Existing policies. (NKC Master Plan.)_

The City's Master Plan adopted in 2016 calls for the development of compact, walkable, mixed-use neighborhoods centered on active places. It encourages the City to prioritize the building of connected mixed-use places that integrate employment, shopping, housing, and recreation within neighborhoods to ensure people of all ages have access to a rich and vibrant public realm.

**Discussion by participants:**

- Concern was expressed about walkability from the residential areas east of I-29 to the downtown shopping area; the only park in that area is an undeveloped park called River Forest.
- A participant noted that there is not a lot of walkability on the opposite side of the interstate.
- A participant raised a question about earlier discussions to use the river levee to develop and east-west connection. Answer: It is still in discussion and under consideration by bike plan; the City is using that process to prioritize options to improve bike and pedestrian connectivity. The levee in question is owned and maintained by a levee district. The City will share resident interest in developing the levee into a trail. Would be a perfect connector because it is flat.
- **Recommendation:** Continue to explore with the levee district whether the levee could be used as an east-west connector. There is not an expectation that such a connector would be fully paved; a pedestrian gravel path could be an option.
- The Mayor cautioned that the levee board is very protective of levee. The City shares that interest because the levee provides necessary protection from flooding.
- Highway 1 North cross I-35 on 16th street is safer for crossing the interstate than using the on-ramps, but it is inconvenient if a pedestrian is on the north side of Armour.
- There is hope that the improvements for the underpass at Armour and I-35 will also benefit pedestrians. Drivers will encounter a light bar with signalized intersection rather than a “Yield” sign. That improvement won’t solve the lack of lighting and cleanliness problems. The City has offered to MoDOT to pay for light but MoDOT has not responded; have also asked MoDOT about cleaning.
- The City is aware of the desired to make the area more attractive and had received permission from MoDOT to mow because MoDOT maintenance standards are not adequate from resident standpoint. However, current construction has interrupted that practice.
- The City is also considering native plantings in that area.
- Participants opined that businesses on that stretch of road would likely be interested in improvements.
- **Action:** Explore better partnership with MoDOT in that entire area to address connection, and all types of maintenance including mowing, lighting, and overall cleanliness.

**1-B** The City plans and constructs bike and pedestrian facilities to maximize use and safety for all users. Examples include: width, surface material and expected use. The City may use the American Association of State Highway and Transportation Officials’ (AASHTO) Highway Safety Manual standards or other recognized standards for bicycle and pedestrian facility design.

**Information provided by City staff:**

_Included in City plans. (NKC Bike Plan (under development).)_

The City plans and constructs bike and pedestrian facilities to maximize use and safety for all users using the design standards of the American Public Works Association and the National Association of City Transportation Officials. The City is currently in the process of developing a Bike Master Plan to identify gaps in our network and guide future infrastructure investments. [www.nkc.org/bike](http://www.nkc.org/bike)
Discussion by participants:

- Many participants are aware that these topics are being explored through the bike master plan planning process.

1-C The City designs and builds its public buildings to meet the needs of residents of all ages. Examples include: easy-to-read signage and accessible elevators, ramps, railings and stairs, and non-slip floors.

Information provided by City staff:
_x_ Included in City plans. (2018 ICC International Code.)

The City designs and builds its public buildings to meet the needs of residents all ages, in accordance with ADA standards. Over the last several years the City has updated existing facilities to meet the needs of residents of all ages, including bringing older facilities into ADA compliance, updated easy to read signage, and various other accessibility updates.

Discussion by participants:

- City is doing a signage plan that will include readability and thus accessibility.
- Improvements in City Hall bathrooms including installation of changing table in both men and women’s room.
- A participant requested that the City consider cisgender residents when planning for facilities. City staff shared they had considered doing gender neutral bathrooms but wouldn’t have enough bathrooms for court night when 200-300 people are served per night.
- **Recommendation:** City consider inclusion of neutral, non-binary bathroom facilities in any new City building to demonstrate its desire to be a welcoming City.
- City staff noted that if it builds new facilities, City would consider neutral, non-binary bathroom facilities; however not sure if the City can compel other builders through code processes until such standards have been formally adopted by the City.
- City can lead by example.
- City Council has authorized new wayfinding to parking – monument style marker for public parking. Also looking at installing information kiosks.
- **Suggestion:** A participant suggested moving them to more useful areas, e.g. Dagg Park, where there is lots of foot traffic, including non-residents.
- The City is working with the Business Council to develop a map of restaurants and attractions that could be included in the information kiosks. Participants discussed ideas on where such maps could be placed so that foot traffic and business can be driven to more City businesses.
- **Suggestion:** consider an information kiosk at Macken Park.
- Timing will be important. Kiosks will come in after downtown rehabilitation
- The City wants to create specific signage for licensed parking so drivers can be clear whether they are welcome or to park in private lot.

1-D The City prioritizes safety in parks and neighborhoods. Examples include: providing good street lighting, trimmed trees and bushes and other appropriate safety measures.

Information provided by City staff:

___ Included in City plans. (NKC Master Plan.)

The City routinely maintains public parks and public spaces around the community to ensure that trees and brushes are appropriately trimmed, streets are well lit, and that neighborhoods and parks across the City are safe and accessible.
Additionally, the City owns and operates a network of public cameras to monitor public spaces and ensure public safety and well-being.

Discussion by participants:

- There is a City camera network that ties into dispatch system
- The lighting in Mackin Park is very dim on the backside of the walking trail. Creates a situation where someone might accidentally step off the track, creates a safety issue.
- **Suggestion:** That City staff explore whether they can change bulb lighting to improve visibility.
- A participant noted that the Industrial District on the southside of Iron is dark at night. City may want to consider efforts to improve visibility.

**1-E** The City involves residents of varying ages and abilities in planning for the siting and design of public outdoor spaces and buildings.

Information provided by City staff:

___ Included in City plans. (NKC Master Plan, City Council Strategic Plan.)

The City routinely involves residents of varying ages and abilities in planning for the siting and design of public outdoor spaces and buildings.

Discussion by participants:

- No additional discussion or action.

**Action**

**1-F** The City provides seating areas in public outdoor spaces and outside public buildings in recognition that residents have different levels of mobility and stamina.

Information provided by City staff:

_x_ Completed. (NKC Master Plan, City Council Strategic Plan.)

The City provides seating options in public outdoor spaces and outside public buildings, recognizing that residents have different levels of mobility and stamina.

Discussion by participants:

- **Recommendation:** Consider additional benches along Diamond Parkway.
- A participant noted that the Dagg Park Splash Park main area has only two benches that face the splash park, otherwise people must sit on the grass or on concrete. This may limit the ability of grandparents or those with differing levels of ability.
- **Recommendation:** Explore adding more seating for the splash park to face the splash area itself.

**1-G** Stairways on public property, including within park facilities, are designed and constructed to maximize safety. Examples include railings and painted or taped stair tips to distinguish each step.

Information provided by City staff:

Stairways on all public property, including with park facilities, are designed and constructed to maximize safety. All stairways have railings, and most are accompanied by painted stair fronts that assist in distinguishing each step.

Discussion by participants:
- No additional comments or action.

**1-H** The City provides ample parking and drop-off areas near the entrances to public facilities that meets mobility and accessibility needs of all citizens. (ADA requirements are an expected minimum, the composition of the community and the expected use of a facility may dictate additional spaces to improve resident experience at public facilities.)

Information provided by City staff:


The City provides parking and drop-off areas near the entrances to public facilities that meet and exceed the mobility and accessibility of all citizens. The City is currently in the process of adding handicap parking along Armour Road.

Discussion by participants:
- City has drop off areas at City Hall, while some areas are marked, others are less formal.
- Armour Road Complete Streets resulted in installation of additional handicap parking spaces.
- A participant inquired about providing more handicapped parking in front of Park Lofts. The City is trying to maintain a mix of parking options. City staff identified a dilemma of how to accommodate residents with long term mobility challenges with those mobility challenges that are transient, such as recovery from surgery or having children in strollers.
- **Recommendation:** YMCA needs more handicap spots. YMCA staff stated it may designate parent parking, aimed solely at parents. YMCA will make a recommendation to the City upon further review.
- Question from a participant: Are there appropriate drop off areas for shuttles that allow those with mobility changes to reach their destinations? Answer: when a resident calls KCATA, they ask about pick up and drop spots and then they pick vehicle that will best meet the needs or requirements of those locations. Although 24-hour reservation notice can seem like a burden, it allows KCATA to tailor their service to the specific transportation needs and destination points of riders.

**1-I** The City considers the mobility needs and stamina of all citizens in accessing City services and provides flexible customer arrangements. Examples include separate waiting lines and seating if the wait is long, special queues and service counters and online and mail-in access.

Information provided by City staff:

___ Completed.

Many City services are accessible online, phone or by mail. City Hall provides many seating options in the front lobby where municipal services are handled, and there are three service counters available most days to minimize wait times.

Discussion by participants:
- Water bills can now be automatically paid by deduction from bank accounts.
- YMCA occasionally has wait times but there is lots of seating available.

**1-J** The City encourages walkability in downtown areas.

Information provided by City staff:
Walkability is a high focus in the City’s Master Plan, Armour Road Complete Street Plan, Burlington Complete Street, and Parking Management Plan. The City is prioritizing walkability of the downtown corridor and is actively developing an intermodal transportation network that prioritizes walkability across the City.

Discussion by participants

- A participant raised a concern that people smoking on downtown sidewalks creates a challenge to walkability because a pedestrian may want to avoid secondhand smoke.
- Question: Has the City considered prohibiting smoking within a certain number of feet of from a building, like the hospital does? Answer: Hospital is private so it can regulate. If the sidewalk is City owned, there are limitations to what City can do to restrict that activity.
- Some cities are considering how to regulate smoking on public sidewalks.
- **Recommendation**: City look at the ability to regulate smoking on public sidewalks on major walkways, possibly by specific districts within the City.
- A participant reminded the group that the neighborhoods east of the interstate do not have the same level of walkability and there has not been as much attention to providing walkability to the residents in those neighborhoods.
- A participant noted that no smoking signs could be placed in parks but there would be the challenge of enforcement.
- Question from participant: Is there a directory or something that would help people to identify businesses that are in walking distance from their location?
- For new kiosks, could have City maps with new businesses that would help people identify the likelihood/ease of access to walk from location to location. Discussion about options for posting business maps in addition to kiosks and tourism website.
- **Recommendation**: Explore installation of digital kiosks as alternative or supplement to printed materials, Advantages include ease of updating information and minimizing print impacts.
Provide age-friendly housing options.

Studies document that older citizens wish to “age in place.” Buyers and renters of all ages are becoming wary of the costs of commuting long distances. Communities that provide a range of age-friendly housing options will retain their older adult residents and provide an attractive alternative for all ages looking for housing.

Cities have a role in the siting and design of housing and commercial development through their planning and regulatory processes. Through these processes, cities can impact how well development meets the needs of all populations.

Policy

2-A The City conducts an audit of its development codes to ensure that a range of housing options are allowed, particularly in places connected to public transit, employment centers and community services.

Information provided by City staff:

x_ Existing policies. (Information is attached at the end of this section).

This audit was conducted as part of the upcoming Zoning Ordinance Update. Suggested ordinance updates include addressing the ‘missing middle’ segment included in the proposed Chapter 17.12 and 17.16.

http://www.nkc.org/departments/community_development/current_projects/zoning_ordinance_update

Discussion by participants:

- Zoning ordinance updates are underway, an audit has been conducted, and there is a desire to address the missing middle (Planning Commission leading the zoning update). The City is working to make in-fill possible and to enable additional alternatives to single-family units and large apartment complexes.
- North Kansas City is in a National League of Cities pilot program that provides a technical assistance grant to look at affordability. NKC is looking at affordable housing through an economic development lens; in other words, will a lack of affordable housing attract/repel businesses? There will be a summit later this summer or fall with findings from the study and recommendations to address the findings. It will be tailored for policymakers and stakeholders. A participant emphasized the importance of addressing this issue. Housing market indicators were included in the packet provided; the Information seeks to define affordable and how NKC compares to other cities (included at end of this section).
- **Action:** Ms. Nakahodo will keep this group updated on progress.
- A participant inquired whether there are enough duplexes with zero entry and/or single story with bathrooms and bedroom(s) on the first floor to meet the demand of older residents or those with mobility challenges.
- Another participant shared that there are single level duplexes in the Howell to Swift to 26th Street neighborhood.
- **Recommendation:** Make an effort to retain older duplexes and apartments to help keep housing costs down and to provide a broader range of cost points for housing options.

2-B The City has in place policies to allow for and encourage a range of housing options, including accessory and shared dwellings that meet the needs of all ages and generations.
Information provided by City staff:
_x_ Existing policies.

ADUs are allowed in the proposed Zoning Ordinance Update in Section 17.12.030.B.

http://www.nkc.org/departments/community_development/current_projects/zoning_ordinance_update

Discussion by participants:

- One outcome of the master plan is to allow a greater range of housing, including accessory dwellings with some requirements e.g. Owner must live on premises. Not every property will qualify.
- A participant expressed a concern about what happens to that accessory dwelling (ADU) when the original owner moves? What keeps them from becoming apartments thus leading to a rezoning? There is a concern that ADUs will change the character of a neighborhood.
- City staff commented that City does not regulate definition of family. Emergence of multi-generational families may influence how relationship to owner is defined.
- Information: Raymore has expanded accessory dwelling to all zones. Requires that ADU resident have a family connection to the owner.

2-C The City evaluates and streamlines its building code review processes to be consistent with adopted plans and policies, including those that reduce costs and provide housing in a range of cost points.

Information provided by City staff:
_x_ Completed.

Our building code review process is considered very streamlined. We return comments with 15 days of submission.

We offer a reduced fee for homeowners that are self-performing home repairs (Municipal Code 15.04.010b).

https://library.municode.com/mo/north_kansas_City/codes/code_of_ordinances?nodeId=TIT15BUCO_CH15.04BUPE

Discussion by participants:

- NKC’s policy is to return permit or comments within 15 days. The City offers a reduced permit fee if a homeowner is doing his/her own work. The cost of the permit is tied to value of work rather than flat fee.
- The City’s effort to meet international standards contributes to streamlining of process.

2-D The City has in place policies that encourage developers to include features in new or restored housing stock that meets the different mobility needs of as many people as possible. Cities may refer to universal design, enabling design, visitability features or other design elements.

Information provided by City staff:
___ Existing policies.

The City does not have a specific policy that addresses mobility needs.

Discussion by participants:

- Although new building code standards have been adopted, the City relies on ADA standards. City does not specifically target or encourage universal design (UD).
- Information was shared about how other cities are adopting UD into their codes.
• **Action**: Participants requested information about UD, e.g., defining the terms, building it into the bones/framework of a home structure, ability to retrofit, and other related topics. Cathy Boyer-Shesol will share information about UD.

• **Information**: The NKC Fire Department is partnering with Clay County Community Services (CCCS) and other community organizations to identify repeated calls from residents about mobility problems (e.g., resident falls repeatedly but if the house had grab bars, the resident would likely not need assistance). Then CCCS will go in and audit the home to identify other forms of assistance to help the resident maintain independence. Northland Neighborhoods will help with building ramps, but this need is often identified after the fact. A challenge is locating consistent funding for making adaptations. City is trying to reach out to other possible partners that would be able to assist residents who need a ramp. Ramps tend to be done as a one-off project. Some other NGOs do this work, too.

• **Recommendation**: Put information in the NKC newsletter about partners who provide assistance for building ramps. Consider using multiple communication tools to communicate resources including convening neighborhood meetings or homes associations to reach those residents who do not read the newsletter and/or have limited English language proficiency.

• **Comment**: much of NKC housing stock has narrow halls and doors. What can be done to adapt homes now?

---

2-E The City evaluates its zoning and building code review processes to ensure that the siting and design of commercial properties consider the needs of users of all ages.

**Information provided by City staff:**

- **X** Completed. (NKC Zoning Ordinance, 2018 ICC International Code)
  - The City’s Code requires building permits for commercial properties to meet the current ADA Requirements.

**Discussion by participants:**

- The City relies on the American’s with Disabilities Act (ADA) to guide siting and design.

---

**Action**

2-F The City uses its property maintenance enforcement to support neighborhood quality and, as appropriate, assists property owners in identifying resources to maintain their homes.

**Information provided by City staff:**

- **X** Completed. (NKC Master Plan, City Code, Rental Inspection Program)
  - Property Maintenance Codes and enforcement efforts are designed to support neighborhood quality. If a need has been identified through the code enforcement effort, staff connects them with non-profit organizations to address maintenance needs for their homes.
  - The City is currently investigating a home repair program.

**Discussion by participants:**

- City had a rental inspection program when new tenants move in. The City focuses mostly on safety, like electrical safety and smoke detectors. The city is aware that not all landlords comply.
- City does connect owner-occupants with resources when they can’t manage maintenance, e.g., Habitat, Northland Neighbors.
- Information: Staff will present a recommendation related to maintenance assistance for those homeowners who do not have the means to pay for maintenance.
- Question: Are there gaps? Answer: When there is an issue with a home, the City will send owners a notice. Sometimes it’s an easy fix and other times not (mowing v. foundation problem). Out of town landlords can be a problem. Or the response takes a long time, especially if municipal court/legal process becomes involved.
• Once a case goes into municipal court, the judge will decide the next steps, although City staff may present testimony. While rare, judges have found owner guilty of blight.
• Concerns break into two categories: homeowners who are struggling to maintain their property and landlords who are not maintaining their properties.
• General discussion about importance of engaging more residents so they are informed about zoning and code changes. More difficult to engage renters. Also, it’s important to engage landlords in maintenance of their buildings and grounds. Important to hold landlords to standards.
• For later discussion: What can City do to work more with landlords?

2-G The City and its partners make information available about housing options within the City that meet different mobility and dependence levels.

Information provided by City staff:

x_ Completed.

• The City is frequently contacted about housing needs for individuals with mobility needs. City staff provides information about non-profit organizations with mobility-friendly housing options.

Discussion by participants:

• No additional discussion.

2-H The City has a property tax relief program for homeowners with a fixed income who meet defined criteria (if allowed under state law).

Information provided by City staff (additional documentation attached):

x_ Completed. (See information attached as end of this section)

• The City does not have a property tax relief program for homeowners. In December 2018, City staff conducted a work session to explore a homeowner tax relief program. After lengthy analysis, this type of program was deemed not to be a good fit for our community. Please see the attached presentation.

Discussion by participants:

• NKC governing body discussed this topic during strategic planning process. They investigated a tax increment financing (TIF) style program for homeowners to do repairs. The ultimate decision was it was not a good fit for NKC.
• There has been a state level tax abatement program for residents who are 65 years plus and/or considered 100% disabled, but the funding may be cut by the state. Program applies to both renters and homeowners.

2-I The City and its partners offer residents information about assessing and protecting their property to strengthen crime prevention.

Information provided by City staff

x_ Completed.

• The North Kansas City Police Department has multiple programs that address crime prevention in NKC. These programs include:
  o CPTED - Crime Prevention Through Environmental Design
  o CReSA Program - Citizen's Requiring Special Assistance
  o Crime Free Business Program
- Safe Residence Program
- Rx Take Back Box
- SafeCam Program

http://www.nkc.org/departments/police/community_safety_programs

Discussion by participants:

- Police Department has multiple programs to assist residents with crime prevention strategies (see materials).
- The Fire Marshall is willing to do walk-throughs and to give pointers to residents about fire protection.
- The Police Department has considered starting a scam hotline.
- **Action:** Explore whether Police Department is involved with Metro Elder Abuse Task Force.

See next pages for information supplied by the City.
Housing Market Indicators

The local housing market is responsible for providing a roof over the head of North Kansas City residents. Housing goes through cycles of investment, stability, and disinvestment and consideration of these cycles in local policy can mitigate large market changes that negatively affect residents. Comparisons to the regional housing market are important to provide a larger perspective for the overall health of North Kansas City’s housing market.

Tenure

Housing Markets consist of renters and owners. North Kansas City is a primarily renter occupied housing market. This means that the majority of the population is subject to rent increases and most owners of property in North Kansas City are also landlords.
The largest concentration of rental properties is within The Avenues neighborhood.
The Rental Market

North Kansas City has a lower rent than its neighbors Kansas City, MO and the River Market. However, rent is higher than sister city, Riverside and right in line with sister city Gladstone.
<table>
<thead>
<tr>
<th>Location</th>
<th>Median Rent (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Kansas City, MO</td>
<td>$800</td>
</tr>
<tr>
<td>Gladstone, MO</td>
<td>$811</td>
</tr>
<tr>
<td>Riverside, MO</td>
<td>$663</td>
</tr>
<tr>
<td>Kansas City, MO</td>
<td>$862</td>
</tr>
<tr>
<td>River Market Neighborhood, Kansas City, MO</td>
<td>$1,111</td>
</tr>
</tbody>
</table>

*Sources: US Census 2013-2017 ACS*

**Rental prices are highest in The Avenues and the downtown neighborhood.**
Home Value

Median home value is an *indicator of household wealth*, and is used to understand the conditions of local housing markets. Comparing to other local median home values helps gauge where North Kansas City is from a regional housing market perspective. North Kansas City has a median home value that is *lower than surrounding neighborhoods and sister municipalities.*
# Median Home Value

**North Kansas City, MO**

$\textbf{128,000 USD}$

River Market Neighborhood, Kansas City, MO

$\textbf{268,500 USD}$  

↑ 109.77%

Kansas City, MO

$\textbf{139,900 USD}$  

↑ 9.3%

Gladstone, MO

$\textbf{134,700 USD}$  

↑ 5.23%

Riverside, MO

$\textbf{206,600 USD}$  

↑ 61.41%

*% Diff. shows the percentage increase or decrease as compared to the original geography.*

*Sources: US Census 2013-2017 ACS*

The median home value has been *experiencing growth* since 2014 and is projected to continue rising. Below this chart, the median home values are shown by neighborhood.
The highest median home values are in Northgate Village and the Traditional neighborhood.
Median Home Value by Neighborhood

Increase in Assessed Value from 2010-2018

The assessed value is the taxable value of land or property. The dark orange properties here have increased in assessed value from 2010 to 2018.
Building Age

The age of a building impacts its value on the housing market. Older homes may need large renovations while well maintained older homes can be highly values or historically significant. Median building age is an overview of building ages within a community. It can help identify possible correlations between home value and building age.

**Building Age - Median**

North Kansas City, MO

1964 Year

*Sources: US Census 2013-2017 ACS*

The oldest median building age is in the Downtown neighborhood
Summary

North Kansas City is a primarily rental property community. The median rent in North Kansas City is lower than neighbors such as the River Market and KCMO but over $100 higher than Riverside, MO. The highest concentration of rental properties is within the Avenues neighborhood which also has the lowest median house value.

The overall median house value has been increasing steadily since 2014 and is projected to continue rising. Northgate Village neighborhood has the highest median house value. This could correlate to the newer buildings in this neighborhood.

Powered by mySidewalk
What is Affordable Housing

Housing affordability has two major components: available housing stock and how that housing stock is being used. For some cities, there may not be enough units that are considered affordable. Other cities may have adequate affordable units but those units are occupied by individuals who can afford to pay more for housing, also known as “crowding out”.

Whether a household is burdened by housing costs is determined by the percentage of household income spent on gross housing costs. Spending over 30% of household income on housing costs is considered “overburdened”. Housing stock is considered affordable when it adheres to this 30% maximum rule as a function of the Area Median Income (AMI). This AMI is calculated at a metropolitan area scale. This AMI is also used to determine if a household is considered low-income.

Transportation costs also contribute to an area’s overall affordability. Housing considered affordable may be further from job centers, increasing commute times and costs. Households overburdened with housing and transportation costs may struggle paying for other necessities such as food, clothing, or medical care.

Affordability is Relative to the Area Median Income (AMI)

This area median income is calculated federally by the metropolitan area, not solely in North Kansas City. The Kansas City Metropolitan AMI was calculated to be $80,000 in 2018. Percentages of this same calculation are used to determined if a household is low income and if so what income limits qualify them for housing assistance or affordable housing units.
<table>
<thead>
<tr>
<th>FY 2018 Income Limit Area</th>
<th>Median Family Income</th>
<th>FY 2018 Income Limit Category</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas City, MO-KS HUD Metro FMR Area</td>
<td>$80,000</td>
<td>Very Low (50%) Income Limits ($)</td>
<td>28,000</td>
<td>32,000</td>
<td>36,000</td>
<td><strong>40,000</strong></td>
<td>43,200</td>
<td>46,400</td>
<td>49,600</td>
<td>52,800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Extremely Low Income Limits ($)</td>
<td>16,800</td>
<td>19,200</td>
<td>21,600</td>
<td><strong>25,100</strong></td>
<td>29,420</td>
<td>33,740</td>
<td>38,060</td>
<td>42,380</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low (80%) Income Limits ($)</td>
<td>44,800</td>
<td>51,200</td>
<td>57,600</td>
<td><strong>64,000</strong></td>
<td>69,150</td>
<td>74,250</td>
<td>79,400</td>
<td>84,500</td>
</tr>
</tbody>
</table>

**Monthly Housing Costs Maximum for Metro**

Affordability for the property owner or lessee is defined as spending a *maximum of 30% of household income on housing costs*; including, rent or mortgage, utilities, insurance, and other associated housing costs. The chart below calculated what the *maximum monthly housing costs* would be for households based on what percentage of Area Median Income is being made.

<table>
<thead>
<tr>
<th>Relation to AMI</th>
<th>Terminology</th>
<th>Annual Income Limit</th>
<th>Max Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Income</td>
<td>$80,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 30% AMI</td>
<td>Extremely Low Income</td>
<td>$25,100</td>
<td>$628</td>
</tr>
<tr>
<td>Between 30-50% AMI</td>
<td>Very Low Income</td>
<td>$40,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Between 50-80% AMI</td>
<td>Low-Income</td>
<td>$64,000</td>
<td>$1,600</td>
</tr>
<tr>
<td>Between 80-100% AMI</td>
<td>Moderate Income</td>
<td>$80,000</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

For example, spending $2,000 on housing costs per month is considered affordable for a moderate income household (80%-100% of Area Median Income) making $80,000 a year. However, for a household with an extremely low income (30% of Area Median Income) of $25,100 a year, the maximum monthly housing costs must be $628 to maintain affordability.
From a Metropolitan Region Perspective

The median rent in North Kansas City is *lower than the metro average* and is better able to *accommodate very-low and low income households* than higher cost areas.

<table>
<thead>
<tr>
<th>Median Home Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Kansas City, MO</td>
</tr>
<tr>
<td>Kansas City, MO-KS Area</td>
</tr>
</tbody>
</table>

Powered by [mySidewalk](https://reports.mysidewalk.com/2a27a97ff3)
Ensure that the community transportation system meets the needs of all users.

Healthy, vibrant communities provide multiple, accessible transportation options that contribute to the independence of all residents. Young adults, baby boomers and all ages increasingly seek and choose communities where they can walk, bike or access transit to get to school, work, services and entertainment.

There are many resources available to help a City meet this criterion, including guidelines and checklists provided by the National Complete Streets Coalition (www.smartgrowthamerica.org/complete-streets), U.S. Department of Transportation National Highway Traffic Safety Administration Bikeability Checklist (www.nhtsa.gov/people/injury/pedbimot/bike/bikeability/); Bicycle Friendly America (www.bikeleague.org/bfa); and Walk-Friendly Communities. (www.walkfriendly.org/). These guidelines help communities ensure that the transportation system meets the needs of all users. Cities can work proactively with local transit operators to plan and implement transit services to address the needs of their residents and workforce.
The City addresses multiple transportation modes in its comprehensive plan.

Information provided by City staff:

X_ Included in City plans. (Documentation included below)

The City addresses several key transportation modes in our Master Plan in order to provide the community with accessible options for a broad array of people. The Master Plan includes an open space and mobility map.


Discussion by participants:

- The 2016 Master Plan is built around character areas; each character area has plan maps from 2015.
- The updated Master Bike Plan may lead to map changes.
- Would like to have key entries/gateway identified by signage. This is part of the signage plan.
- Some additional ideas may emerge as the City works through development of bike master plan.
- A participant inquired about the outcome of discussion with the levee district. The broader community is interested in using trails as amenities along the levee. The City is working through details as part of the planning process. Would like to either get a commitment on how to move forward on trails OR document the district’s concerns so the City has a shot at addressing those concerns in the future. The City will continue discussion with Levee District and either get expected costs and likely time frames for action or identify impediments.
- Would like to have a vision to connect an NKC spur to the River Heritage Trail. E.g. connecting the trails in the waterworks park to other trails.
- Question: What is happening with providing way-finding for trails? Answer: Asked council to support KCATA’s regional bike and pedestrian trail wayfinding project. NKC is contributing funds to do wayfinding along different trails to connect to trails and destinations throughout metro. It will be a yearlong project with KCATA and other cities, with the intent to develop a toolkit for cities about how wayfinding would work, what it would look like, and then tie it into NKC. The City will be doing public surveys about what they want to be able to access or “tie in to” through the NKC trail system.
- Participants clarified the modes of transportation under discussion: bike, pedestrian, cars, and the fixed route service, and the provided flex service.
- KCATA is interested in how bike and scooter hubs could be associated with different modes of transportation, including ride-sharing providers like Uber.
- A rider could potentially start with a ride share, then transition to a scooter, and then finish the trip by walking.
- There is a need for both trails AND sidewalks.
3-B The City has adopted a Complete Streets resolution or comparable policy and is taking steps to implement the policy.

Information provided by City staff (Documentation included below):

_x_ Existing policy.

- In 2017 the City Completed the Armour Road Complete Street Plan. The City is currently working through the Implementation Plan for this project.
- The City is currently in the planning phase of the Burlington Corridor Complete Street Plan.
- http://www.nkc.org/departments/community_development/current_projects/burlington_corridor_project
- The City is currently developing a Bicycle Master Plan. Once complete, the City will use the information developed during this plan to influence a Complete Street Policy.

Discussion by participants:

- Would like the Complete streets plan for Burlington and Amour to be workable for bikes.
- Will continue to discuss Complete Streets ordinance as part of bike plan.

3-C The City — with or without a transit partner — works to ensure public transportation stops and stations have infrastructure that meets the needs of all ages and abilities. Examples include: shelter with lighting, benches and curb cuts.

Information provided City staff

_x_ Completed. (Documentation included below)

The City is partnered with the Kansas City Area Transportation Authority to provide several different modes of public transportation. All routes that serve the area can be found at http://ridekc.org/routes.

Both the Burlington Corridor Complete Street Plan and Armour Road Complete Street Plan identify new ‘furniture’ along the corridors including benches and shelters along transit centers. Burlington corridor improvements are being designed to incorporate KCATA’s standards for MAX lines, including shelters, benches, and level boarding.

Discussion by participants:

- The City is working with KCATA to identify new “furniture” for bus stops, like benches and shelters.
- KCATA representative shared it has a new shelter design to be rolled out. However, cities want something reflective of their City and/or community improvement district (CID) but still need to reflect KCATA branding.
  - May be able to customize heating by allowing fuel choices.
  - There will be a cost for customization.
- Comments from participants about the information provided by KCATA:
  - Question: Curious about how shelters are placed/located. Answer (KCATA): KCATA looks at the average daily boarding per day per location. Shelters cost $8-10K, excluding concrete pad and other amenities.
    - 25 boarding /day warrants a shelter, 15 boarding merits either trash can or bench, 5 boardings for a light pole. City or CID could enter contract with KCATA to pay for shelter or install a custom shelter like Gladstone.
    - Gladstone contracts with KCATA for shelters. The City picks the location and pays for construction, then KCATA does maintenance. They are using an incremental plan to put in two shelters per year. KCATA provides trash/recycling services for the stops.
The City and its partners review and consider adoption of older driver and pedestrian safety provisions in the region’s long-range safety plan. The City may use Toward Zero Deaths 2013–2017, or other recognized standards as guidance.

Information provided by City staff:

\[x\] Included in City plans. (Complete Streets link provide in prior section)

The Armour Road Complete Street Plan calls for improvements to increase pedestrian safety, such as mid-block crossing refuge islands, curb bump-outs to shorten crossing distances and make pedestrians more visible, high visibility crosswalks, and an overall road diet. The first phase of these improvements will be under construction in 2019.

Discussion by participants:

- City plans to locate pedestrian refuge islands at key locations such as where people cross the street to the YMCA or to neighborhoods.
- An island will be located this year at Fayette to Rosette intersection.
- Questions: what will be done on Armour on east side of I-35? Answer: No further plans at this time, except for the area around Burger King. The City has completed its plans in that stretch of Missouri Highway 210.
- There are now improved cross walks at Armour and Iron.
- Participants discussed several challenges on the sections of Armour that are under the jurisdiction of the Missouri Department of Transportation (MoDOT) as Highway 210. The group brainstormed the following ideas:
  - City could request MoDOT to reconsider signal timing to lengthen the time for pedestrians to cross the road.
  - It would be a good idea to install marked cross walks.
  - The City should think ahead to anticipate needs of hospital and Cerner workers who will want to cross Armour/Missouri Highway 210 to patronize the restaurants on the south side of the road that are scheduled to open.
  - There is interest in an elevated pedestrian parkway. The City noted that MoDOT would have to be involved.
  - The information was shared that there is now a cross walk at Vernon on the west side.
  - There was a discussion about how to balance traditional traffic demands with residents’ desire to be able to walk and bike on more streets.
  - A KCATA Max line could travel down Armour; the BRT line could do a loop at Harris.
  - KCATA shared that it takes 100K riders to get BRT or circulator.
  - **Suggestion:** To develop a vision for a plan to get to the level of ridership that will justify a Max Line.
  - KCATA has 233 routes but ridership is low in that area. A current study is looking at the frequency of stops to pick up riders. If there is increased frequency on main spine routes it drives up ridership. People are willing to wait if they know a bus will come along in 15 minutes. Municipalities often must financially “front load” a route for a year to drive up ridership.
  - **Suggestion:** Improve the cross walk at Fayette; i.e. improve access to the north side of the route to provide access to Cerner and NKC Hospital. Improve the structure on the west side rather than relying on MoDOT.
  - New hotels and apartments will drive foot traffic the opposite direction if there is a crossing at Armour.
- Line of site discussion
  - If there is on street parking with two stops, e.g. Swift, the line of site is not good enough to stop if the vehicle is large or too close. If a driver’s reaction time is slower, e.g. from a medical condition, it creates even more of a problem.
Question: would it be possible to modify on-street parking to make it safer for pedestrians and strollers? Answer: Could address the problem through street engineering such as putting in more curb bump outs so cars can pull out further. However, there would be a sacrifice of parking spaces for street purposes.

There are zoning regulations about site triangles at street corners; the responsibility remains with the City to set the right of way.

Action

3-E The City works with partners, including transportation providers, to develop and implement strategies to support independence of non-drivers and those with additional needs for assistance in using transportation options.

Information provided by City staff:

_x_ Completed. (Documentation provided below)

The City works with the KCATA to ensure transportation options for persons of all ages and abilities. Through this partnership, NKC has a robust transit system which allows residences of North Kansas City to make transportation choices based on their needs.

Our Master Plan outlines multiples strategies to ensure development and planning is done with the enhancement of transit in mind.


The City also partners with Bike Share KC for three BCycle Stations in NKC. These stations are currently located at:

- 1801 Swift Street
- 1999 Iron Street
- 2898 Swift Street

The City is working with Bike Share KC to update the existing Operating Agreement to allow for the expansion of the new e-bikes into NKC.

Discussion by participants:

- Scooter update:
  - KCMO had a process to select vendor and an agreement has been completed.
  - KCMO is engaging with Bird and Spin; will pattern the use agreement created by KCMO, but with local flair.
  - Byrd has geo fence that prevents taking bikes across river.
    - KCMO will be asking for waiver to go through NKC.
    - Working on user agreement to remove the geofence.
    - Process underway to resolve but it is uncertain when that will happen.

- Suggestion to include Clay County Senior Services in discussions with nonprofit ride-share providers like JET Express (NARC will share information).

- Have complementary Paratransit service available from 7:00 a.m. to 9:00 p.m. There is one bus dedicated to that function.

3-F The City and its partners provide resource information on where residents can find transportation options.

Information provided by City staff:
The City has partnered with the Kansas City Area Transportation Authority to provide fixed route bus service, flexible bus service, and paratransit services. All information regarding routes, stop locations, and riding instructions can be found at [http://ridekc.org/routes](http://ridekc.org/routes).

BCycle Station locations can be found at [https://kc.bcycle.com/station-map](https://kc.bcycle.com/station-map).

The City also has a page on our website that shows residents and visitors transportation options available in NKC: [http://www.nkc.org/departments/community_development/transportation_resources](http://www.nkc.org/departments/community_development/transportation_resources).

The City also has information about these transit options at City Hall, the NKC Library and the MetroFlex program is advertised at The Gardens and in the North Kansas City Connections newsletter.

Discussion by participants:

- There is high rider use of Metroflex.
- If a resident visits the NKC Hospital Pavilion the hospital will offer transportation services; to locate the service, click on the transportation resources button under the community development tab on the hospital’s website.
- There are Metroflex informational brochures at the YMCA, library, and City Hall.

**3-G** The City constructs pedestrian facilities to allow for safe travel to transit stops and stations from neighborhoods and other locations.

Information provided by City staff:

- Completed. (Documentation included below)


The Burlington Complete Street Plan identifies improved bus stops and highlights sidewalk gaps. Armour Road Complete Street Plan addresses pedestrian, cycling and transit safety and amenities. We anticipate the Bicycle Master Plan will identify additional opportunities to improve transit amenities in NKC.

Discussion by participants:

- No additional comments.

**3-H** The City and its partners provide resource information for determining older driver competency and the supports available for transitioning from driver to passenger.

Information provided by City staff:

- Completed. (Documentation provided below)

The City has partnered with the Kansas City Area Transportation Authority to provide several different modes of public transportation. All routes that serve the area can be found at [http://ridekc.org/routes](http://ridekc.org/routes).

The Kansas City Area Transportation Authority provides information for all riders. Their website has information to help transition drivers to riders through mobility services such as KCATA Freedom. Rider Guides are available at [http://RideKC.org/mobility-services](http://RideKC.org/mobility-services).
Discussion by participants:

- Goes to Metroflex service for residents seeking transportation options for those transitioning from driver to passenger
- MARC – specific website on older driver safety – some cities can line
- [https://www.ncoa.org/healthy-aging/100-million-healthier-lives/](https://www.ncoa.org/healthy-aging/100-million-healthier-lives/) MARC will send link on the CFAA website about older driver safety to Kim/Sarah so it can be to the City website.
- [https://www.marc.org/Community/KC-Communities-for-All-Ages/Transportation-Mobility/General-Information](https://www.marc.org/Community/KC-Communities-for-All-Ages/Transportation-Mobility/General-Information)
- Discussion returned to rapid transit connections throughout region. A participant was interested in knowing if City at some point would look into what it would cost to have integrated BRT line. Think it could be good investment.
  - KCATA North Oak Study – accelerated service with heavy north south spine so will see improved bus times but actually asking about east-west connector.
  - Asking for east west spine – what would it look like?
    - Connect businesses there to rest of the City, providing support for new restaurant options. Could move people from Cerner and NKC hospital to eateries downtown.
    - Looking at east-west, frequent service during business hours, every 15-20 minutes. KCATA could do quick write up about a circulator.
    - The city could consider starting with a smaller bus, advertise and build demand when starting initial services.
  - Q: What would it cost? A: There only five similar lines in the densest part of the City.
- Ride KC Next Step: Participants were encouraged to visit ridekcnext.org to fill out survey; the survey includes NKC because it is an enclave City.

3-I The City has considered application for or has achieved the Walk-Friendly Community designation from the Pedestrian Bicycle Information Center. ([www.walkfriendly.org](http://www.walkfriendly.org))

**Information provided by City staff:**

The City has not considered pursuing this designation.

**Discussion by participants June 13, 2019:**

- City has not pursued.
- However, there is interest from a resident who is a walker.
- City might be able to get walk designation, but process is very arduous.

3-J The City has considered application for or has achieved the Bicycle Friendly Community designation from the League of American Bicyclists. ([www.bikeleague.org/bfa](http://www.bikeleague.org/bfa))

**Information provided by City staff:**

_x_ Completed. (Please provide documentation.)

The City will apply for the Bicycle Friendly Community designation after the Bicycle Master Plan is completed; plan adoption is expected in the fall of 2019.

**Discussion by participants:**
• The City is looking at applying for the Bike Friendly Designation after completing the Bicycle Master plan — makes sense to prioritize

• Additional comments by participants
  o With the increase in residents over 60 years of age, a participant noted that the change may slow the growth in driving, while encouraging the switch to autonomous cars.
  o City will need to think about ample drop off and parking for driving services, autonomous services, also benches.
  o How will the use of City curb space change in 5-10 years if residents/riders only need 1-2 minute to enter or exit vehicles. Will there still be the same need for parking spaces?
  o Power and Light has designated spaces for Uber/Lyft pick up drop off
  o Expect that autonomous vehicles will shift space use, number of vehicles on the road/ space needed, parking spaces
  o Charging stations at Clark-Ferguson at festival pavilion – KCPL has map

Include all residents in developing community activities and adapt communication strategies for multiple audiences.

By leveraging the knowledge, skills and abilities of all residents and including them in decision-making, communities create a competitive advantage for themselves. Cities will benefit when residents of all ages are an integral part of a community and the cities are knowledgeable about their diverse needs.

Meaningful participation in affordable community activities helps residents to develop relationships, maintain good health and have a sense of belonging. Cities obtain input from all residents to develop community activities that will engage residents and meet their needs.

Discussion about the role of the YMCA in NKC: Social inclusion critical component to society, positioned to serve all the diverse residents in NKC. Intentional use of signage and images to convey a welcoming environment: people/members/residents can “see” themselves in this space. Community missions board deliberately chose to represent all sectors of NKC residents. Diversity grows from inclusions

Policy

4-A The City and its partners understand the demographic makeup of residents, engages with the community and then designs programming, including recreational opportunities, that respects the needs and interests of diverse populations.

Information provided by City staff:

___ Completed. (http://www.nkc.org/departments/economic_development)

The City and its partners understand the demographic composition of residents and engages with the community to design programming that address the needs and interest of diverse populations. Community resources such as the
NKC Public Library and the NKC Parks and Recreation Department offer a wide array of programming that cater to the needs and interest of residents of all ages. The City engages with these partners to support these programs and market them through resources such as the City website and the City newsletter.

The City has formed a 2020 Census Complete Count Committee to ensure that we have an accurate count during the upcoming Census. Obtaining accurate demographic data is crucial for current and future planning purposes.

Discussion by participants:

- North Kansas City’s status as an enclave City means that it does not receive interim five-year census update. Working with YMCA (Y) to promote census participation. The City needs the information to guide policy. It is estimated that every missed resident amounts to a loss to the City of $40,000 over 10 years.
- MARC is facilitating a work group that is developing a toolkit to assist cities in assuring there is good participation in the census.
- A participant observed that the YMCA, library, and other city programming covers the broad range of interests from different age groups among residents.
- City works to identify when new trends emerge about recreation, hobbies. For example, now teaching sewing classes.
- Young families are surprised at the variety of activities for children through Y and the City as well.

4-B The City has a comprehensive communication plan with marketing and outreach strategies and tools that include diverse public imagery, depicting all ages, cultures and abilities.

Information provided by City staff:

___ Included in City plans. (NKC Communications Plan)

The City has a comprehensive communication strategy with marketing and outreach targets and tools that include diverse public imagery, depicting all ages, cultures, and abilities. The Parks and Recreation department utilizes social media outlets, email blast, online registration, website and paper adverts of the programs and events offered in North Kansas City throughout the year.

Discussion by participants:

- NKC works to be inclusive in its communication and marketing tools. If you want to see the future, visit a kindergarten.
- There is full scale communication plan that accounts for different tones when addressing different audiences.

4-C The City communications plan requires that information about accessibility of facilities and transportation options is included when publishing information about City activities and events.

Information provided by City staff:

___ Included in City plans. (NKC Communications Plan)

The City incorporates information about accessibility of facilities and transportation options when publishing information about City activities and events. Notably residents can use the Metro Flex program through KCATA to get to and from programs and events offered through Parks and Recreation Department, the NKC YMCA and the North Kansas City Hospital.
Discussion by participants:

- For new residents, the newsletter is the initial guide to the City and local activities until a resident identifies the social media platforms or other forms of preferred communications.
- The City advertises the Metroflex every 2-3 newsletter, and frequently repeats this information because the rental nature of the housing stock leads to lots of turnover. Metroflex is heavily used for access to hospital services.
- A participant noted the need to have multi-modal communication because not everyone uses internet, or reads printed material.
- Question about reliability of data from KCATA. Number of trips doesn’t convey enough nuance of demand.

Action

**4-D** The City communication plan includes strategies to work with partners to inform people at risk of social isolation about community activities and events.

**Information provided by City staff:**

***Included in City plans. (NKC Communications Plan)***

City activities and events are advertised on the City’s various communication channels including our social media channels, website, textcaster, and the North Kansas City Connection Newsletter which is mailed to every resident four times a year.

The City’s Parks and Recreation Department collaborates with community partners including Life Unlimited and other organizations that provide services to those with physical and mental challenges. The City also works with large apartments complexes such as The Gardens and CityView to ensure that their residents know about City events and resources. Moreover, the YMCA offers screenings for social isolation among new members at the Y and to-date have identified 20% of new members of being at risk of social isolation.

The City also offers a grant for block parties to encourage neighbors to get out of their homes and meet one another.

- The communication plan describes efforts.
- Works with Gardens and City View to push information about activities.
- City is looking to partner with YMCA so it can amplify what’s happening at the Y; also pass along information about Area Agency on Aging.
- NNI provides services and will meet with them to pursue better understanding of their services.

Discussion by participants:

- No discussion; no further follow up at this time.

**4-E** The City partners with community organizations to develop and implement opportunities for utilizing and showcasing the skills and contributions of all ages, cultures and abilities.

**Information provided by City staff:**

***Completed. (NKC Communications Plan)***

The City actively partners with community organizations to develop and implement opportunities for utilizing and showcasing the skills and contributions of all ages, cultures, and abilities. The Parks and Recreation does this through a partnership with the MU Extension to offer a variety of programming that includes arts, crafts, healthy lifestyle and exercising for all ages and abilities at little to no cost. Additionally, the YMCA is a New American
Welcome Center and regularly hosts events to showcase the skills and contributions of individuals of all ages, cultures, and abilities.

Parks and Rec partners with MU Extension. Another example is Art in the Park. New American Welcome Center at the YMCA provides services and programming targeted to new arrivals in NKC. In September there will be a weeklong event celebrating new arrivals and new families. Hope to have city presence at this year's event. Opportunity to introduce newcomers to the role of fire and police.

Discussion by participants:

- NKC lucky to have lots of good partners like the YMCA and the library.
- Are there partners we’d like to have but don’t? Northland Neighbors, Inc., is an example; also Clay County Senior Services.
- Northland Shepherd serves some residents in NKC.
- Participants are invited to bring organizations to the attention of City staff as they become aware of them so partnerships can continue to expand.
Communications Strategy

2016

www.nkc.org
The 2016 Communications Strategy was prepared by the city's communications team:

- Eric Berlin, Administration
- Mallory Brown, Community Development
- Sara Copeland, Community Development
- Crystal Doss, City Clerk
- Kevin Freeman, Police
- Shelley Harrell, Police
- Victoria Meier Ressler, Public Works
- Stephen Roberts, IT
- Dan Williams, Fire
Vision
Communications is an important component of local government. The City has information that it needs to share with citizens, so that they can fully participate in programs and activities, act appropriately, or understand change. Citizens may have needs or observe issues that they want to share with the appropriate City department or officer.

An interdepartmental taskforce of North Kansas City staff have collaborated on this Communications Strategy to better organize the City's communications actions and establish a framework for future communication.

To foster interactive and transparent communication and community engagement in a timely manner, while upholding a unified, positive, and consistent image.

Situational Analysis
The City currently uses a variety of outlets and tools in order to communicate with residents, local businesses, and others in the NKC community. The primary communications outlets and tools currently in use by the City¹ include:

- **NKC Connection**, the City's quarterly newsletter, which is printed and mailed to all residential addresses in NKC. Currently, 2,233 newsletters are mailed to arrive in local mailboxes by the first of March, June, September, and December.

- The City's website, [www.nkc.org](http://www.nkc.org), which was recently updated and relaunched on May 26.

- **Facebook** – As of August 1, the city's Facebook page has 1,051 likes. The most popular post shared a link to a page listing NKC as the sixth best KC suburb for Millennials, with a reach of over 4,400, 490 post clicks, and 141 reactions, comments, or shares. The City of North Kansas City Police Department has a separate Facebook page, with 913 likes. The most popular post was a photo of the new external carriers being worn by police officers, with a reach of over 11,100, over 2,400 post clicks, and 582 reactions, comments, or shares.

- **Twitter** – As of August 1, the city has 1,758 followers on Twitter (@cityofnkc). The most popular tweet was a photo of officers and firefighters demonstrating the future 9/11 monument for the City Council, which earned 1,073 impressions (times it was seen on Twitter) and 60 engagements (retweets, likes, replies, or clicks). The Police Department has a separate Twitter account (@nkcpolice), with approximately 2,000 followers.

- **City cable channel** – The City's cable channel is available to Time Warner subscribers on channel 2. Content is formatted as a continuous slideshow.

¹ This list is not exhaustive of all communications outlets, but presents those most commonly used.
• **Nixle** – Nixle is a mass notification system used by the Police Department to notify people of important public safety information. Nixle is an opt-in system that broadcasts three types of messages: community, advisory, and alerts. Users select the type of messages they want to receive as well as how they want to receive them: text or email. As of mid-August, Nixle shows that the City has 786 contacts, 713 SMS users and 407 email users. The last few messages sent reached approximately 500 SMS users and 325 email users.

• **Intranet** – In coordination with the City’s new website, we will soon be replacing the existing Intranet site with a new Private Web to provide internal access to documents such as the personnel manual and internal news.

In 2014, Candid Marketing + Communications presented the City with a Community Insights Report that was prepared as part of the branding project that was then underway. Some of the information presented in that report is relevant to the City’s communications efforts.

The Community Insights Report found that:

• **Strengths of the community** include “a strong desire by many in the community for change. Change is needed in the vision of how the community is seen by others (especially young families). ... We learned that North Kansas City is comprised of residents and businesses with a strong sense of community focused less on self and status than perhaps others in the metro area.”

• **Weaknesses of the community** include “weak promotion and lack of a cohesive message... And, like many communities, attracting young professionals and the opportunities they seek is a significant challenge.”

• “[O]pportunities are rooted in (the city’s) greatest strength: the quality of life here. ... People crave the amenities that North Kansas City can already offer, where kids can play and neighbors can gather. ... Marketing and promotion, particularly with energetic word of mouth commentary from the next generation residents, needs to be thoughtful, loud, and frequent.”

In the last two years, the only significant change in the City’s overall communications has been an increase in the use of social media. While the City was using Facebook and Twitter prior to 2014, its use was mainly to communicate job openings and other news. Posts were not made on a regular basis and there was no interaction with others. Since the summer of 2014, when PIO duties were transferred to the Community Development Director, the city has been more active on social media and the number of people who have liked or followed the City on Facebook or Twitter has increased significantly.

One benefit of social media is that it allows the City to reach people through channels they are already using on a regular basis. In 2015, the Pew Research Center found that 85 percent of
adults are internet users and 67 percent own a smartphone. Social media usage continues to increase among all age groups, including those over age 65.

Among all American adults, % who use social networking sites, by age


Facebook remains the behemoth of social media outlets, used by 72 percent of online adults, more than twice as many as the next most popular social media platform. Facebook users are highly engaged, with 70 percent using Facebook daily and 43 percent using Facebook several times daily. Facebook is the most popular social media platform for internet users who are over 65 – 48 percent of online seniors use Facebook. Conversely, while Instagram is used by only 28 percent of online adults, it has a larger reach among young adults. 55 percent of internet users between the ages of 18 and 29 use Instagram.

Social media also allows us to showcase the city in different ways than traditional (printed) communications – to be more nimble, more friendly/informal, and more visual. Local governments can give constituents a better sense of how government works through social media, such as the KCMO Police Department’s popular tweet-along program highlighting what police officers actually encounter during a regular patrol shift.
**SWOT Summary**

The communications taskforce conducted a Strengths/Weaknesses/Opportunities/Threats (SWOT) Analysis as an initial step towards developing this Communications Strategy. The following issues were identified as part of that exercise:

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Website!</td>
<td>• Internal communications</td>
</tr>
<tr>
<td>• Online presence in general – FB/TW are timely/relevant</td>
<td>• No dedicated person overseeing</td>
</tr>
<tr>
<td>• Still mail the newsletter</td>
<td>• Newsletter gets stale (same year after year)</td>
</tr>
<tr>
<td>• Newsletter in general</td>
<td>• Not much collaboration with Parks, Library and Business Council</td>
</tr>
<tr>
<td>• Agendas – lots on info/transparency</td>
<td>• No clear responsibilities</td>
</tr>
<tr>
<td>• Lots of outlets/possibilities</td>
<td>• Small size/location – overlooked</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Work with Business Council/ business community</td>
<td>• Lack of time</td>
</tr>
<tr>
<td>• Collaboration with other organizations</td>
<td>• Lack of control – comments/posts by others</td>
</tr>
<tr>
<td>• Northland News</td>
<td>• Changes in social media</td>
</tr>
<tr>
<td>• Media relationships – knowing who to talk to</td>
<td>• Proliferation of social media channels</td>
</tr>
<tr>
<td>• Creative/try new things</td>
<td>• Quality control/consistency</td>
</tr>
<tr>
<td>• Get our name out there – branding</td>
<td>• Apathy in target audience and by staff - is anyone listening?</td>
</tr>
<tr>
<td>• Tourism fund</td>
<td>• Not a team approach</td>
</tr>
<tr>
<td>• Two way communication – regular opportunities to talk with community</td>
<td>• Expectations from others</td>
</tr>
<tr>
<td>• Video/Broadcasting/YouTube – people DO watch Channel 2!</td>
<td>• Media</td>
</tr>
<tr>
<td>• Cross-pollination</td>
<td>• Lack of control over response – media – others</td>
</tr>
<tr>
<td>• Use other people’s stuff/repost/share</td>
<td>• Making sure we cover all of the public / focus on online</td>
</tr>
<tr>
<td>• National ______ day/week</td>
<td>•</td>
</tr>
<tr>
<td>• Be fun</td>
<td>•</td>
</tr>
<tr>
<td>• Go behind the scenes</td>
<td>•</td>
</tr>
</tbody>
</table>
Key Performance Areas
In order to reach our vision, we must perform well in the following key areas:

• • •

Ensure Accuracy and Quality Control
Timely / Good Workflow
What Tool for What Message
Know Our Audience
Good Internal Communications
Engaging Communications
• • •
Ensure Accuracy and Quality Control

A consistent, positive and unified image requires good quality control to ensure that messages are well presented and accurate.

Action Steps:

- **Create a cheat sheet with do’s and don’ts for language and tone.** The Federal Plain Language Guide may provide a good starting point for developing a brief overview to preferred language for all City communications.

- **Establish guidelines for all city staff on how to send items to be posted.** The City’s new Private Web will contain a template form for submitting items to be posted through the City’s communications channels. The template will ensure that all the necessary information is provided efficiently and promptly for details that will help ensure completeness.

- **Create boilerplate “building blocks” to help with tone and consistency.** Boilerplate components, such as final sentences for social media posts or closings for email, can be based on the standard boilerplate used in media releases or otherwise draw on the language developed as part of the Branding project.
Timely / Good Workflow
Ensuring that messages are disseminated in a timely manner requires a well-organized workflow.

Action Steps:

- **Convene the communications taskforce on a monthly basis to plan key messages and evaluate progress.** This meeting allows the taskforce to coordinate amongst itself to ensure a consistent voice, troubleshoot, plan ahead, and reassign tasks as needed.

- **Maintain a monthly communications calendar.** This calendar will be developed at the monthly taskforce meeting for the month ahead and include an overall calendar for citywide communications and individual message outlet calendars.

- **Assign a taskforce member as the leader for each message outlet.** The leader is responsible for overseeing posting, monitoring, editing, and housekeeping and is generally the go-to person for that outlet.

- **Choose and implement a social media management platform.** Management platforms allow multiple users to post to multiple social media outlets under common usernames or handles, allowing for a distributed approach to managing communication on these outlets.
Know Our Audience

Knowing the audience for our communications allows us to reach the right groups through the right communications outlets, ensuring that messages are appropriately delivered. It also allows us to tailor messages to what constituents and stakeholders are most interested in.

Action Steps:

- **Hold an organization-wide open house.** Several departments have begun holding open houses in the past three years as a way to engage with the community. Consolidating these into a Citywide event, even on just an occasional basis, might increase synergies and benefit all departments. Organizing a Citywide open house will require additional lead time for planning and implementation and further discussion with department heads.

- **Coordinate with key partners.** The City has several key partners that either share significant portions of our target audiences, share activities or interests with us, or often coordinate activities with the City. These include the Parks & Recreation Board, the NKC Public Library, and the NKC Business Council. While some future coordination with these partners might be informal (such as sharing or retweeting social media posts on an ad hoc basis), reaching out to these partners will help us build better relationships and identify ways that they can help us by sharing our messages.

- **Use responses to the citywide survey to help identify future messages.** Survey responses themselves might be of interest, particularly if we are able to highlight successes or high satisfaction rates. Some responses might point to the need to increase available information or outreach regarding specific programs. The communications team should carefully review survey results to craft communications messages.
What Tool for What Message

Matching the message to the most appropriate tool or communications outlet allows the city to achieve more interactive communication and engagement and maintain a consistent image.

Action Steps:

- **Research and monitor social media outlets** to ensure that communications stay relevant to our key demographics. Look for outside research or reports (such as the Pew Research Center) on an annual basis and use this information in evaluating when to add or drop a communication outlet.

- **Overhaul the newsletter to be more graphic and story-oriented.** Efforts in this direction are already underway with the current (fall) edition. An improved storytelling orientation also increase opportunities to entice people to read the newsletter electronically by sharing it on social media.

- **Develop a communications matrix of media/message/audience.** This matrix is attached to this strategy document as an appendix. It provides an overview to each communication outlet used by the City and how each is to be used. The matrix is to be used by the communications team to help ensure consistency and quality control, and can be used by others, such as the management team, to provide guidance in how to work with the communications team to disseminate information.

- **Use regular community surveys to help evaluate communications.** In addition to reviewing survey results to craft communications messages, the survey results should provide some benchmarking for whether communications efforts have resulted in demonstrable improvement for the community. In the 2012 survey, 64% of respondents rated “Effectiveness of communication with the public” as either a 4 or 5 on a 5-point scale.
Good Internal Communications

Strong external communications needs to be built on a foundation of strong internal communication, so that any member of the City staff can assist in communicating our message or direct the public to the appropriate resource. Internal Communications were identified as a weakness by the communications team in evaluating the City’s current communications environment. While employees collectively have a great deal of knowledge, that knowledge is not always shared effectively.

Action Steps:

- **Ensure that all City employees are effectively informed** about current activities, events, and projects so that they may serve as information resources for external and internal inquiries. Use the City’s new Private Web (intranet) as an outlet for implementing an effective internal two-way communication tool.

- **Identify what types of communication from each department would be beneficial or is of interest.** Identify key personnel from each department who would serve as primary and secondary providers of resource information to be distributed internally.

- **Develop and implement guidelines and procedures** that will provide a distribution channel accessible by all employees. Identify the percentage of employees that do not have internet or email access at work, if any, and provide solution for disconnect.

- **Research options for an on-site workplace customer service class.** MARC may be a possibility for this type of training. This training should include how to response effectively to incoming communication, including both telephone calls and email/correspondence.

- **Maintain a strong taskforce.** Establish a process to periodically evaluate and assess the City’s internal and external communications traffic and address as needed.
**Engaging**

Our vision for interactive communication and engagement requires communications that attract constituents in an inviting and welcoming manner. Real community engagement requires listening and learning as well as informing and educating. Only through genuine two-way dialogue can NKC make better decisions that meet the needs of all stakeholders.

**Action Steps:**

- **Encourage people to respond.** Make sure we answer comments and direct messages. Remove abusive and inappropriate comments; if it challenges or disagrees with us, use it as an opportunity to educate and inform both the poster and the public. Follow up with a private message inviting them to come in and discuss the issue.

- **Post consistently and update regularly.** Post daily whether it is newsworthy or just a fun fact. Have a preset list of fun facts ready in the event there is nothing else happening that day (yard waste delays, park events, etc.), or special days like throwback Thursdays. Cross promoting events that are happening in the City, promoting the various businesses to expand our reach on Facebook and ultimately visitors to the City.

- **Give things away.** Have biannual or quarterly contest on Facebook encouraging residents and visitors to get out and see the city, such as a scavenger hunt where they would find something, take a photo and post it online, tagging the City in their post. Person with the most likes could win a prize.

- **Try new things.** Look at a blog versus a traditional newsletter. Do some fun PSAs on YouTube. Experiment with Facebook Live for Councilmember Comments.
Emergency Communications

Public information officers ensure that important information is clearly communicated to the public when necessary – that the right people have the right information at the right time to make the right decision. Public information is a critical part of emergency response.

The City’s Public Information Officer (PIO) is Sara Copeland. She serves as the chief spokesperson for the City and coordinates other public information functions. However, she is not the only person authorized to speak for the City. Police Department staff who have Public Information training include Major Kevin Freeman and Major Jim Bagley. In the Fire Department, Chief Gary Fisher has PIO training. These staff members may act as a PIO during regular incidents that occur within their departments’ scope of work and may assist with citywide PIO needs.

In emergency situations, the assistance of the PIO may or may not be required. The PIO should always be notified about an incident in the following situations:

- The news media has responded to an incident and has begun to impact operations;
- Incident response will be long-term; or
- There is a critical need to notify the public about an incident (evacuation, etc.).

In an emergency, social media is an ideal communication tool because it allows for the dissemination of immediate updates to the public.

- **Nixle** is used by the Police Department to communicate official notices in emergent/urgent situations. Department policy is to use Nixle sparingly to ensure that messages maintain a sense of urgency.

- **Facebook** should be used to provide updates on emergency/urgent situations, such as estimated time to a resolution or to direct people to additional information sources. Other social media platforms should also be used, but Facebook is to be considered as the priority social media platform in an emergency situation due to its larger general reach into the community.
Objectives & Evaluation

Objectives set measurable benchmarks towards achievement of our vision: To foster interactive and transparent communication and community engagement in a timely manner, while upholding a unified, positive, and consistent image.

The communications team has set measurable objectives for the third quarter related to the City’s four most commonly-used communications outlets: the newsletter, the website, Twitter, and Facebook. Progress toward meeting these objectives will be measured on a monthly basis.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter</td>
<td>Date sent to printer</td>
</tr>
<tr>
<td>Number of unique visitors</td>
<td>Measure the number of unique visitors</td>
</tr>
<tr>
<td>Subscribers</td>
<td>Increase the number of subscribers from the current 62</td>
</tr>
<tr>
<td>Facebook</td>
<td>Post an average of once per business day</td>
</tr>
<tr>
<td>Post engagement</td>
<td>Increase post engagement (as measured by Facebook Insights) by 10% per month (currently it is 634)</td>
</tr>
<tr>
<td>Twitter</td>
<td>Tweet an average of once per business day</td>
</tr>
<tr>
<td>Measure engagement</td>
<td>Establish a baseline measure of engagement</td>
</tr>
</tbody>
</table>

Communications Policies

The purpose of these policies is to establish clear rules regarding ongoing communications. These policies may be amended as additional guidance is received from the Missouri Municipal League, the City’s legal counsel, or other professional organizations.

Sunshine

The City’s efforts to communicate, particularly on social media where people may reply, can result in public records which are subject to retention guidelines or open records law. The City works to comply with appropriate state law and local ordinances at all times.

City staff is not to delete any post or comment received. In the event that comments of an offensive or profane nature are received, they may be hidden (if that is available), but not deleted.

City staff is not to post on behalf of the City to a City communications platform from a personal device.

Passwords

Passwords to social media accounts and other online communications accounts should be at least eight characters and include upper case and lower case letters, numbers, and a special
character. A document containing all social media accounts and passwords for city accounts will be kept on the network, accessible only to the communications team. Passwords are not to be shared with anyone who is not a member of the communications team. Any time a password is changed, it should be updated on the master password list as soon as possible.

**Replying to comments/online messages**
When someone asks for information or assistance online, whether through a comment or direct message, staff will respond within one business day to answer a question or direct the person to an appropriate resource.

The communications team will not respond to comments that are argumentative; the purpose of our social media outlets is not to encourage debate. Profanity filters, when available, should be set to the strongest option. The City reserves the right to restrict or hide comments that:

- Include profane, obscene, violent, or sexual content;
- Promote or foster discrimination on the basis of race, creed, color, age, religion, gender, marital status, sexual orientation, income, national origin, or disability;
- Contain threats to any individual or organization or encourage any illegal activity;
- Support or oppose any political candidate, campaign, or ballot measure; or
- Advertise any business, service, or product.

The City reserves the right to deny access to a City administered social media platform ("block") to any individual who violates the City’s policies at any time and without prior notice.

**When to add/drop a communications outlet**
The communications team will evaluate communications outlets quarterly. This evaluation will include whether to add or drop any particular communication platform.

**Updating Wikipedia**
The communications team will review the City’s entry on Wikipedia regularly for information that should be edited.
Provide opportunities for residents to be involved and keep all residents informed of City affairs and of employment and volunteer opportunities and other ways to be engaged.

With increased levels of involvement in community affairs and civic life, citizens are well positioned to build connections and support communities for all ages.

Cities will benefit from welcoming residents to be employed or become involved in City affairs. Input and participation from residents of all ages will strengthen the City’s programs and services.

**Policy**

**5-A** The City has a policy in place to encourage civic participation by all age groups in the community.

**Information provided by City staff:**

___ Existing policy. (NKC Master Plan)

In practice the City encourages civic participation by all age groups in the community. The City actively promotes City Council and Committee meetings on social media, the City website, and the City Newsletter. Additionally, the City partners with the Rotary Club which meets at the Parks and Recreation Center twice a month and the City assists with supplies for programs and events.

The streamed meetings on YouTube have good ratings, suggesting good public engagement in regular city business.

**Discussion by participants:**

- Reach out to local Boy Scouts Troops since attending a public meeting is a requirement for the Citizenship merit badge; Girl Scouts have a similar requirement.
- Some communities have created opportunities for young adults to sit on committees and commission.
- YMCA has two youth members on their mission board.
- **Recommendation:** Explore inclusion of youth on City commissions and/or committees.
Action

5-B The City maintains and promotes a list of volunteer and employment opportunities within City government and offers an easy means to apply, including drop in, mail, on line and telephone.

Information provided by City staff:

___ Completed. (www.nkc.org)

The City maintains and promotes a list of volunteer and employment opportunity within city government and offers an easy means to apply. The City lists all employment opportunities on the City website and promotes them through various job boards. It also advertises volunteer opportunities through the City newsletter and website.

Not all areas of City operations are equally suited for volunteerisms e.g. fire and police. However, there are opportunities for residents to assist with flower planting. Volunteerism also includes participating on boards, commissions, and special task forces. The library has opportunities to volunteer. YMCA has opportunities for volunteers as does the hospital.

Discussion by participants:

• Some church groups volunteer in parks, coordinate through the church.
• May engage police officers to participate in their (church) volunteer/events
• City is mindful of structuring volunteer activities around the schedule and abilities of the volunteers rather than trying to structure volunteer activities around the cities needs

5-C The City provides flexible options for volunteers of all ages and abilities, including training, recognition and guidance.

Information provided by City staff:

___ Completed. (www.nkc.org)

The City provides flexible options for volunteers of all ages and abilities, including training, recognition, and guidance. The City offers various volunteer opportunities at a variety of times so that residents of all ages, from high school students to senior citizens, have the opportunity to volunteer with the City. Additionally, the City recognizes outstanding community involvement with a variety of recognitions, such as the boards banquet, proclamations and awards throughout the year.

Discussion by participants:

• No additional discussion.

5-D The City encourages stakeholders, community organizations and nonprofits serving its community to work with volunteers of all ages, cultures and abilities, using best practices and guidelines for volunteer engagement and management promoted by organizations such as the Shepherd Center’s Coming of Age, the United Way of Greater Kansas City, United Way of Wyandotte County and Nonprofit Connect.

Information provided by City staff:

___ Completed.
The City does not provide organizations or nonprofits with volunteer guidelines. If asked about volunteer best practices, staff would refer inquiries to the United Way of Greater Kansas City.

**Discussion by participants:**
- Scheduling is a challenge to getting volunteers because there are tasks that must be done and sometimes on a specific schedule.
- Churches use Super Serve days to coordinate large groups of people focused around particular tasks. Could make it easier to coordinate. Another example is Red Day (United Way).
- City could be in a support role to Churches; could make the “ask” for other organizations.
- **Suggestion:** Explore the possibility of having city clean up days where volunteers could participate.

**5-E** The City and its partners encourage local businesses to adopt flexible employment practices to meet the needs of citizens of all ages.

**Information provided by City staff:**
___ Completed.

The City is not involved in the employment practices of businesses or organizations. However, the City partners with organizations such as the YMCA that offers tools to meet the employment needs of citizens of all ages, e.g., US Tech Lab to enable residents of all ages to apply for employment.

**Discussion by participants:**
- NCK Business Council works with NKC CAPS to create job opportunities for young people.

**5-F** The City and its partners develop an outreach plan to ensure residents of all ages are included in community and civic conversations.

**Information provided by City staff:**
___ Completed. (NKC Communications Plan)

In all large planning concepts and plans, City staff develops a public involvement plan to ensure the entire community has the opportunity to participate. Outreach can include letters, textcaster, social media communication, post on the City websites, adverts in the City newsletter and in some cases regional print news sources such as the Kansas City Star.

**Discussion by participants:**
- No additional action.

**5-G** The City ensures that meeting locations are accessible to all residents and meet the communication needs and challenges of diverse populations.

**Information provided by City staff:**
___ Completed. (NKC Connection)

The City ensures that meeting locations are accessible to all residents and meets the communication needs and challenges of diverse population. Every city meeting is located in an accessible facility, includes modern
audio/visual technology, and is responsive to the communication needs and challenges of diverse populations. Upon request, interpreter services can be provided for Municipal Court; requires 48 hours advance notice.

Redoing City Hall bathrooms now to make them fully accessible.

Discussion by participants.

- Has the City considered use of technology to allow a citizen to provide input if they can’t be physically present?
- **Recommendation**: explore how state statutes intersect with citizen desire to have input remotely.
Offer a range of community and health services that address the needs of all ages.

Many residents desire easy access to a range of health and social services. Communities that address the community and health services needs of residents can generate value from both a real estate and a community health perspective.

Local governments may offer a range of direct services at their public facilities or work with private for-profit or nonprofit providers to deliver services using City facilities. In some cases, communities identify health needs and encourage private providers to locate programs and services in the City.

Policy

6-A Applicable City plans recognize the need for health care services that are accessible to all residents and served by transportation options.

Information provided by City staff:

_X_ Included in City plans. (Documentation provided below)

The City recognizes the need for accessible healthcare services and works to ensure that they are offered throughout the City. North Kansas City Hospital is easy to access using the City’s multi-modal transportation network including MetroFlex, KCATA, and Bike Lanes. Additionally, the NKC Hospital is located on a community bus line and the Northland Shepherds Center provides rides to physician and hospital services free of charge.

- [https://ridekc.org/rider-guide/flex-service](https://ridekc.org/rider-guide/flex-service)

Discussion by participants:

- NKC Hospital was built through community fundraising to address citizen-identified need for services; a unique history of how the hospital was established. Fundraising began in the 40s and hospital opened in 1958.
- The hospital is the number one destination for MetroFlex bus riders (subsidized by City). It charges 25 cents a ride. MetroFlex will deploy different size buses based on the type of demand and rider needs. This is why 24-hour notice is required to tailor the service to defined needs.
- Clay County Senior Services provides limited rides to 60+ adults and includes ambulatory and wheelchair lift riders. More information is available at [https://www.claycoseniors.org/transportation](https://www.claycoseniors.org/transportation).
- Not all seniors and people with disabilities know about services or else they believe there is a cap on services and so don’t seek the assistance.
- Discussion about awareness: NKC advertises the service annually.
• Discussion about ease of navigating the reservation system: partner requires 24 hours’ notice. Providers know this can be a limitation for transportation needs that can’t be anticipated.
• KCATA is working on app version that would only require 4 hours instead of 24 hours’ notice. Being piloted now.
• A participant noted that there is a high need for service to address last minute visits to doctors, pharmacy.
• **Recommendation:** add information to City website about emerging services from AAA IRA, still working on partnership with 211, also MARC’s I&R service – 8164218910 - will also be routed to new system.
• LINKFORCare.org has information about public and private options.
• Transportation companies are balancing needs of riders with narrow roads that may have trouble accommodating multi-rider vehicles.

**Action**

**6-B** The City, in partnership with area health care organizations, makes arrangements to offer health services at community facilities. Examples include: hearing tests, hearing aid cleaning, flu shots, blood pressure checks, etc.

**Information provided by City staff:**

_X_ Completed. (Documentation provided below)

The North Kansas City Community Center/YMCA and NKC Hospital offer a wellness corner offering wellness screenings, advice, and risk assessment. The Community Center/YMCA also offers a food pantry, diabetes prevention program, and blood pressure monitoring services. Clay County Public Health Center also offers on-site immunization clinics as well as a walk-in clinic during school enrollment.

- [https://kansasCityymca.org/locations/north-kansas-City](https://kansasCityymca.org/locations/north-kansas-City)
- [https://www.clayhealth.com/203/School-Immunization-Clinics](https://www.clayhealth.com/203/School-Immunization-Clinics)

**Discussion by participants:**

- NKCH provides screenings of all types at the Y.
- YMCA has diabetes clinics. As a New America Welcome Center, working to educate immigrants about how health care system works in the US
- Clay County Health Department will offer WIC at Burlington Head Start; immunization clinics are youth focused; partner with schools. SNAP services available for all ages – will work with Y food pantry because that’s where the people who need services gather. Hiring a nutritionist to help with expanding SNAP.
- Clay County Senior Services contributes up to $125 / year for YMCA membership –
- Lots of Clay County seniors also take classes at hospital. NKCH takes 11K registrations a year. Warm water pool, water exercises. There are boxing classes for people with Parkinson’s disease.
- Clay County Senior Services provides leadership in the planning of the annual Northland Professionals in Aging, a senior services fair held in North Kansas City YMCA, which provides a variety of health screenings for attendees.

**6-C** The City, in partnership with the local public health department, publicizes plans and services to improve the rate of immunizations among City residents.

**Information provided by City staff:**

___ Completed. (Documentation provided below)
The Clay County Public Health Center offers immunizations year-round to NKC residents and the City actively publicizes these services to improve immunization rates among City residents on the City website.

- [http://www.nkc.org/residents/community_resources](http://www.nkc.org/residents/community_resources)

**Discussion by participants**

- There is a higher immigrant population in NKC so there is awareness of need to inform new residents about the types of immunizations that are available. The YMCA is working with new immigrants to get on “speed up” track for immunizations.
- Measles: there have been several cases in Clay County.
- The City working to be sure emergency responders are up to date with their immunizations, especially since immunity from some vaccinations can wear off.

**6-D** The City has educated personnel to ensure those who work with the public are knowledgeable about specialized needs for citizens of different ages and abilities. Personnel are also trained in applicable reporting requirements of abuse or neglect, regardless of age.

**Information provided by City staff:**

_X__ Completed.

North Kansas City Firefighters, EMTs, and paramedics are trained in reporting requirements of abuse or neglect regardless of age of victim.

**Discussion among participants:**

- Frontline and community-based City staff are trained in reporting requirements for abuse and neglect of children and seniors.
- City staff analyze call information to identify residents who make repeated calls to the Fire Department about falls. Staff will refer to Clay County Senior Services. Also make referrals to the program Working Together.
- City is aware of aging home stock, older residents who may not be able to afford adaptations to their homes that help maintain mobility and independence, City working to find partners to help with building ramps that will help people stay in their homes. Firefighters provide several free installations a year.
- Clay County Senior Services conducted a World Elder Abuse awareness campaign through social media to educate North Kansas City citizens about elder abuse. The City provided a proclamation to recognize June 15 as World Elder Abuse Awareness Day. Clay County Senior Services have extensive information and a referral program for services, which includes housing, in home care, legal services, transportation, mental wellness, senior centers, meals and wheels, exercise and education programs.
- **Recommendation:** continue and strengthen partnerships with Clay County Senior Services. City has trained court staff, police and fire, and parks staff in recognition of abuse.
- **Recommendation:** Suggest to the library that it consider training its staff to recognize the signs of child and elder abuse. Note that the library has its own board but staff are on City’s insurance.
- Information shared about Safe at Home, a mechanism for victims of abuse to establish a new address for public records that will not reveal their actual location to their abusers.

**6-E** The City promotes and enables the location of full-service grocery stores and retail establishments to expand the availability of healthy food options.
Information provided by City staff:

- X Completed. (NKC Master Plan)

A full-service grocery store has been identified as a community desire in multiple community master plans including the 2016 North Kansas City Master Plan.

In the late 1990s the City actively pursued the development of a grocery store in North Kansas City and in 1998, the City entered into a ground lease agreement with Randall’s International, LLC to facilitate the operation of Save-a-Lot discount grocery store. This ground lease agreement is still in effect today and the Save-a-Lot continues to serve the North Kansas City community.

A full-service grocery store is a requirement in the Master Development Agreement for the One North Redevelopment Project.


Discussion by participants:

- It is very challenging to attract a grocery because there are not enough “roof tops;” the City believes that it will become more likely as density increases.
- Very challenging economic environment for grocery stores. Neighborhood “markets” are undercutting regular grocers etc.
- However, residents have a desire for fresh produce/ definition of “full service” grocery store.
- City is in discussion with YMCA about putting in a community garden and high tunnels (instead of greenhouse) on land next to the building. There is almost a half-acre. Some open to public, other would be dedicated to the YMCA Food Pantry. YMCA pantry has more demand than product to provide. The YMCA pantry has only been open for 3 months – 21% of users have food insecurity. Next step is to get a better understanding of the skill set needed by volunteers AND what is underneath the land proposed for the garden. The City is responsible for making that determination. Kim is to bring information forward to City council. Need for accessible plots – high raised beds with the ability to accommodate carts as well as wheelchairs.
- YMCA food pantry will be publicized in Oct/Nov newsletter; will use the next four to five months to figure out the operational and community needs.

6-F The City works with local ambulance providers to ensure City demographic information is incorporated into planning for services.

Information provided by City staff:

- X Completed. (Documentation provided below)

The City actively partners with local and regional health departments and ambulance providers to ensure City demographic information is incorporated into planning for services. Participation in programs like the Senior Falls Prevention Coalition of Clay & Platte Counties allow the City to work with local ambulance providers to incorporate demographic information into current and future plans. Additionally, the City has a Citizens Requiring Special Assistance program to ensure first responders are aware of any special medical assistance residents may require in the event of a medical response.

- [https://www.seniorfallsprevention.org/](https://www.seniorfallsprevention.org/)
- Enclave City: means that census only updates census data every ten years b/c City population less than 5000.
Uses data from Clay County Public Health and NKC School District information.
Rely on MARC data for emergency management.

Discussion by participants July 25, 2019

- No additional action.

6-G The City, in partnership with area health care organizations, has developed and implemented education programs about healthy choices and preventive services, including the benefit of smoking cessation.

Information provided City staff:

Note: listing of classes is a sample. Websites of the organizations will have most up to date information. If organizations want additional publicity, City is willing to publicize classes provided by other organizations.

___ Completed. (Documentation provided below)

There are a variety of educational programs on topics such as healthy eating, the benefits of smoking cessation, and exercise offered throughout North Kansas City. NKC Hospital offers a “Give Up Tobacco” class 3 three times a year, the Clay County Health Department will begin providing Cooking Matters courses in a partnership with the NKC YMCA, and Clay County Senior Services offers both Fall prevention services and Peer Exercise Program Promotes Independence.

- [https://www.seniorfallsprevention.org/exercise.html](https://www.seniorfallsprevention.org/exercise.html)
- Cooking Matters classes, [https://www.schwans.com/](https://www.schwans.com/)

Discussion by participants on July 25, 2019:

- Matter of Balance, an evidence-based fall prevention program is provided to older adult residents with Northland Shepherd’s Center. University of Missouri-Columbia Clay County Extension and Clay County Senior Services. [https://www ncoa org/resources/program-summary-a-matter-of-balance/](https://www ncoa org/resources/program-summary-a-matter-of-balance/)
- Clay County Senior Services partners with NKC YMCA to provide discounts for fitness memberships, exercise classes, and walking passes.

6-H The City encourages healthy eating by providing information to residents about programs such as home-delivered meals, food banks or other resources.

Information provided by City staff:

- See additional discussion under 6-F

___ Completed. (See links below for documentation.)

The City actively encourages healthy eating by providing information and support to residents through services such as themed meals offered by the NKC Parks and Recreation Department, a local food pantry at the NKC YMCA, and a summer meals program for youth 19 years and younger. While area agencies like the Clay County Health Department and other organizations support several facilities such as the Northland Assistance Center and Cooking Matters courses.
- Parks & Recreation Events: themed meals
- Cooking Matters classes -- [https://www.schwans.com/](https://www.schwans.com/)

Discussion by participants:

- There is a new business, Fresh Healthy Fast, where you can pick up meals and food; have partnership with Zone Six for pick up if Fresh Health Fast is closed. Fast Healthy Fresh interested in getting into education and other community involvement.
- Discussion about geographic range of Hy-Vee delivery
- Tina Uridge, Clay County Senior Services, noted that NKC Hospital delivers hot delivered meals through Shepherd’s Center.
- MARC frozen food is at maximum capacity; will refer people to private sector options like “Mom’s Meals” about $7/meal.
- Harvesters is beta testing spot delivery to playgrounds during the summer for students whose families are food insecure.
- NKC was not able to sustain farmer’s market, too close to KC City Market.
- YMCA may take on an indoor farmers market. 1100 people go through building daily.
- Northland Meals on Wheels, managed by Northland Shepherd’s Center and funded by Clay County Senior Services, is operated out of the North Kansas City Hospital Dietary Services department and meals are delivered Monday-Friday by volunteers. Information on area food banks are provided to callers into our office.

6-I The City encourages healthy eating and community participation by supporting community gardens and other initiatives that promote healthy eating.

Information provided by City staff:

_X_ Completed.

The City supports community gardens and other initiatives that promote healthy eating among residents and the NKC YMCA is planning to open a community garden in the fall of 2019 with hopes of a greenhouse. The City offers a variety of programming that teaches healthy eating habits and cooking methods through the Parks and Recreation Department and has incorporated supporting community gardens into the Master Plan. In addition, the Clay County Public Health Center also supports the Cooking Matters program.

Discussion by participants:

No discussion

6-J The City and its partners provide referrals to those residents identified as needing more intensive services.

Information provided by City staff:

_X_ Completed. (See links below for documentation.)

The City partners with multiple agencies including the Senior Falls Prevention Coalition of Clay and Platte Counties, NKC Hospital and the NKC YMCA ensure that residents of all ages are referred to additional available resources when possible.
• https://kansasCityymca.org/locations/north-kansas-City
• https://www.seniorfallsprevention.org/
• https://www.nkch.org/
• Work closely with The Gardens to identify people with mobility issues
• School district does a lot of screenings plus is very alert to difficulties arising with pupils and families

Discussion by participants on July 25, 2019

• MARC is working on the MSN (Managed Services Network) which includes working with discharge planners at hospitals to identify and assign case managers to prevent readmissions. MARC oversees care management and in-home services – people who need help with Medicaid applications. Lots of on-going support to help identify and connect with available resources.
• Clay County Health has realized that Burlington Headstart not fully utilizing all available resources their students and families qualify for.
• The NKC Fire Department partners with the Senior Falls Prevention Coalition of Clay and Platte Counties to provide referrals to Clay County Senior Services Staff to be matched with important community based services https://www.claycoseniors.org/fall-referral
• The Northland Aging in Place programs helps older adults age in place after their discharge from the North Kansas City Hospital, and focuses on aspects such as needs assessment, care management, minor safety home modifications and directing clients to community resources such as transportation.