



Regional Transit & Development

Goal: a modern east–west transit and reinvestment corridor connecting major destinations in Kansas City, Kansas; Kansas City, Missouri; Sugar Creek, Missouri; and Independence, Missouri.



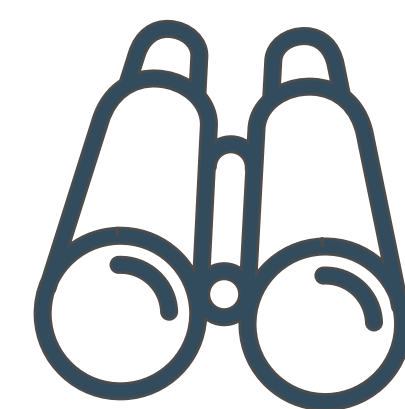
Integrated Community Reinvestment

Beyond transit, the project pairs mobility improvements with strategies for affordable housing, infrastructure, technology, and community-focused development



High-Frequency, High Quality Mobility

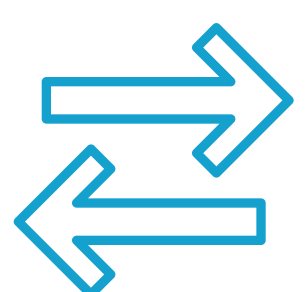
The corridor will provide fast, reliable transit as the backbone of a zero-emission network, improving access between activity centers and neighborhoods.



Vision for Growth

The initiative aims to create a holistic model for long-term, sustainable regional growth and improved quality of life.

EVOLVING PRIORITIES



National Shifts

Federal priorities have shifted from electrification/equity toward connecting workers to jobs and supporting economic growth.



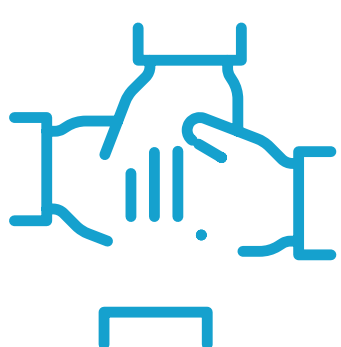
Funding

Significant federal funding remains available for transit expansion through the Bipartisan Infrastructure Law.



Local Transit Changes

Service reductions in KCK and Independence due to budget shortfalls.



Regional Collaboration

- Building the corridor requires unprecedented coordination across city and state boundaries.
- The project is supported by a broad bi-state partnership, including:



Transit Funding Gap

- The metro area invests far less in transit than peer metros:

- KC region:

\$46.53 per resident

- Peer metros with robust systems:

~\$138 per resident

- Limited local funding results in fragmented service and vulnerability to cuts.

Path to Implementation

- ➔ A new regional funding model could stabilize service and position the region for federal matches.
- ➔ Strengthening local funding commitments will make the region more competitive for major federal programs.
- ➔ Unified regional support will be critical to bringing this project's vision to life.

Bi-State Sustainable Reinvestment Corridor



Phase 1 Highlights

Phase 2 Highlights

A comprehensive analysis of existing conditions and community needs to establish the corridor vision, goals, transit alignment, station locations, last-mile connections, and multimodal improvements.

Detailed design and delivery of the preferred alternative through NEPA review, stakeholder coordination, prioritized project planning, timelines, and funding strategies to move the corridor toward construction and long-term operation.



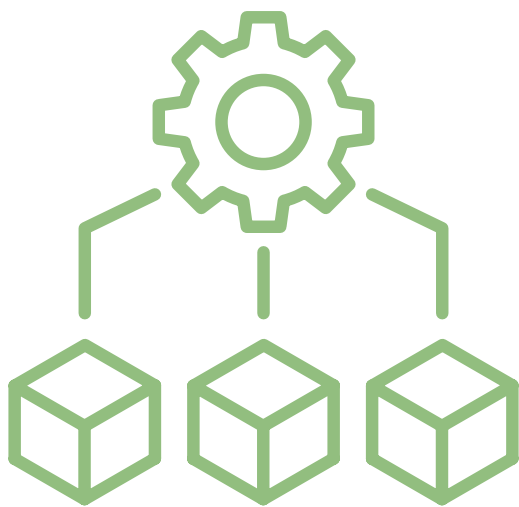
Community Engagement

- Partner Meetings
- Statistically significant surveys
- Public Meetings
- Advisory Committee
- Neighborhood gatherings



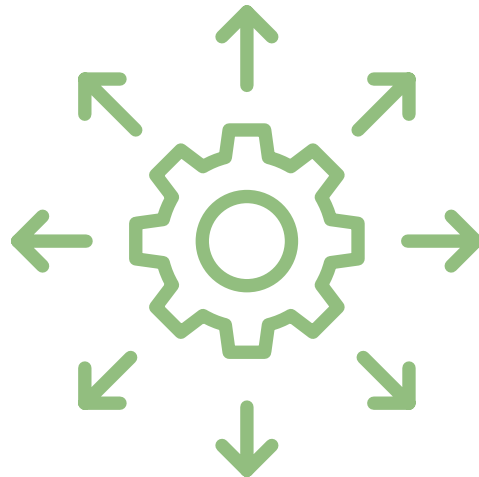
Recommendations

- Recommended alignment, mode and stops
- Sample station area plans at 12 locations
- Supportive infrastructure development
- Community development priorities
- Recommended framework



Planning Framework

- Physical context
- Market analysis
- Land use framework
- River crossings analysis
- Existing plan priorities



Implementation Action Plan

- Funding strategies
- Implementation phase priorities



Planning Analysis

- Transit modes, land use and infrastructure
- Corridor segment evaluation
- Environmental screening



Federal Environmental Review

- Historic Review
- Agency Coordination
- Environmental Research

Scan here to view the **Phase 1 Assessment and Strategy Action Plan**





ENVIRONMENTAL REVIEW PROCESS

What Is NEPA?

NEPA stands for the **National Environmental Policy Act**.

It is a federal law that makes sure big projects think about the **environment, people,** and communities before decisions are made.

NEPA review also includes related laws like the Clean Water Act, Endangered Species Act, and Section 106 of the National Historic Preservation Act.

What Is a Programmatic Environmental Assessment (PEA)?

We are currently preparing a PEA which is a big-picture NEPA study that looks at the whole corridor. It describes the area today, the problems we're trying to solve, and the types of solutions we can use. It also looks at potential effects on people, nature, and neighborhoods and sets the path for reviewing future project elements.

Why Use a Programmatic Approach for NEPA review?

A PEA helps us study corridor-wide issues early and understand how different improvements work together. It creates a clear roadmap for future project reviews and helps later decisions move forward more smoothly and consistently.

How the NEPA Process Works



How Public Engagement Fits Into the NEPA Process

Public input guides what we study and how we shape project choices. What we hear from you during this process helps inform the PEA and future project reviews.

What Happens Next?

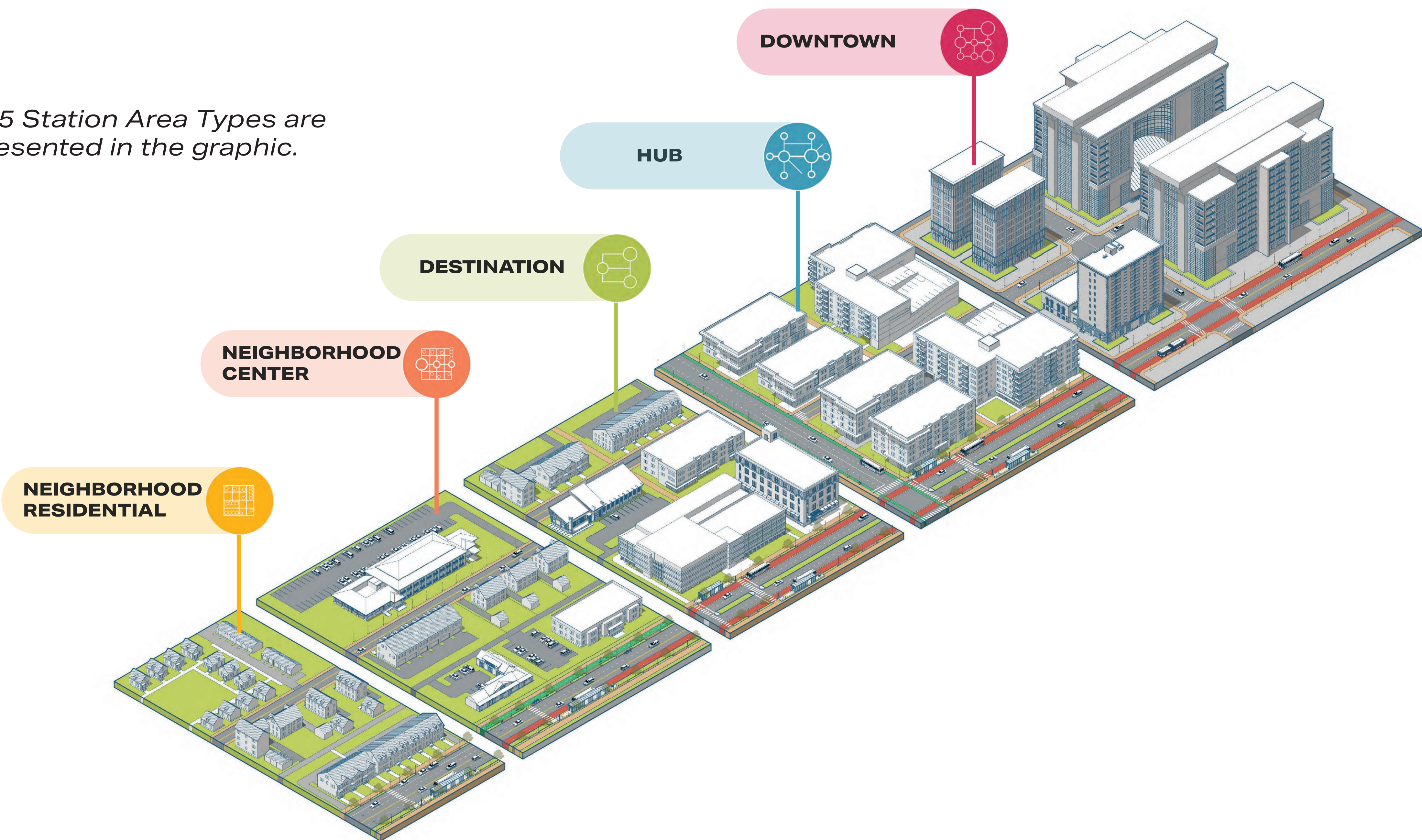
Once the PEA is complete, individual projects will go through their own reviews and design steps. Community input will continue to guide these next phases.

STATION AREA TYPES

Station Area Types help guide planning decisions around a transit station by:

- Defining the character and role of land within about a 10-minute walk of the transit station.
- Enhancing opportunities for homes, jobs, and public spaces.
- Highlighting and building on a community's existing assets.
- Guiding the creation of safe, connected, vibrant communities.
- Using transit improvements to spark new opportunities.
- Envisioning what a place can become over time.
- Providing direction to private landowners for investment on their properties.

The 5 Station Area Types are represented in the graphic.



STATION AREA TYPES MAP

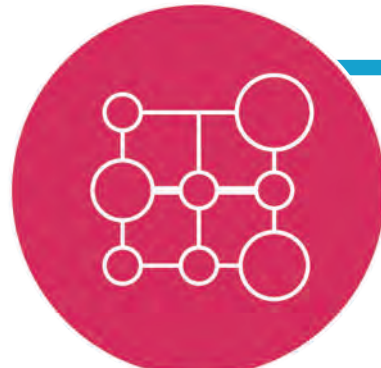
The map below shows the corridor, recommended alignment, proposed stops, and station area types. Most stops have an assigned type; some remain unassigned due to uncertainty of how they will evolve. Station Area Plans are being developed for 12 stations as models, with strategies and concepts designed to apply across the entire transit line.

Station Area Planning Candidates

- | | | | |
|--|----------------|--|-------------------------------|
| • Village West | • Downtown KCK | • Chestnut | • Springs Rd / Truman Library |
| • 78th & 74th | • West Bottoms | • Hardesty / Historic Northeast Market | • Downtown Independence |
| • Midtown Station / Indian Springs Mall Site | • East Village | • Sterling / Sugar Creek | |
| | • Paseo West | | |

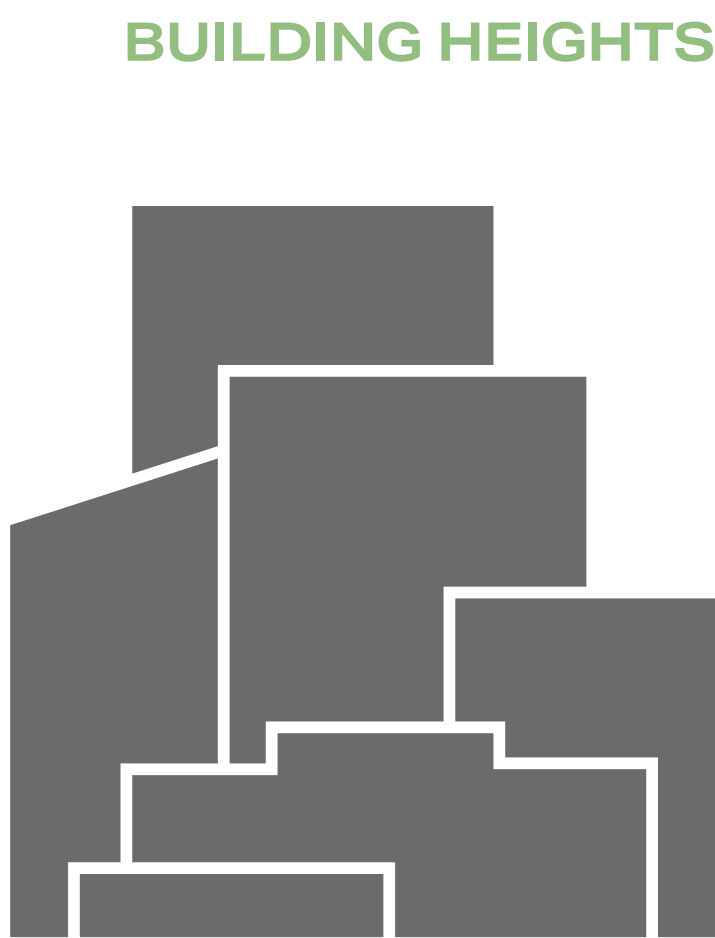
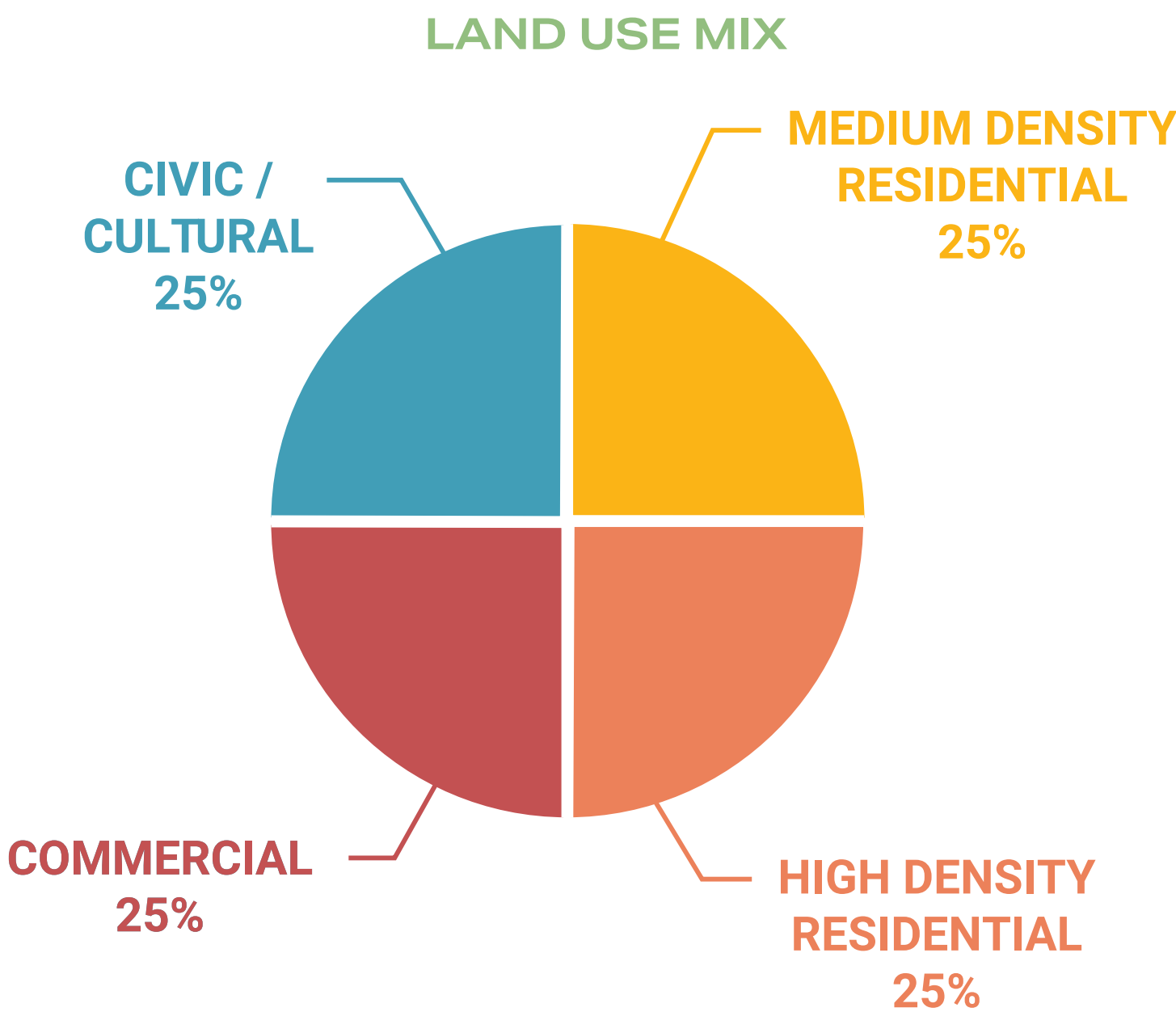


STATION AREA TYPES: DESCRIPTIONS & CHARACTERISTICS



DOWNTOWN

- The most urban and busiest area.
- Serves as a hub for living, working, shopping, and cultural activities.
- Connects to major transit options for easy travel.



KC, KS: 4 - 8 stories
KC, MO: 5 - 12 stories

EXAMPLE IMAGE

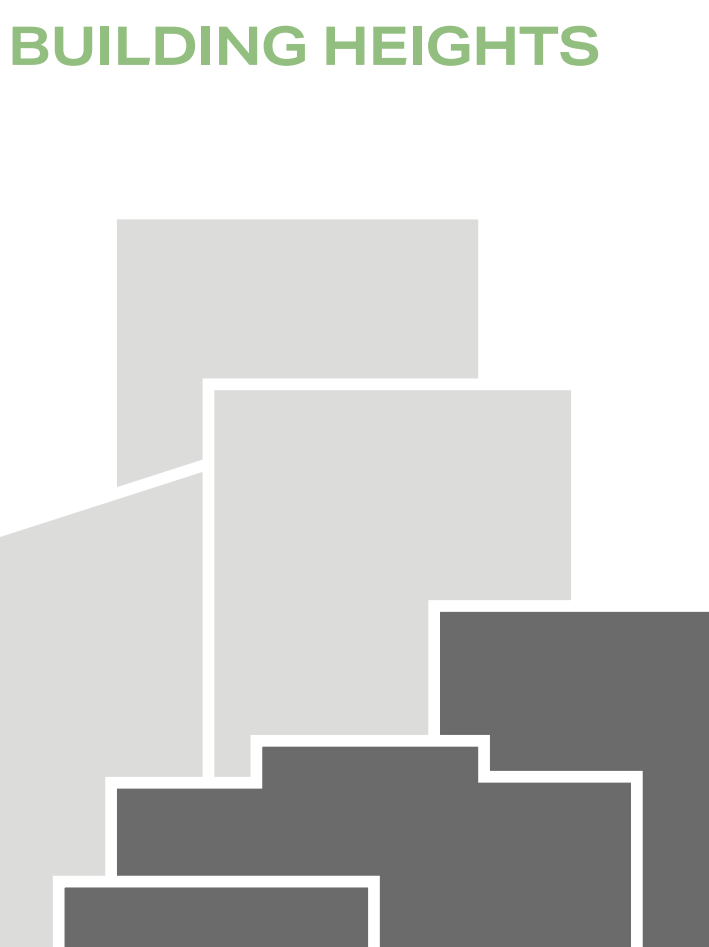
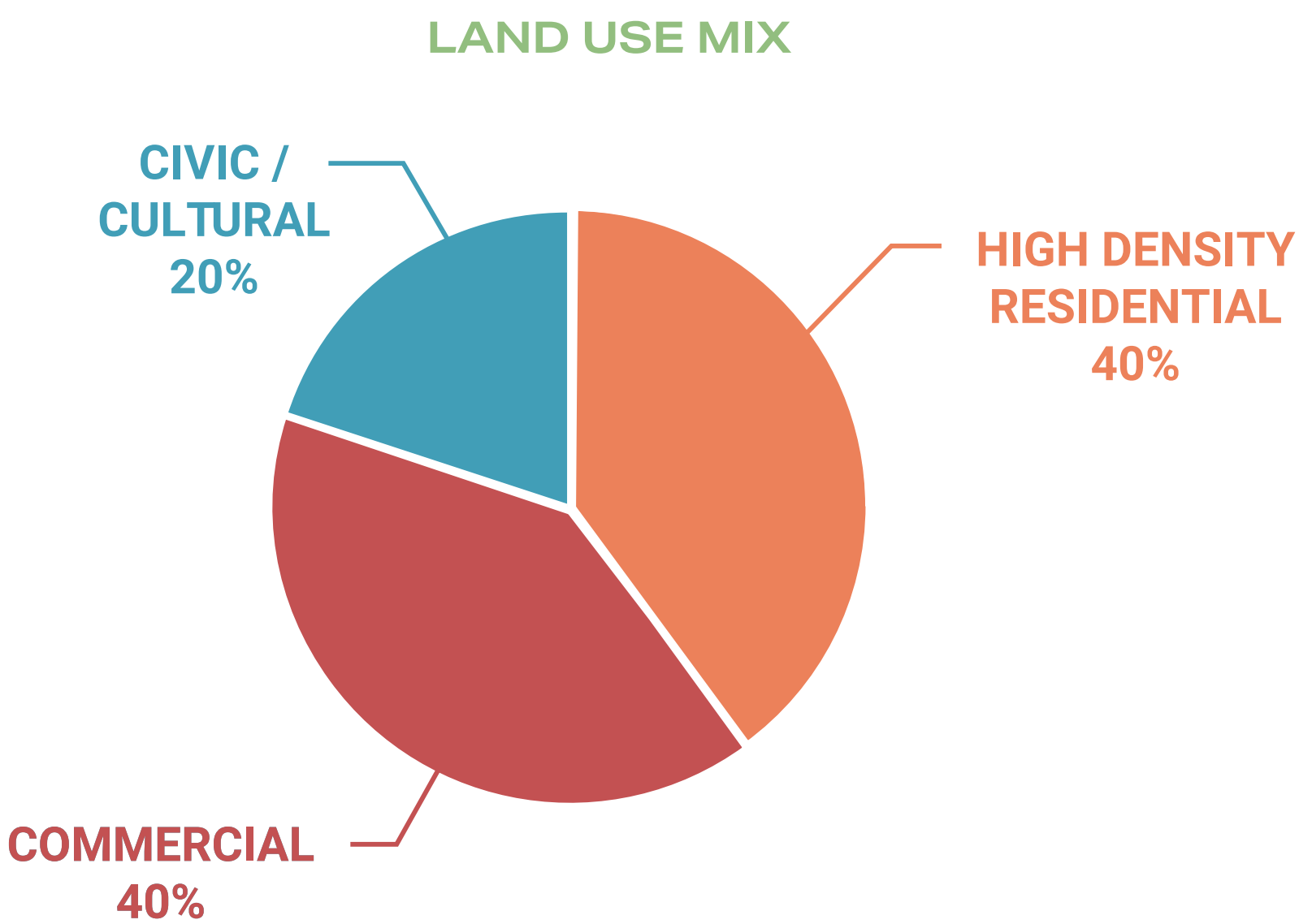


18th Street, Denver, CO



HUB

- Major regional connector.
- Links rail, bus, biking, and park-and-ride.
- Supports frequent service and easy transfers.



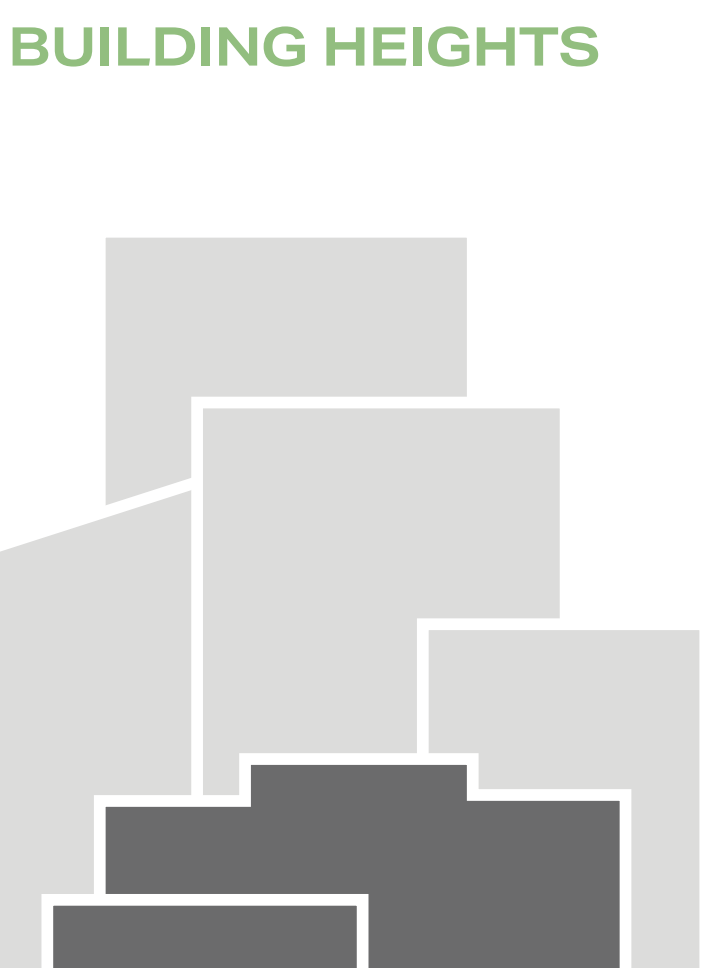
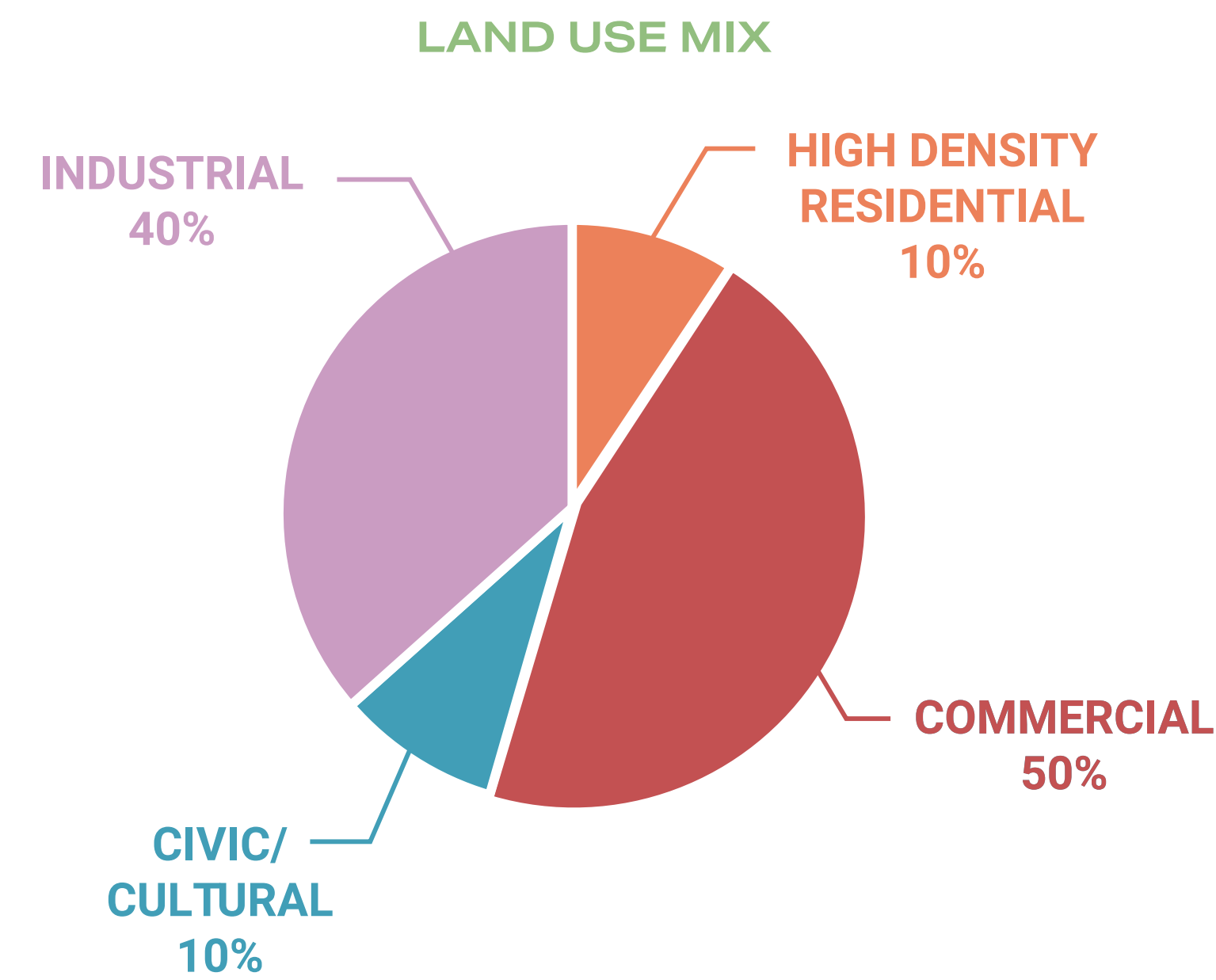
4 - 8 stories

EXAMPLE IMAGE



DESTINATION

- Serves big commercial, cultural, or institutional sites.
- Creates lots of jobs along transit corridors.
- Needs options like shared bikes and transit-only lanes to reduce traffic.



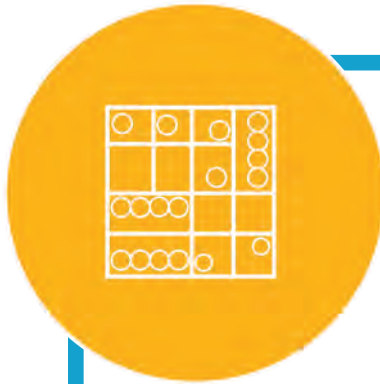
3 - 6 stories

EXAMPLE IMAGE



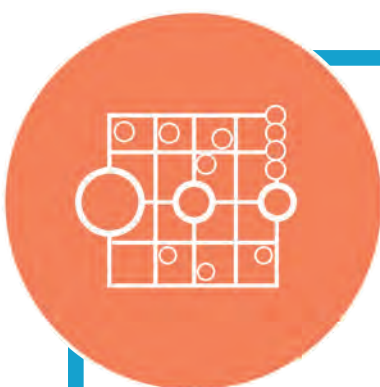
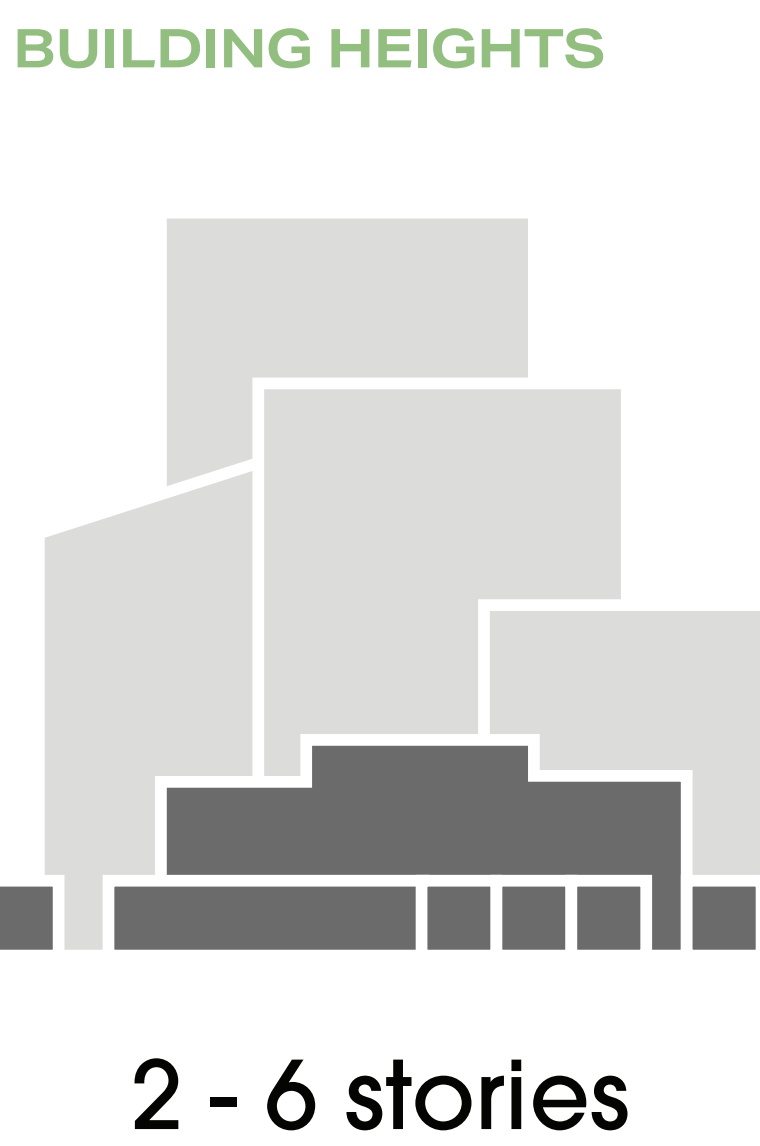
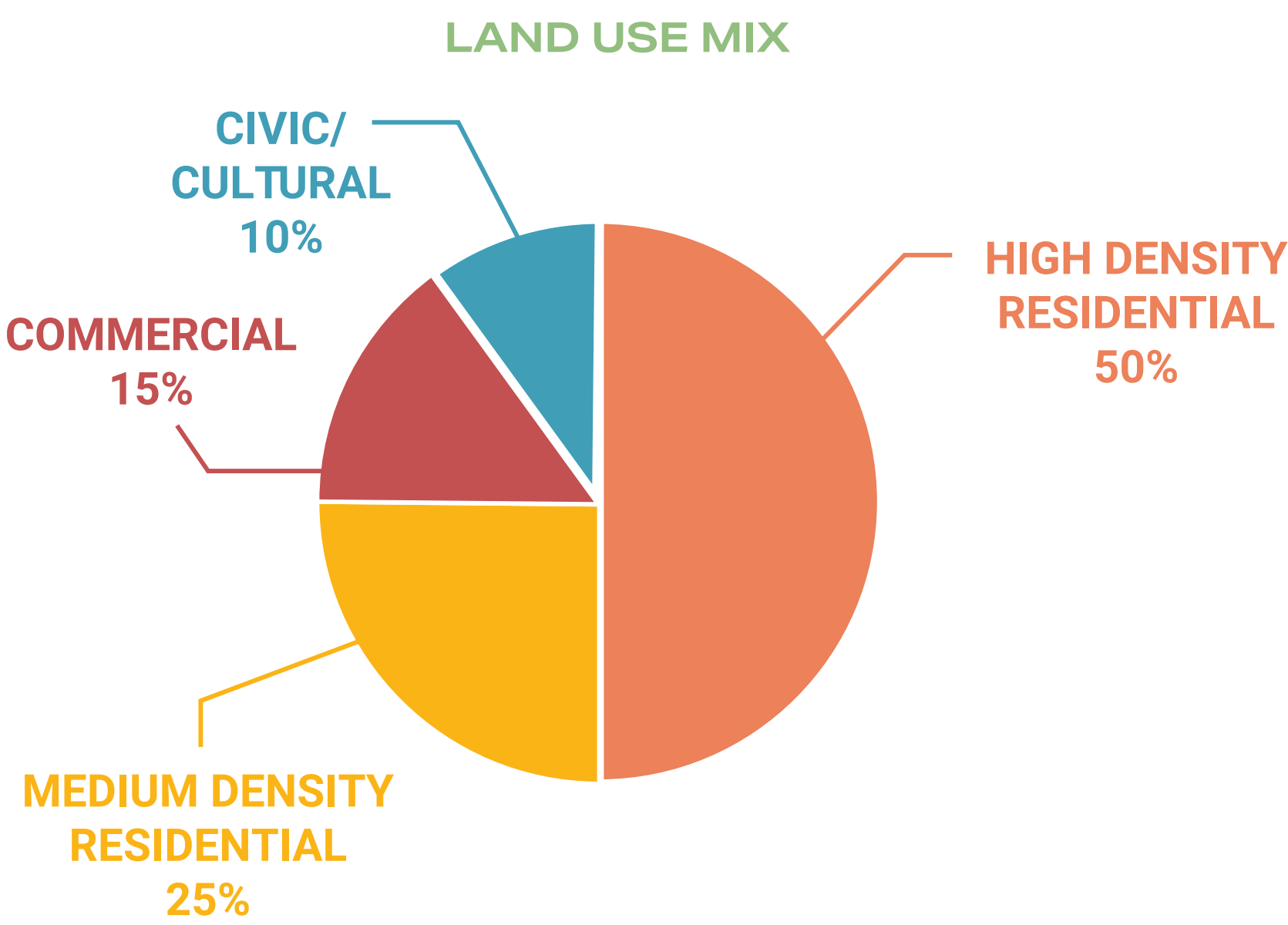
South Bay Shopping Center, Boston, MA

STATION AREA TYPES: DESCRIPTIONS & CHARACTERISTICS



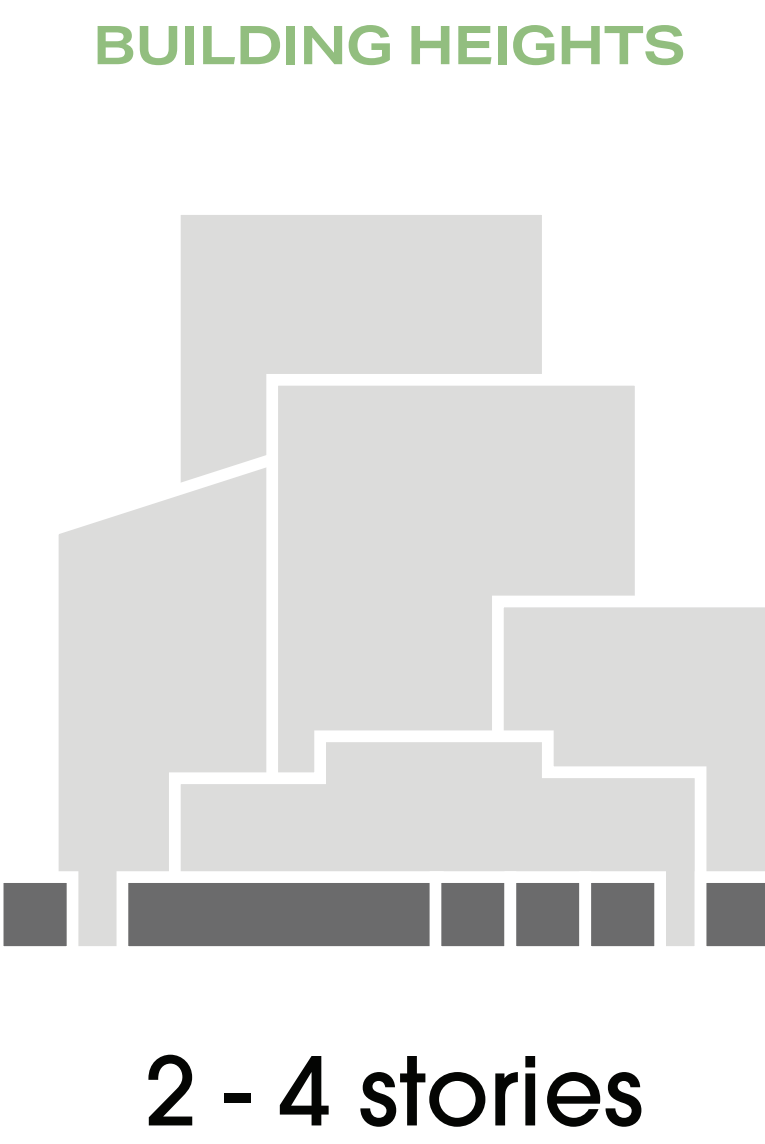
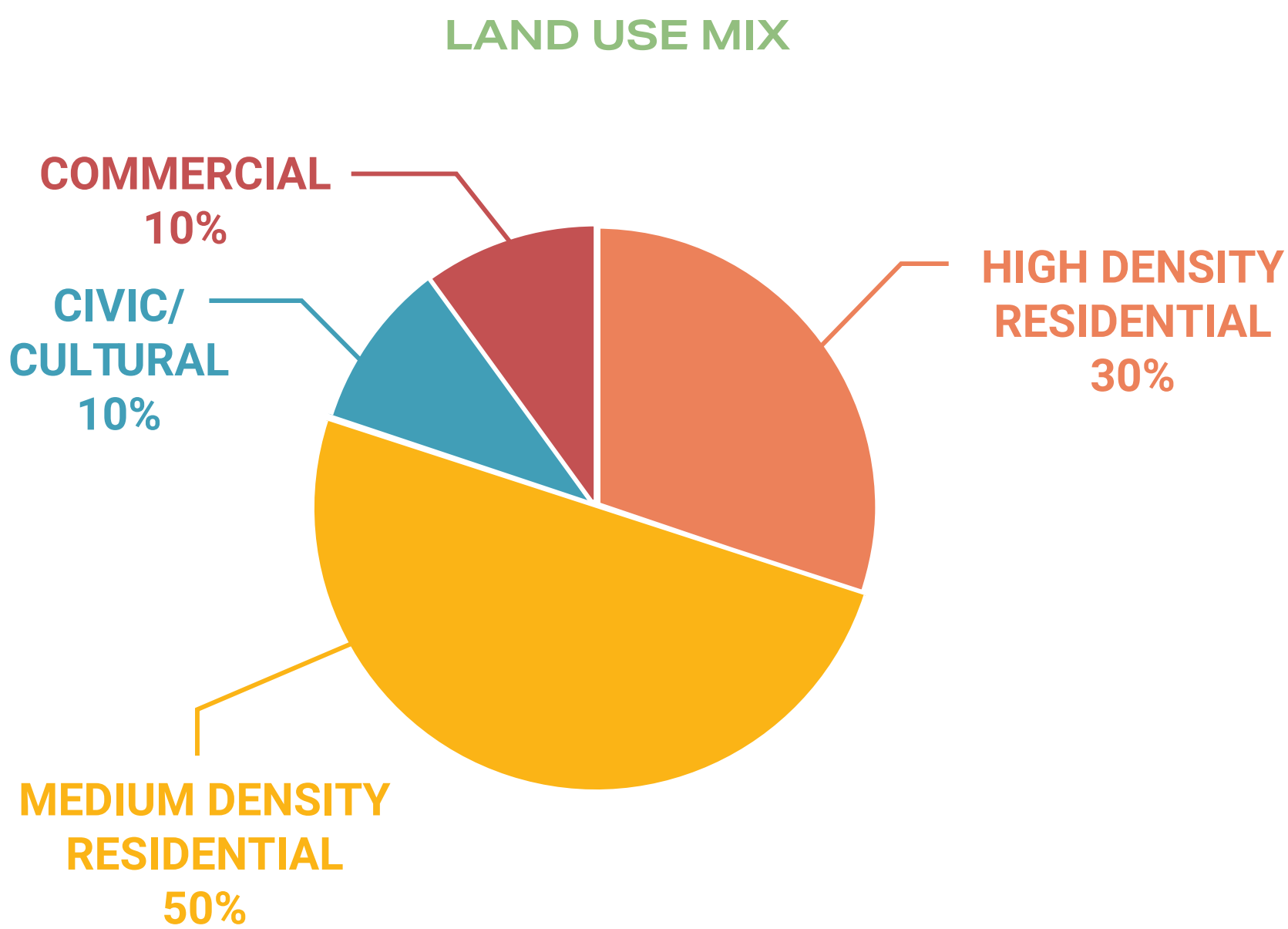
NEIGHBORHOOD CENTER

- Smaller, local transit stops.
- Serves nearby homes with shops, services, and civic spaces.
- Helps people access daily essentials without needing a car.
- Focuses on comfortable and safe spaces for pedestrians.



NEIGHBORHOOD RESIDENTIAL

- Focused on adding housing that fits the neighborhood's character.
- Includes medium-density options like townhomes, small apartments, or courtyard homes.
- Creates walkable communities close to transit.
- Helps reduce car use and supports sustainable growth.





RECOMMENDED TRANSPORTATION SERVICES

BRT-Lite

- Similar to the KCATA MAX bus service
- Enhanced features, more flexible and lower cost than full Bus Rapid Transit (BRT) or Streetcar.

Key Features

- Buses arrive every 10–30 minutes
- Branded system with distinctive vehicles, stations, and wayfinding
- Dedicated bus lanes in select locations to improve reliability
- Transit Signal Priority to help buses move more quickly through intersections
- Intersection Improvements: Queue jumps and other bus-priority treatments
- Stop spacing approximately every $\frac{1}{4}$ to $\frac{1}{2}$ mile with shelters and improved pedestrian access

BRT-Lite balances improved transit service with flexibility, offering a practical step toward high-capacity transit throughout the corridor.

Bus Rapid Transit (BRT)

- Faster, more reliable, and more predictable transit service than standard buses or BRT-Lite.
- Designed to function more like rail transit while remaining bus-based.

Key Features

- Very Frequent Service with buses arriving every 10 minutes or better
- Dedicated lanes with buses operating primarily in their own right-of-way, often physically separated from traffic
- Transit Signal Priority: Traffic signals give priority to buses at intersections to reduce travel time and delays
- Intersection and corridor upgrades, including expansion of pedestrian and bicycle networks along the corridor
- Enhanced Stations with stops located every $\frac{1}{4}$ to $\frac{1}{2}$ mile.

Bus Rapid Transit offers a strong, high-capacity transit solution that improves mobility, supports community growth, and enhances corridor connectivity.





TIMELINE

2025-2026

Recommendations

- NEPA environmental review
- Refined alignment and station locations
- Safety, sidewalk, bike, and streetscape designs
- Preliminary engineering & concept plans
- Station area concepts with public input
- Visualizations of corridor improvements

2026-2029

Funding Strategies

- Local and state funding commitments
- Federal grant applications
- Regional funding strategies

2027-2030s

Next Steps

Final Design and Procurement
Construction and Phased Opening
Full Service Operations

Private property development will occur through a variety of ways, including zoning changes to match the direction of the station area plans, local permitting, and the demands of the current market.



BI STATE CORRIDOR MAP EXERCISE

1. Do you agree with the station area types assigned to each area? If not, please mark your suggested change with a **YELLOW** sticky note.
2. Use a **BLUE** sticky note to mark amenities and community development that would complement each station area. (i.e. streetscaping, outdoor market space, retail, housing, etc.)
3. Use a **PINK** sticky note to mark the mobility challenges you encounter along the corridor. (i.e. street crossings, sidewalk conditions, ADA accessibility, vehicle speed, etc.)
4. Use an **ORANGE** sticky note to mark the cultural resources along the corridor that are most important to your community. (current and past, people and places)

Story of Place

Understanding the place & creating a culturally relevant identity

To create a **culturally relevant identity** for the project, thorough research has been undertaken to understand the place. This research has been collated into a **Story of Place** report that explores the **vast communities, destinations** and **culturally rich assets** that make up the route.



More places for people to live, more jobs, and places for recreation that would boost the perks of living here even more, and increase the quality of life for my growing family and our neighbors!



1

Understanding the context of the project - mapping the destinations & places

This section explores the existing context surrounding the route. A visually engaging places & destinations map highlights the Bi-State Sustainable Reinvestment Corridor's **contextually rich assets**, ranging from historic landmarks and culturally significant features to distinctive landscape elements all of which will serve as **inspiration for the branding**.

The destinations map forms the foundation for the illustrative route plan and helps **identify key words and themes** to inform the Core Threads section of the report.

The team need your input! Please find our printed illustrative route plan and add your special destinations and places that represent your neighbourhoods!

Places & Destinations Map

2

Understanding the route & the people

This section examines the proposed route, its defining features and its various uses. Through this analysis themes were uncovered to inspire and inform the branding strategy. As with the previous section, key words and concepts were explored to inform the Core Threads section. This section shares the current user experience detailed through existing user analysis.

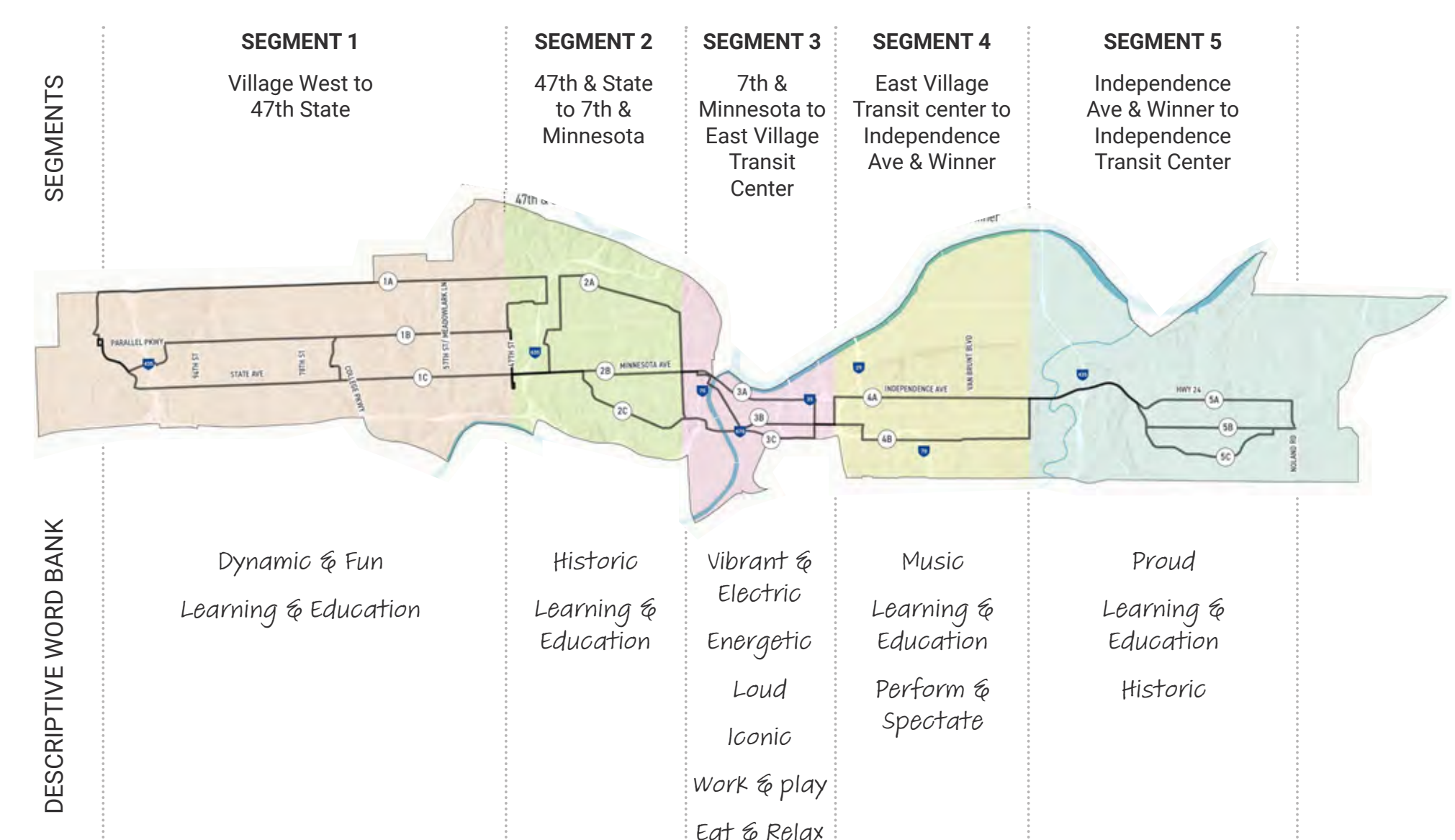
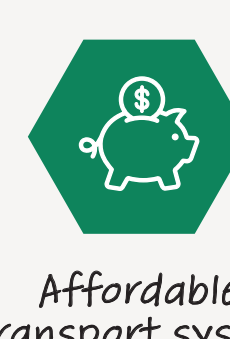
5A: BRT Lite on Independence Ave

"My name is Jenny. My family has lived in Indian Mound for 10 years and have seen the transformations in this area in the recent years. I don't mind waiting a bit longer for a higher-performing type of bus service and the other investments that can come with it, like more places for people to live, more jobs, and places for recreation that would boost the perks of living here even more, and increase the quality of life for my growing family and our neighbors. I'm often on the go, so having bus service that gets me where I need to go quickly is most important to me."

Hi I'm Jenny



Key priorities for users:



3

Establishing the Core Threads to underpin the branding

This section distilled the insights gathered from the preceding sections into three foundational themes: the Core Threads. These themes shape the underlying Story of Place, serving as guiding principles for the branding and identity strategy, and capturing the essence of what makes the route and its context unique. These threads will form the conceptual backbone of the brand identity, ensuring its created with authenticity and purpose.

Culture

Context

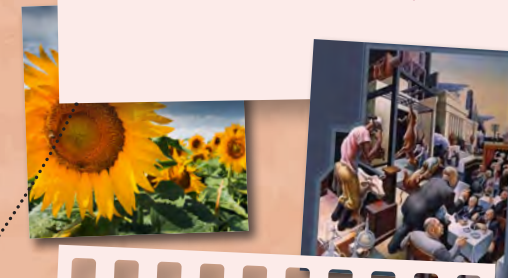
Unique culturally and historically significant destinations from east to west

Cultural and historic pride throughout diverse network of communities

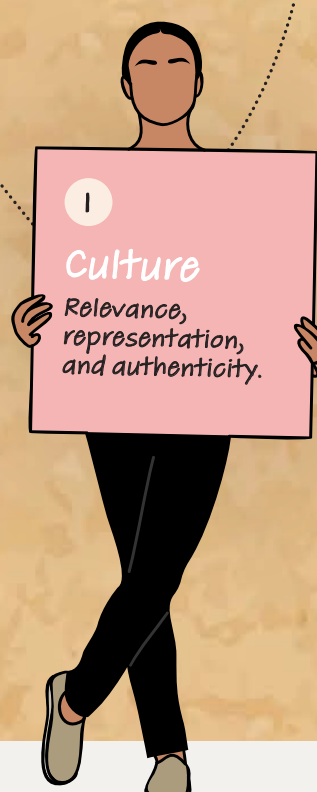
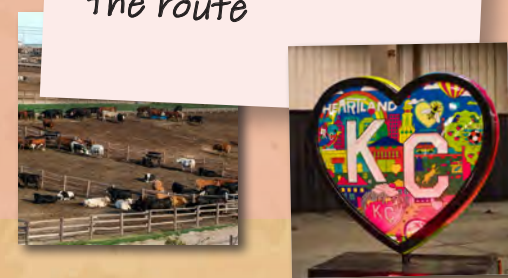


Route Characteristics

Distinct cultural identities through the route segments provide legibility through a diverse but connected city



Identity and character can be distilled from the varying cultures and densities along the route



Community

Context

The area is a mosaic of diverse communities and neighborhoods.



Destinations and places form a city-wide patchwork: communities in which people live and work.

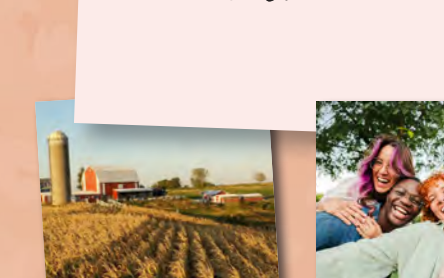


Route Characteristics

Strong support for a faster more efficient transit system bringing communities closer together.



Enhanced mobility will thread together the diverse communities along the route.



Connectivity

Context

Spanning two states, the route will connect the patchwork of distinct communities and unique destinations.



From rivers to rail, connectivity is woven into the fabric of the city's landscape.

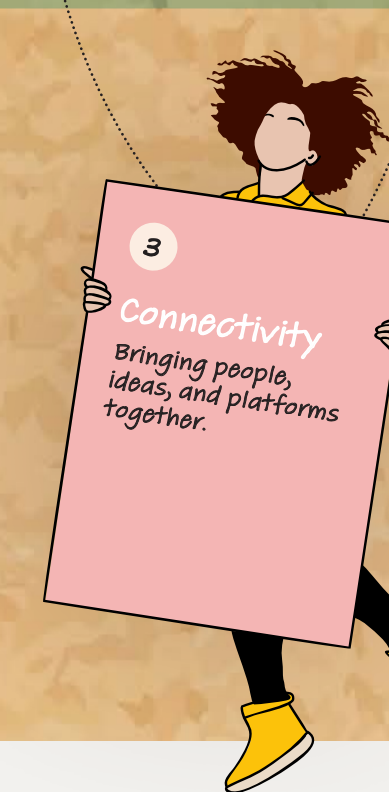


Route Characteristics

The route will enhance freedom and mobility within a mosaic of unique but connected neighborhoods and destinations



Safe, fast and direct transport, providing better access city-wide are the top priorities.

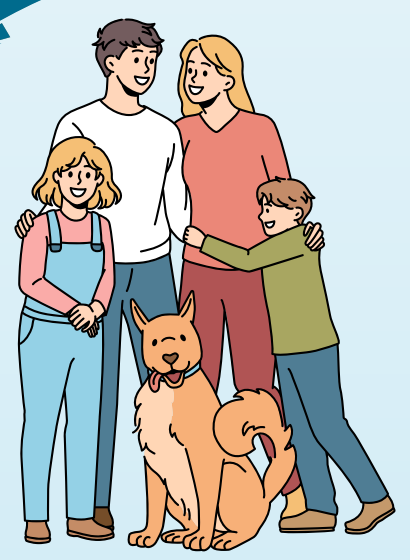


4

Understanding the future benefits for the people - A future tale of **Communities, Culture & Connectivity**

Character profiles and user experience were developed in this section, deepening our understanding of route users through storytelling and creative writing, underpinned by the Core Threads. These narratives illustrated how the Bi-State Sustainable Reinvestment Corridor will serve the evolving needs of residents over time.

JENNY AND MARK SCOTT
and family too



"Howdy! so, in the last couple of years the family and I have been using the new BRT system, and it really has made our lives so much easier. Like most families we're always way too busy. Juggling careers, school and every day life means that pretty much every day goes by in a blur. I've always wanted to use public transport more but until now I just couldn't rely on it. Not a single day goes by that one of us doesn't use it these days. My journey to the office is so much more convenient and as a family we can now visit friends, family and different events throughout the city without having to sit in traffic! The whole family are traveling to so many different locations throughout the week but thanks to the new BRT system we're more **connected** than we've ever been!"



Mornings are always hectic in the Scott family. Getting two kids up, ready and out the door onto two different school buses to two different schools takes precision and planning, so it's a good thing Mark works from home and has time to conduct quality control checks on backpacks and lunch boxes while Jenny gets ready for work.

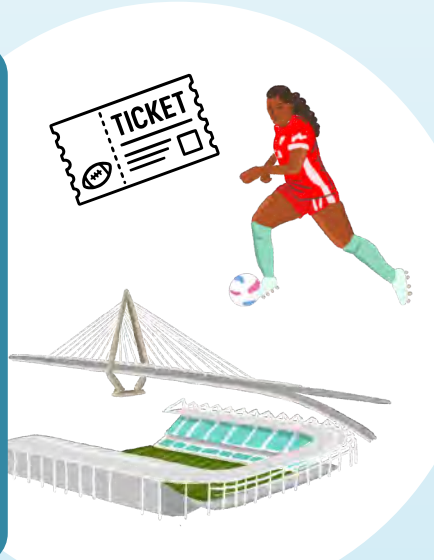
Once the kids are off, Jenny jumps on the new BRT system to her job downtown. Today, Mark has a meeting downtown too, but not until later in the day, so he enjoys coffee with the dog, Max, while he checks his email and cleans up the breakfast mess.

They have both come to rely on the BRT to get back and forth from their home in the Historic Northeast into Downtown Kansas City. It's easy to jump on and off from their home near Independence Avenue, and they don't have to worry about finding parking downtown. From the station stop, Jenny jumps on the KC Streetcar to connect to her office near Crown Center, and Mark can usually walk wherever he needs to go.



Mark gets home in time to help their son with homework and start an early dinner. Their daughter is dropped off by a friend's mom after art club at school.

Jenny gets home a little later with exciting news! A client has offered her four tickets to tonight's KC Current game! "Mom, can we take the BRT?" her son asks! "We can walk through the River Market and get on the KC Streetcar to the stadium?" "Why not?" says Jenny. "It's a beautiful night!"



TOM ELLIOT

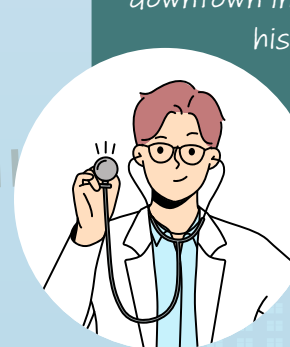


"It's now been several years since the completion of the new Bi-State Corridor and oh boy, my life has changed. When my wife passed, I felt isolated and alone. Due to health reasons I could no longer drive my car safely and I needed a service that could reliably get me to where I needed to go such as the doctors, to buy groceries from the store or to see my old friends. I'm now using the BRT Lite daily and I'm busier and more connected than I've been for years. The new service has made me feel like I'm part of the **community** again and even though I miss my wife, my friends and family are never far away now."

Tom wakes early, yawning as his eyes get used to the light. He recently moved to the new retirement village in Sugar Creek and is still getting used to his new surroundings.

He has breakfast and decides he's ready to go on an adventure today. He can't drive anymore and is recently widowed, so isolation is a thing. But the new Bi-State Corridor transit is easy to use, his friends tell him, so he decides to check it out.

First, he travels to Center Well Senior Primary Care on Highway 24 for a check up with his doctor, then makes his way to downtown Independence to meet his friends John and Cheryl for coffee at Main Street Coffee House. So far so good!



Tom is glad he can still see his friends and thrilled that the new transportation system allows him this freedom.

After coffee, Tom, John and Cheryl walk over to the Jackson County Historical Society to volunteer for a few hours before Tom travels back home using the new transit system.



There's a new restaurant in the River Market that Tom wants to check out on the weekend in Kansas City, and he'd also like to visit the farmer's market, so he looks at the bus times on the new website. It's so easy! While he's online, he speaks to his son and grandchildren, who live in Boston, over Zoom for a weekly catch up to tell them all about this day.



Tom finishes off his day with some dinner and a glass of wine at his new home. He is proud of his courage to get out and be a part of the community today. The Bi-State Corridor has made him feel connected again.



5

Crafting an identity

The final section set the foundations for a robust and **culturally relevant brand**, rich in stories and **shaped by diverse cultures, close-knit communities, and deep-rooted values**. Visual inspiration, inspired by the Core Themes, have been explored for the branding within this section. **Two emerging concepts** for the brand were also detailed within this section.

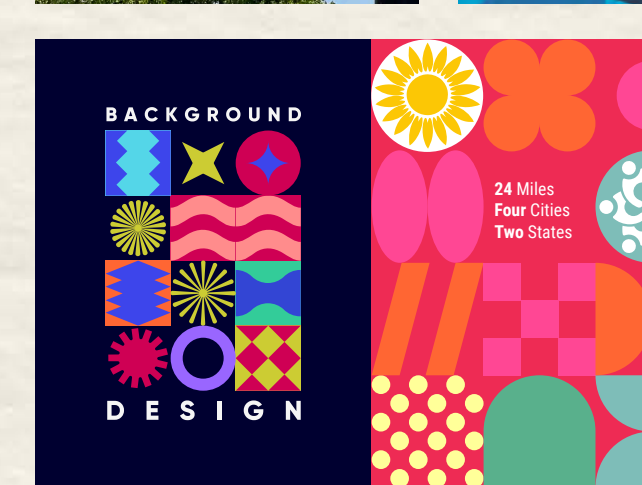
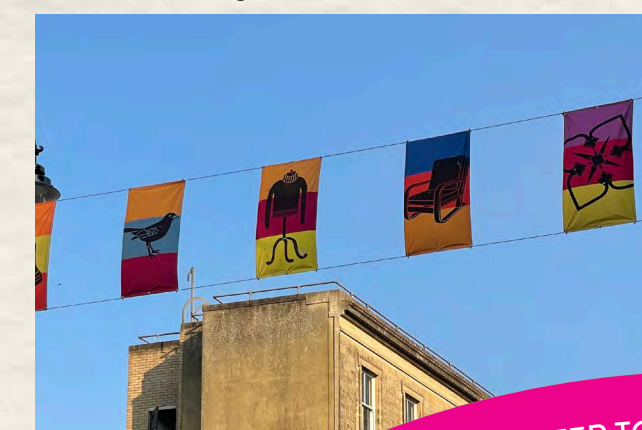


Initial mosaic design created by our graphic design team



Emerging Concept 1: Mosaic

Precedent Images



Design Drivers

CULTURAL PATTERNS
BENEFIT & PROJECT ICONS
MULTI USE & FLEXIBLE
ADAPTABLE
A PATCHWORK OF INFLUENCES

Creating a brand rooted in storytelling would allow us to;

- Build a flexible brand that can evolve as the route evolves.
- Design an identity built up of bespoke illustrations/icons that represent the fabric of the area.
- Potentially develop a bespoke alphabet to create phrases for experiences along the route (e.g. "eat & meet", "innovate & learn", "cheer & spectate", "dance & sing").
- Deliver a solution uniquely rooted in place.

Branding Ingredients
STORIES, COMMUNITY,
PLACE & CONNECTION



Emerging Concept 2: Linearity

Precedent Images



Design Drivers

SEGMENTS
LINEAR TILED GRAPHICS
ROUTE PATTERNS
INDIVIDUAL CHARACTER

Creating a brand based on the route and purpose of travel in the Midwest would enable us to:

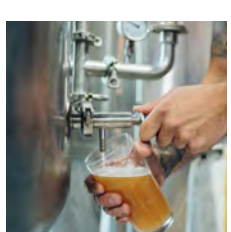
- Establish a strong emotional connection with travelers by aligning the brand with their deeper motivations (e.g. escape, reconnection, exploration).
- Differentiate the brand from generic travel brands by focusing on purpose-driven journeys through a specific and meaningful region.
- Adapt messaging and content to suit different purposes while maintaining a cohesive brand narrative.
- Create themed campaigns (e.g. "Routes to Remember" or "Journeys with Meaning") that resonate with specific audiences.

Branding Ingredients
CHARACTER, LINKED
COMMUNITIES, PLACE &
ROUTES

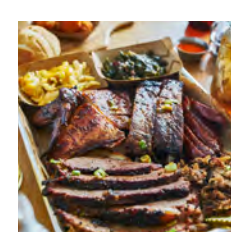
Core Thread 1: Culture

Representation, authenticity and storytelling identity tiles

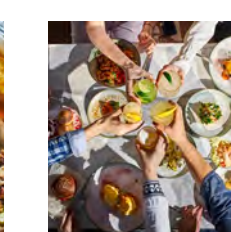
FOOD



Craft Breweries & Distilleries



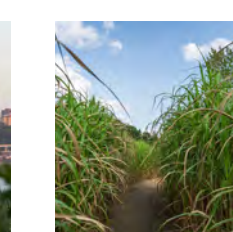
BBQ



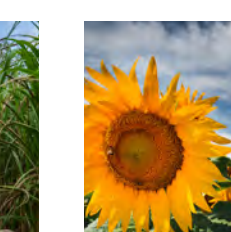
Cultural & International Foods



Confluence of Missouri & Kansas Rivers & Tributaries

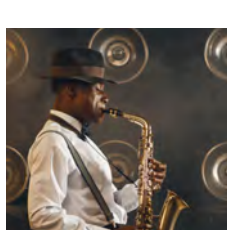


Prairies



Parks, Trails & Green Space

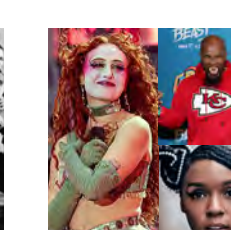
MUSIC



Jazz & Blues



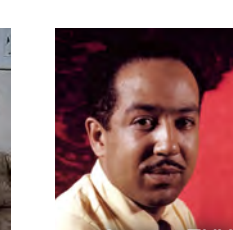
Vibrant Local Musicians & Live Music



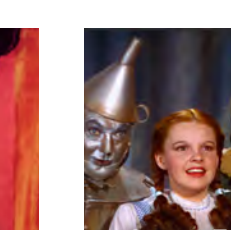
Pop And R&B: Chappell Roan, Janelle Monáe, Tech N9ne



Source: Wikipedia



Source: TNY



Source: TCM

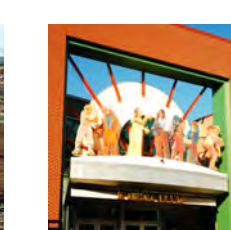
HERITAGE



Santa Fe, Oregon & California Trails



Cattle & Stockyards



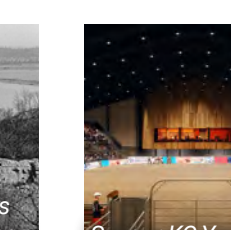
Jazz History



The Pendergast Era



Source: Kansas City Public Library



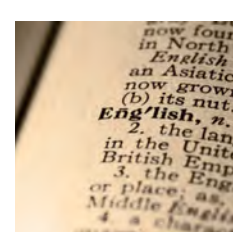
Source: KC Yesterday

HISTORY

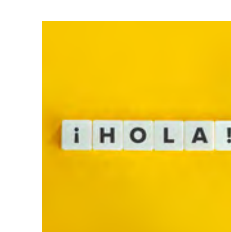
Core Thread 2: Communities

Characteristics/themes along the route/identity tiles

LANGUAGE



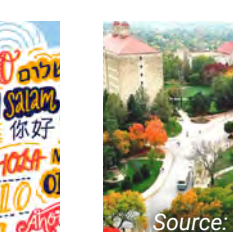
English



Spanish



Linguistically Diverse



Six Universities



World Class Medical Training



World Class Arts Training

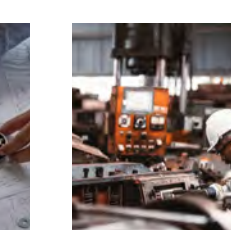
EMPLOYMENT



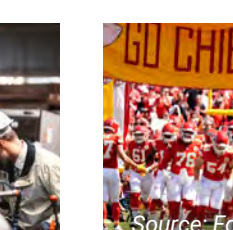
Healthcare



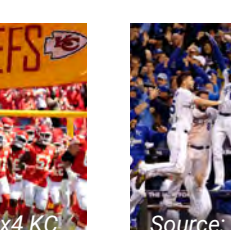
Engineering



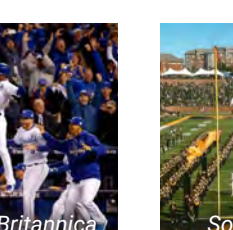
Manufacturing



Chiefs Football



Royals Baseball

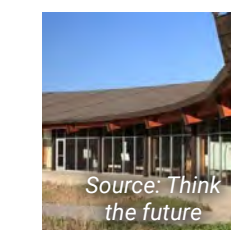


Univ. Of Missouri & Univ. Of Kansas Sports

URBAN



Population/High Density



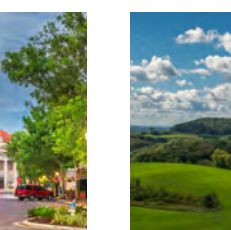
Architecture



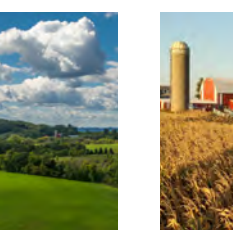
Transport



Population/Low Density



Landscape



Agriculture

SPORTS

Core Thread 3: Connectivity

Characteristics/themes along the route/identity tiles

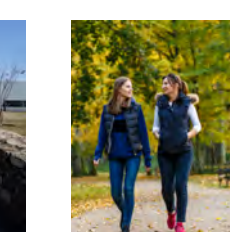
TRAVEL



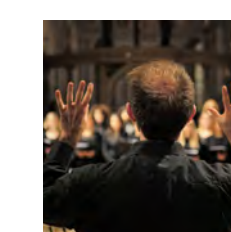
Streetcar



Public Transit: Bus, Bikes, KCAI, Amtrak



Active Transit: Walking & Bicycling Infrastructure



Fellowship: Faith-based Choir

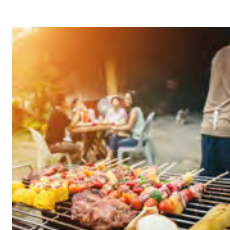


Radio: KCUR, KKFI, KCTV

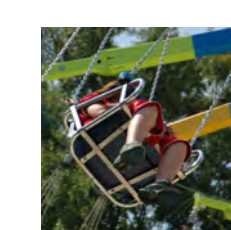


Local News: KC Star, KC Media Collective

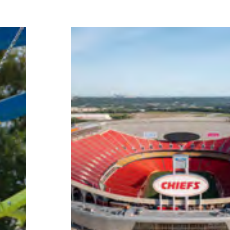
SOCIAL



Cultural Festivals



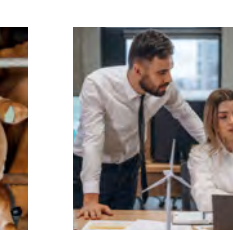
Recreation



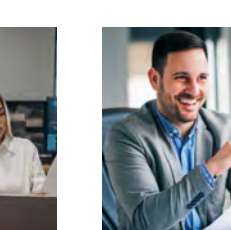
Major Sports Events



Agriculture



Smart Infrastructure



Professional Networks

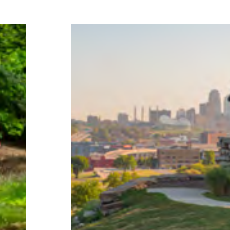
INFRASTRUCTURE



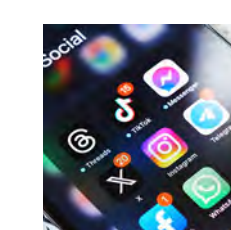
Transportation Networks



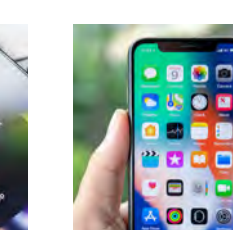
Bike & Pedestrian Trails



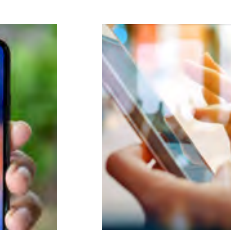
Parks & Boulevards



Digital Healthcare, Technology & Innovation



Smart City Culture



Digital Access & Inclusion

Illustrative Route Plan

We're celebrating all the amazing places along the Bi-State Reinvestment Corridor with an illustrated plan, and we need your help!

Please add some drawings or written suggestions on what you feel should feature across the 24 mile corridor! Consider any places that are special to you, hidden gems or some well known places!

