The goal of placemaking is to coordinate transportation and land-use investments along the region’s activity centers and corridors as a means to create vibrant places and strengthen the quality of the region which serves people of all ages and abilities. Strategies furthering environmental conservation and restoration further contribute to a green and vibrant place.

Activity Centers & Corridors
The basis of the region’s land-use strategy, the intent is to further activity centers that are diverse, with varying levels of walkability, demographics, land uses and potential for development and redevelopment. The approach uses local and regional policies to promote the development of commercial areas into mixed-use activity centers along key transportation corridors, with sufficient densities and amenities to support transit and other alternative modes of transportation.

Transit-Oriented Development (TOD)
A form of community development that involves a mix of housing, retail, office and/or other amenities within a walkable neighborhood and is located within a half-mile of transportation.

Complete Streets
Complete Streets are designed to allow safe & convenient travel by users of all ages and abilities who are driving, walking, biking, or taking public transit.

Policy requirements:
1. Programmed projects shall provide safe accommodations for all users.
2. This policy applies to all phases of a project.
3. Programmed projects shall make use of policies, guidelines and design standards that reflect best practices

Recommended: Green Streets integrate strategies for stormwater management, urban heat island abatement, streetscaping and urban forestry into their design.

How projects can advance regional placemaking initiatives
Prioritize and advance transportation projects which serve our region’s activity centers and corridors. Prioritize the integration of transportation alternatives with a variety of land uses and incorporate environmental supporting design such as green infrastructure, resource conservation or resource rehabilitation.

Influence on project selection processes
Proposed projects that include the following should score competitively:
- Include identified local, multi-agency or regional plans or standards, such as Communities for All Ages.
- Achieve multiple Sustainable Code Framework principles.
- Improve transportation choices and public health.
- Serve a regional activity center — particularly those projects with higher levels of development intensity and walkability.
- Improve environmental conditions.
- Implement elements of Smart Moves 3.0.
- Reduce ozone precursor emissions.
- Further MetroGreen implementation.

Complete Streets may include:
- Curb extensions
- Traffic calming
- Pedestrian refuge
- Road diets
- Bicycle lanes
- Buffered sidewalks
- Transit amenities
- Street trees
- Stormwater BMPs
PROJECT EVALUATION ELEMENTS FOR AIR QUALITY AND ENERGY

Clean Air Action Plan
The Clean Air Action Plan (CAAP) represents a comprehensive, community-based voluntary strategy for reducing ground-level ozone pollution in the Kansas City metropolitan area. The CAAP has multiple objectives.

The first and most important of these is to reduce ozone-forming emissions in order to protect the health of area residents.

Second, the plan aims to reduce ozone precursor emissions earlier than required under regulatory timelines in order to increase the likelihood that the region will stay in compliance with the health-based, eight-hour ozone standard. Maintaining regulatory compliance, in turn, will protect the health of the regional economy and make the Kansas City metropolitan area more competitive nationally in attracting new growth and development, providing jobs and a better quality of life for area residents.

Finally, the CAAP includes recommendations about regulatory strategies that could be further investigated and considered for implementation in the event the region violates the ozone standard in the future.

<table>
<thead>
<tr>
<th>Public Health — points awarded for each strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduces Ozone Precursor Emissions</td>
</tr>
<tr>
<td>Reduces urban heat island effect through materials or landscaping</td>
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<tr>
<td>Decreased energy/fuel use</td>
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<tr>
<td>Alternative fuel use</td>
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<tr>
<td>Multi-modal/increased bike/ped access</td>
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<tr>
<td>Traffic flow/congestion mitigation</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Energy Use and Climate Change — points awarded for each strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduces VMT by increasing access to multimodal transportation options (connecting trails, park and rides, transit)</td>
</tr>
<tr>
<td>Reduces carbon based fuel usage through alternative fuels, renewable energy or landscaping/right-of-way management</td>
</tr>
</tbody>
</table>
MARC’s interest in working with older adults, individuals with disabilities, veterans and other groups with acute needs is multi-faceted. One of the ways MARC seeks to advance the interests of these groups is by improving the quality of their mobility options (beyond fixed-route transit) throughout the region. Yet another way is by providing technical assistance to communities who seek to enable older residents to age in place, and to create vibrant communities which are livable for all age groups.

Specific strategies and objectives relating to special population mobility are listed in:

- MARC’s Coordinated Public Transit – Human Services Transportation Plan (Coordinated Plan)
- Smart Moves 3.0
- The RideKC Coordination Plan
- Moving Forward: Older Adult Transportation and Mobility Action Plan.

These strategies were developed through intensive data analysis and engagement with special populations, transportation providers, nonprofits, and local communities.

The Coordinated Plan is currently being revised, and will be available by April 2018. If you or your community would like to offer input into that process, feel free to attend Mobility Advisory Committee meetings on December 11th, 2017 and February 14th, 2018.

How your community can help

The FTA Section 5310 (Enhanced Mobility for Older Adults and Individuals with Disabilities) Grant Program provides operations and capital grants to service providers, nonprofits, and communities to fill in mobility gaps for groups with acute transportation needs: older adults, individuals with disabilities, veterans, and low-income individuals and families. The next call for projects for 2018-19 5310 funds (anticipated to be approximately $2,281,000) will be issued on or around April 6, 2018, barring delays in the Coordinated Planning process.

The Communities for All Ages (CFAA) Recognition Program offers an opportunity for local jurisdictions to be recognized for steps they have taken to become more welcoming to residents of all ages. Transportation, mobility and land use are fundamental aspects of age-friendly cities. To date, 12 communities are officially participating in this program. Learn how participation in the Recognition Program might better position your city to receive MARC transportation funding.

5310 Eligible Projects

Capital

- Rolling stock, passenger facilities, support facilities, contracted services, capital improvements, mobility management.

Operations

- Travel training; volunteer driver programs; building an accessible path to a bus stop including curb-cuts, sidewalks, accessible pedestrian signals or other accessible features; improving signage or way-finding technology; incremental cost of providing same day service or door-to-door service; and mobility management programs. Voucher programs are covered under this section.
The Kansas City region has invested considerable effort and resources in the design and implementation of its regional multimodal transportation system. As a result of this investment, the region enjoys an expansive, safe and reliable network that, when compared to peer cities, performs at a high level and remains relatively free of traffic congestion. However, a different story has begun to emerge in recent years. Issues such as higher-than-average growth rates, vehicular congestion levels, increased environmental awareness, volatile energy prices, homeland security concerns, limited travel alternatives and diminishing financial resources now challenge the ability of the transportation system to meet the region's needs.

STRATEGIES
Implement Intelligent Transportation Systems (ITS) and other technology based programs to manage transportation systems.
- Maintain and expand Operation Green Light and local jurisdiction arterial management system programs.
- Maintain and expand the Kansas City Scout freeway management system program.
- Study and deploy regulatory or pricing strategies (HOV/HOT, ramp metering), where appropriate.
- Maintain and enhance the regional 5-1-1 system.
- Update and maintain the regional ITS architecture.
- Expand transit signal priority programs.

Implement Travel Demand Management (TDM) programs to reduce the number of single-occupant vehicles.
- Support placemaking initiatives.
- Implement Automatic Fare Collection for transit.
- Increase the use of bicycle/pedestrian detection systems at intersections.
- Maintain and expand rideshare and vanpool programs.

Use planning and coordination to address complex transportation management issues.
- Study and deploy Integrated Corridor Management (ICM) where appropriate.
- Develop and maintain incident management plans.

CONGESTION MANAGEMENT PROCESS (CMP)
Federal regulations (23 CFR 450.320) require metropolitan planning organizations to develop and implement a Congestion Management Process (CMP) as part of the metropolitan transportation planning process. The CMP is intended to be a systematic way of:
- Monitoring, measuring and diagnosing the causes of current and future congestion on a region’s multimodal transportation systems.
- Evaluating and implementing strategies to manage current and future regional congestion.
- Monitoring the effectiveness of strategies implemented to manage congestion.

MARC has developed a CMP to meet the unique needs of the Kansas City metropolitan area. The CMP includes an ongoing method to provide information on the performance of the transportation system and on alternative strategies to manage congestion and enhance mobility and safety. The CMP uses an objectives-driven, performance-based approach to managing congestion, and emphasizes effective management of existing facilities through use of travel demand and operational management strategies.

How projects can support and advance CMP
- Consider Transportation System Management and Operations (TSMO) strategies during project planning and design (TO 2040 Transportation Management Chapter)
- Invest in transportation alternatives to driving along (carpooling, public transportation, bicycle/pedestrian infrastructure)

CMP influence on project scoring
- Points awarded to projects on Congestion Management Network.
- Points awarded for incorporating strategies from MARC’s Congestion Management Toolbox.
Green, or nature-based, infrastructure solutions are solutions that simultaneously help to alleviate the pressures of wet-weather events as well as provide important amenities to our communities.

In addition to providing the ecosystem services of cleaning the air and slowing and cleaning water, living systems also improve the economic value of our built environment and connect people to nature and to one another. Pathways for water are also pathways for pedestrians, cyclists, and provide healthy lifestyle and mobility opportunities that are needed for the health and resilience of our community systems.

The Regional Green Infrastructure Framework articulates an approach to project and program development to “stack” multiple project benefits associated with transportation policy goals. Green infrastructure network design is needed across multiple, intersecting geographic scales, from site to corridor, sub-watershed, community and regional levels. Simply put, regional scale benefits cannot be obtained without local, project-scale investment.

**Influence on project selection process**

Depending on the project category, projects receive points for consideration of green infrastructure. Points are awarded progressively for identifying natural resource conservation opportunities, restoration opportunities and for linking project investments to broader watershed concerns.

Green infrastructure criteria are closely aligned with other policies and plans, including those linked to complete streets, best practices for stormwater management, MetroGreen, the Clean Air Action Plan and the Regional Climate Resilience Strategy.
Kansas City Regional Bikeway Plan

The Greater Kansas City Regional Bikeway Plan envisions a cohesive regional network of bikeways, connected across city, county and state boundaries, that promotes active transportation. When fully implemented, this plan will expand active transportation choices for area residents over a 2,000-mile network of on-road and off-road facilities that spans eight-counties in the Kansas and Missouri Kansas City region.

MetroGreen

The MetroGreen plan also envisions a regional network of connected corridors along streamways/rivers, rail-to-trail and roadways. The two regional plans complement each other.

Strategies for advancing regional network development and project selection

These regional corridors for bikeways and trails receive higher scores in the MARC programming process over local networks. Prioritization encourages the coordination of local planning and system development at the regional level. Regional corridors ensure that local community networks are connected to neighboring systems, to activity centers and to transit corridors in addition to national and statewide trail assets.

Local governments are encouraged to prioritize regional corridors within local networks to ensure connectivity. Moreover, local governments and state departments of transportation should communicate with each other when proposing investments along regional corridors. Early communication is critical to address continuity in facility type and design transitions.

Our performance measures indicate that we underperform as a region in bicycle accessibility within activity centers. As such, bike/ped improvements in these activity centers are encouraged.
Smart Moves, the Kansas City region’s 20-year plan for transit and mobility, was adopted by the MARC, KCATA, and Johnson County boards in September 2017. It builds on a solid foundation of prior planning, and prepares the region for greater choices in the transportation environment we currently live in — one that is rapidly evolving.

The Smart Moves plan envisions a mobility landscape that includes efficient, high-ridership transit service linked by well-located mobility hubs where riders can transfer from one fixed route to another or connect with mobility services to get where they need to go. This plan also recognizes that efficient transit thrives on density.

Included in the plan are:

- Fixed-route recommendations, broken down by phase, for the short- (0-5 year), mid- (5-10 year), and long-term (10-20 year) time periods.
- Mobility hub recommendations for these same three phases.
- Policy recommendations for MARC, transit agency partners, local governments and the business community.
- Near-term implementation strategies, including ideas for funding.

**How local projects can advance regional initiatives**

Almost all of the transit and mobility projects included in Smart Moves have a regional impact. This is because they were designed to support an interconnected region where commuters, students, and others frequently travel from one area to another.

Transit and mobility projects developed and/or sponsored by local governments and other entities can advance regional goals by:

- Being one of the fixed route projects identified in Smart Moves 3.0, especially those that fill a major gap/need identified in the plan.
- Being a project that supports a mix of transportation choices at a mobility hub location.
- Being a bike/ped project that connects, or improves connectivity, to fixed-route transit service and/or mobility hub(s).
- Maintaining the fixed route system and mobility services currently in place.
- Integrating innovative solutions through technology or new mobility service models.
- Offering connections to the RideKC system or providing mobility service connections.

**How the plan influences project selection processes**

Scoring criteria for various programs includes points for Smart Moves implementation in the Public Transportation category:

- Addressing an urban/commuter corridor.
- Addressing major fixed route service.
- Community-based service projects that are coordinated with the regional system.