OVERVIEW

The Interstate 35 Integrated Corridor Management (ICM) Planning project evaluated the I-35 corridor in Kansas from the Sunflower Road interchange in Edgerton to the Missouri state line. The result of the project is a plan to begin coordinating transportation systems, agencies, and networks to move people and goods safely and efficiently along the interstate.

ICM is the proactive, unified, multimodal management of transportation infrastructure assets and application of innovative strategies within a corridor. Simply put, ICM is the management of a corridor as a single system rather than the more traditional approach of managing individual transportation networks (e.g., freeways, arterials, transit). ICM requires taking coordinated actions to ensure networks operate at optimal performance (given the available capacity of each network) in order to maximize throughput across the corridor as a whole.\(^1\)

The primary goal for ICM on I-35 and across the region is to improve travel time reliability by applying Integrated Corridor Management strategies.

The complete ICM Plan document is available at marc.org/I-35-ICM.

\(^1\) FHWA Definition of ICM. http://www.its.dot.gov/icms/docs/its_worldcong/icm_pres.htm
STAKEHOLDER ENGAGEMENT

Stakeholder involvement is a critical aspect of implementing successful ICM strategies. To provide a solid base for ICM within the region, regional stakeholders were invited to participate in two Stakeholder meetings. Participants included the organizations listed below. A Capability Maturity Model (CMM) assessment was completed by the stakeholders to understand the current and future goals for capability to implement ICM. The ICM CMM, stakeholder meeting presentations, and meeting minutes are available on the MARC project site marc.org/I-35-ICM.

**Stakeholder Organizations**

<table>
<thead>
<tr>
<th>Bike-Walk KC</th>
<th>KDOT</th>
<th>KC Scout</th>
</tr>
</thead>
<tbody>
<tr>
<td>FHWA</td>
<td>City of Lenexa, KS</td>
<td>Kansas City Area Transit Authority (KCATA)</td>
</tr>
<tr>
<td>City of Gardner, KS</td>
<td>MARC</td>
<td>KCMO - Traffic</td>
</tr>
<tr>
<td>Johnson County</td>
<td>City of Merriam, KS</td>
<td>KCMO EOC</td>
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<tr>
<td>Johnson County Commissioner</td>
<td>City of Mission, KS</td>
<td>City of Overland Park, KS</td>
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<tr>
<td>Johnson County EOC</td>
<td>MoDOT</td>
<td>City of Roeland Park, KS</td>
</tr>
<tr>
<td>Johnson County Transit</td>
<td>Operation Green Light (OGL)</td>
<td>City of Shawnee, KS</td>
</tr>
<tr>
<td>Kansas Highway Patrol</td>
<td>City of Olathe, KS</td>
<td>City of Edgerton, KS</td>
</tr>
</tbody>
</table>

REFERENCED RESOURCES

The concepts developed during the ICM planning phase were built on regional plans and previous studies to synthesize and capitalize on the existing regional knowledge. Studies and projects reviewed by the project team are shown the table below.

**Studies and Projects Reviewed by Project Team**

| 5-County Regional Study - 2013 | The Southwest Johnson County Area Plan - 2013 |
| Regional Transit Implementation Plan – 2011 | Johnson County Transit Strategic Plan Update – 2011 |

ICM SUPPORTING DOCUMENTATION

Development of the I-35 ICM plan is supported by a System Overview and Use Cases. The Use Case presents a single user’s point of view from trip origin to destination, considering decision factors, resources available, and choices made. The selected Use Case was considered in three scenarios, with four conditions to derive a total of twelve operational views. The scenarios were Current (2016), Future (2030) and ICM. The conditions of travel...
were typical, unplanned incident, planned construction, or major planned event. The Use Case focused on getting “Sarah,” a 29-year old radiologist at KU Med, a single mother who lives in Olathe, KS from home to day care to work by 8:15 am each morning under the various conditions of the Use Cases. The insight gained during the Current and Future Use Case development resulted in User and Operational Needs that are applicable for I-35 and across the broader Kansas City region. User Needs are the top level needs that the system shall fulfill to meet its intended purpose. The Operational Needs are derived from the User Needs and directly relate to the ICM activities that shall fulfill the User Needs.

RECOMMENDATIONS AND IMPLEMENTATION

Based on the User and Operational Needs, actions were developed for ICM implementation:

- Actively manage the corridor to provide reliable travel times for users.
- Coordinate jurisdictional and modal responses to recurrent and non-recurrent congestion.
- Actively broaden awareness of multimodal options and ways to reduce demand on our transportation system.

Based on the regionally applicable User and Operational Needs identified, ICM strategies and initiates were evaluated for potential to satisfy the Needs. ICM strategies recommended are techniques most likely to have a positive benefit for users when implemented.

IMPLEMENTING RECOMMENDED ICM STRATEGIES

The ICM Plan provides a description of the eleven prioritized recommended strategies to move toward ICM on the I-35 Corridor and across the region. Each strategy includes a description, roles and responsibilities of transportation system managers, and next steps to begin implementation of the strategy. Strategies are grouped by element of ICM Integration: Institutional, Technical, and Operational with priority.

A critical strategy of this plan (#3 on the following page) is to create a Transportation Systems Management & Operations (TSM&O) Committee through MARC. The Committee will focus on a mission to enhance the management and operations of the Kansas City transportation system. This will be achieved by supporting key ICM components such as the use of new operational strategies, supporting infrastructure improvements to enhance traffic operations (freeways and major arterials), promoting multimodalism, and encouraging the cooperation and coordination of transportation agencies within the MARC region. One focus of the Committee will be to use and maintain the I-35 ICM Plan and follow-through on next steps for the recommended strategies as well as identifying future ICM corridors.
## I-35 INTEGRATED CORRIDOR MANAGEMENT PLAN

### EXECUTIVE SUMMARY

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Priority</th>
<th>Topic Area</th>
<th>Theme</th>
<th>ICM Initiatives and Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Institutional</td>
<td>Travel Demand Management</td>
<td>Encourage Telecommuting, Delayed Commuting, and Flex Time for Employers and Workers using the I-35 Corridor</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>Institutional</td>
<td>Travel Demand Management</td>
<td>Media Support of Creative Commuting</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>Institutional</td>
<td>TSM&amp;O Committee</td>
<td>Create a TSM&amp;O Committee within MARC</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>Institutional</td>
<td>TSM&amp;O Committee</td>
<td>Intensify Traffic Incident Management (TIM) Activities on the I-35 Corridor</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
<td>Technical</td>
<td>Multi-Modal</td>
<td>Develop Mobility Hubs along the I-35 Corridor</td>
</tr>
<tr>
<td>6</td>
<td>1</td>
<td>Operational</td>
<td>Arterial Integration</td>
<td>Enhancement of the Operation Green Light Program in Kansas City</td>
</tr>
<tr>
<td>7</td>
<td>2</td>
<td>Technical</td>
<td>Multi-Modal</td>
<td>All-Inclusive Transportation Dashboard</td>
</tr>
<tr>
<td>8</td>
<td>2</td>
<td>Technical</td>
<td>Transitional Technology</td>
<td>Facilitate the Deployment of Connected Vehicles and Vehicle to Infrastructure Systems</td>
</tr>
<tr>
<td>9</td>
<td>2</td>
<td>Technical</td>
<td>Transitional Technology</td>
<td>Prepare the I-35 Corridor for the Technology Shift to Autonomous Vehicles</td>
</tr>
<tr>
<td>10</td>
<td>3</td>
<td>Operational</td>
<td>Arterial Integration</td>
<td>Expand the use of DMS on arterials adjacent to I-35</td>
</tr>
<tr>
<td>11</td>
<td>3</td>
<td>Operational</td>
<td>Managed Lanes</td>
<td>Implement Dynamic Lanes/Managed Lanes on I-35</td>
</tr>
</tbody>
</table>

**Priority Definitions:**
1 – Short Term (0-3 Years); 2 – Medium Term (3-5 Years); 3 – Long Term (5+ Years)* Some initiatives will be longer because they must be added to the funding program.
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