SUSTAINABLE PLACES POLICY COMMITTEE
March 13, 2020 Meeting Summary

Members Present
Commissioner Jim Walters, Unified Government, Co-Chair
Edwin Lowndes, Housing Authority
Leslee Rivarola, City of Basehor
Eva Steinman, FTA
Jeffrey Williams, City of Kansas City

Guests
Sherri Gonzales-Warren, Civic Council
Maggie Casad, Civic Council

Online Participants
Brian Alferman, Johnson County
Rob Binney, City of Lee’s Summit, Co-chair
Mary Cyr, Downtown Overland Park Partnership
James Joerke, Bridging The Gap
Janet McRae, Miami County
Mark O’Hara, HOK
Erin Ollig, City of Overland Park
Gloria Ortiz-Fisher, Westside Housing
Josh Powers, Johnson County
Kelly Woodward, City of Gardner

MARC Staff Present
Beth Dawson, Tom Jacobs, Marlene Nagel, Martin Rivarola, Kaleena Salazar, Patrick Trouba, Jermain Whitmore – MARC staff

Welcome and Introductions – Commission Walters welcomed those present and asked for self-introductions.

Approval of January 2020 Meeting summary – Edwin Lowndes made a motion, seconded by Commissioner Walters to approve the January meeting summary. The motion carried.

KC Rising/economic and workforce development – Shared Prosperity Partnership
Sherri Gonzales-Warren gave an update on the KC Rising Initiative. KC Rising 2.0 launched in 2019. We began a journey to articulate a regional strategy. Our basic framework was evidence based, but incomplete. We had focused exclusively on drivers of the economy and knew it was necessary to integrate enablers like place, policy and inclusion to see the success we desire.

While KC Rising is and always will be “business-led” it would not succeed if it remained business exclusive. We began to look at ways to incorporate other voices – to increase diversity by gender, race and ethnicity. To ensure geographic spread and inclusion of next gen leaders. We also knew the only hope for real change is for all types of institutions to work together - a coalition of business leaders, public servants, philanthropist, and educators to catalyze the change still needed. We reconstituted committees and launched new committees using this new approach. However, there was still a pressing question of how does a 14-county metropolitan area, separated by a state line, with proud histories in every town that both set a foundation and cast shadows, come together to get something done to address our challenges and capitalize on our opportunities? Therefore, we revised our operative mode to be more aligned with system change and move away from launching initiatives. The million-dollar question remained - what is KC Rising? We knew we needed to better articulate the vision.
Something that others could see themselves in and take ownership of. We started by defining our purpose, which is to achieve a shared vision of regional prosperity for all by aligning and accelerating community efforts for greatest impact. Some of the objectives of KC Rising are:

- Articulate a shared vision of regional prosperity
- Align regional assets and initiatives to those priorities
- Advocate for outcomes, publicly and privately
- Analyze progress in quantitative and qualitative ways
- Act when necessary, when gaps exist

We started publicly asking the question if people saw us prosperous by the year 2030, and if not, why. For the most part, Kansas Citians believe we will prosper. We also posed the question of how do we describe prosperity, and the result was what we are calling the shared vision pillars of prosperity; however, a public facing version is still being drafted. The good news is that we are all talking about the same things. The bad news is that these are difficult, complex issues and we have been talking about them for a long time. When asked to prioritize these items the majority of folks told us that economic inclusion is KC’s greatest challenge and greatest opportunity.

Fortuitously, KC had been invited earlier in the year to participate in a national conversation around Shared Prosperity. We were selected because it was unique to have business leading a conversation around economic inclusion. In Oct, we held a convening with more than 200 in attendance and framed the case for economic inclusion with a particular focus on five areas with real opportunity in Kansas City:

- Entrepreneurship
- Equitable access to Market Value Assets
- Affordability and downtown planning
- Economic values and incentives
- Inclusion and the arts

100% of event evaluation respondents said the content was relevant and useful to their work. We are now working on prioritizing, funding and implementing the strategies that emerged from these workgroups. There was one recommendation from the convening that became a top priority – implementation of the economic value atlas in KC. This is a spatial mapping tool that can inform decision making, particularly in the allocation of public or private investment in infrastructure or land use. Once launched and customized, it is a way to operationalize the shared vision pillars of prosperity.

In February, a demonstration was held that included the SP2 economic values & incentives participants, Civic Council Inclusive Prosperity Group, KC Rising’s Steering Committee and Data & Analysis Team Members, members of the SPPC committee, and more. There was a webinar presentation provided by Brookings and Metro Portland, with more attending online through the webinar.

As for the next steps, they include securing funding, piloting the tool, customizing the tool for the KC context (2020-2021), and market/implementation across various organizations.

**Planning Sustainable Places 2021 Call and 2023 STP funding Request**

Beth Dawson gave a breakdown of the call for projects programming items to the committee and asked for any extra input prior to the vote. There were no additional suggestions. Councilman Binney made a motion, seconded by Jeffrey Williams to approve the Planning Sustainable Places 2021 Call and 2023 STP funding Request.

**Sub-allocated Programming Process presentation**

Martin Rivarola provided an overview of the changes that will be made to the sub-allocated process. The Mid-America Regional Council (MARC) is responsible for developing and maintaining a metropolitan transportation plan (MTP) to guide federal investments and serve as a blueprint for managing the region’s transportation
Adoption of the next plan, “Connected KC 2050”, will be due by June of 2020. Major elements of work to date have included:

- Regional vision statement update, Needs assessment & Policy framework
- Travel demand modeling
- Financial revenue forecasting, project prioritization & new potential revenue analysis
- Performance measures
- Federal funding programming process adjustments

A draft working version of an online plan has been posted at http://connectedkc.org/. Content will continue to be added and refined. Major final upcoming steps include:

- TTPC Release for Public Review and Comment April 21
- Public Engagement Efforts April – May
- TTPC/Board Anticipated Plan Approval

Connected KC 2050 identifies needs and budget federal transportation funds that the metro area expects to receive over the next three decades. The plan contains:

- Vision: a long-term vision for the region’s transportation system.
- Goals and strategies: what we want to achieve by the year 2050 and how we plan to do it.
- Proposed regional transportation projects,
- Reasonably expected regional transportation investments to help accomplish goals.

Once adopted, updated policies/goals and strategies identified in the MTP will guide transportation investments in our region in future years. For more information, please see: www.marc.org/2050

Committee Member sharing.
Jeffrey Williams – The city plans to kick-off the focus on their comprehensive plan in April

Kelly Woodard – Their PSP plan was just adopted by the planning commission and will go to the board this month.

Erin Ollig – They just started some small scale development and had some assessments completed.

Brian Alferman – They were awarded to participate in the League for Cities Program.

Other Business
Marlene Nagel informed the committee of the items planned for the next agenda.

The next meeting of the committee is May 8, 2020. The meeting was adjourned.