ABOUT THE PLAN

Smart Moves 3.0 sets the transit and mobility vision for the Kansas City region.

Building on the foundation of prior transit and mobility plans, policies, projects and services, this plan outlines specific recommendations for the near-term, and perhaps more importantly, the combined vision and plan provide a framework for continued decision-making in a constantly-changing environment.

VISION

Smart Moves imagines a Kansas City region with viable mobility solutions for empowered residents, successful businesses and vibrant communities.

WHAT’S UNIQUE ABOUT THIS PLAN

To help the region address its many needs, Smart Moves 3.0 reimagines regional transit in metropolitan Kansas City with a bolder approach.

Specific updates to Smart Moves 3.0 include:

+ A transit system more broadly defined to focus on a family of services.
+ Extensive data-driven analysis.
+ An increased focus on access to jobs and the region’s economy.
+ An updated service model.
+ Heightened cooperation within the region.
+ Technology integration.
+ Recognition of the power of transit as a local development tool.

A PROJECT OF THE MID-AMERICA REGIONAL COUNCIL AND ITS PARTNERS

RideKC • okCATA • Jodebus • RideKC STREETCAR • JOHNSON COUNTY KANSAS • MARC
WHAT WE HEARD FROM YOU

Several themes emerged from our public engagement:

+ Better connectivity is needed to and within Johnson County for improved access to jobs.
+ Improvements to weekend and evening service across the region would help with job access.
+ Riders who primarily use the MAX or more frequent routes are generally more satisfied and often feel the service works well for them.
+ Better connections are needed between suburban and urban areas, as well as within urban and suburban areas.
+ A desire for more convenient fare payment options, including off-board ticketing or a mobile pass.
+ Seamless connections between systems and fewer transfers.

COMMUNITY ENGAGEMENT

We conducted community engagement activities between June and August 2016:

+ 9 pop-up engagements
+ 9 public meetings
+ An online regional survey

Through a mapping activity, participants were able to identify areas of the region where transit and mobility options could be improved or expanded. Participants also identified potential mobility hubs.
STRATEGY: FOCUS ON HIGH-DEMAND CORRIDORS

+ Add more fast-and-frequent services.
+ Expand and adjust existing routes to reach more employment centers.
+ Add express networks and bus-on-shoulder routes to reduce travel time.

**SYSTEM SPINE: FAST & FREQUENT**

SERVICE EVERY 15 MINUTES EXTENDED EVENING HOURS ON ALL LINES

- NORTH OAK and MAIN STREET
  - METRO NORTH to WALDO
- WEST STATE AVE and EAST INDEPENDENCE AVE
  - VILLAGE WEST to INDEPENDENCE SQUARE
- LINWOOD BLVD.
  - MAIN ST. to VAN BRUNT
- 7TH ST.
  - DOWNTOWN KCK/KU MED/MISSION
- PROSPECT/75TH and QUIVIRA
  - CITY CENTER to JCCC
- TROOST
  - CITY CENTER to 95TH
- METCALF/SHAWNEE MISSION PARKWAY
  - PLAZA-UMKC to 135TH
- KU MED/39TH ST.
  - KU MED to VA HOSPITAL
- VAN BRUNT/RAYTOWN
  - CITY CENTER to SPORTS COMPLEX

**LOCAL CONNECTIONS:**

LOCAL GRIDS, COMMUNITY CIRCULATORS, ON-DEMAND SERVICES FUNDED LOCALLY

**NEW EXPRESS ROUTES**

**EXISTING EXPRESS ROUTES**

**30-MINUTE SERVICE:**

FEEDS INTO FAST & FREQUENT SERVICE EXTENDED EVENING HOURS

**30-MINUTE SERVICE**

**MOBILITY HUBS:**
Well-designed and planned transit and mobility services can be used as a tool to build vibrant places and stimulate economic development.

Vibrant places are places where residents and workers can:
+ Walk and bike to a mix of shops, restaurants, and other destinations.
+ Spend time in inviting public spaces.
+ Access a variety of transportation options.

**STRATEGY: ENABLE VIBRANT PLACES**

By integrating transit and mobility services and a balance of jobs and housing, vibrant places can:
+ Strengthen a community’s character.
+ Improve the environment and air quality.
+ Maximize the return on investment through increased tax revenue and property values.
+ Attract new residents and visitors.

Local governments can help vibrant places emerge by:
+ Adopting zoning requirements that encourage mixed use, walkable areas with easy access to transit.
+ Encouraging shared parking, where appropriate.
+ Coordinating with mobility service providers (like Kansas City BCycle bike share) to locate services at mobility hubs.
Establish mobility hubs across the region where a variety of transit services come together — places where you can switch from bike to bus, bus to streetcar, rent a car or bike, hail a ride, meet a vanpool or charge an electric vehicle.

**MOBILITY HUB CHARACTERISTICS:**

+ Builds on existing activity and transit centers.
+ Connects transit and on-demand services with biking and walking services and routes.
+ Integrates technology to pay for, plan and track trips.
+ Supported by enhanced amenities and urban design considerations.

In conjunction with the transportation system, these hubs provide unique opportunities to complement and organize a vision for the region’s economic development and community growth.

Mobility hubs are not a one size fits all solution. Each will be tailored to the needs and characteristics of its location.
Foster technology and service innovations that expand transit options and provide easier access.

+ Kiosks provide riders a seamless way to plan, track and pay for their trips as well as provide system information and nearby amenities.

+ A smartphone app offers the same seamless plan, track and pay services.

+ Infrastructure — roads and technology — to accommodate automated and connected vehicles.

+ Transit management associations (TMA) to get people to jobs more efficiently. A TMA is a member-driven nonprofit organization formed by businesses located near one another with the goal of providing transportation services to its employees.

+ On-demand services that offer rides on short notice with door-to-door service.
PARTNERSHIPS

Building partnerships is critical to the success of Smart Moves 3.0. MARC and the region’s transit providers will continue to collaborate with key partners to develop innovative solutions to regional mobility challenges.

Key partners include:
- Local governments
- Employers and employer associations
- Universities
- Private transportation providers
- Local economic development agencies
- Developers
- Private and public funders

FUNDING THE PLAN

The Smart Moves initiative has a strong track record of guiding decisions about how to best invest in expanding and improving the regional transit and mobility system. Smart Moves 3.0 proposes a phased investment approach where projects that improve job access and strengthen the fast-and-frequent network are given greater priority.

Every two years, the Regional Transit Coordinating Council, an advisory council led by MARC and KCATA, works with local government and transit providers to develop a list of priority projects that will compete for federal funding. While federal funds have been essential to moving the region’s transit system forward, other funding — including funding from more innovative sources — will be needed to successfully implement Smart Moves 3.0.

Potential sources of funding:
- MARC’s Federal Highway Administration sub-allocated funds, programmed twice a year.
- Federal Transit Administration formula funds.
- Federal discretionary grant programs.
- Local general funds.
- Dedicated local sales and property taxes.
- Special tax assessment districts.
- Private investment.
- Joint development.
- Tax increment financing.

IMPLEMENTATION

FROM PLAN TO PROJECT

Smart Moves 3.0 includes many new strategic transit and mobility improvements. In most cases, additional planning and design will be required to implement these improvements. Planners will determine the exact alignment, level of service, vehicle type and detailed costs for each project. Once these details are known, we can identify possible funding sources.