

UNIFIED PLANNING WORK PROGRAM FY 2023

Jan. 1, 2023 – Dec. 31, 2023



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**FY 2023 UNIFIED PLANNING WORK PROGRAM
MID-AMERICA REGIONAL COUNCIL
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PROSPECTUS

INTRODUCTION

As the designated Metropolitan Planning Organization (MPO) for the Kansas City region, the Mid-America Regional Council (MARC) is responsible under Section 134 of Title 23, United States Code, for carrying out a continuing and comprehensive transportation planning process in cooperation with the States of Kansas and Missouri and the region's public transportation operators. The Infrastructure Investment and Jobs Act (IIJA) is the most recent law establishing federal transportation policy and funding authorizations. Federal regulations implementing transportation policy (23 CFR §450.308) require that:

"(b) Metropolitan transportation planning activities performed with funds provided under title 23 U.S.C. and title 49 U.S.C. Chapter 53 shall be documented in a unified planning work program (UPWP)...

(c) ...each MPO, in cooperation with the State(s) and public transportation operator(s) shall develop a UPWP that includes a discussion of the planning priorities facing the MPA [metropolitan planning area]. The UPWP shall identify work proposed for the next one- or two-year period by major activity and task (including activities that address the planning factors in §450.306(a)), in sufficient detail to indicate who (e.g., MPO, State, public transportation operator, local government, or consultant) will perform the work, the schedule for completing the work, the resulting products, the proposed funding by activity/task, and a summary of the total amounts and sources of Federal and matching funds."

As its name suggests, the UPWP promotes a unified regional approach to transportation planning in order to achieve regional goals and objectives. The UPWP performs three distinct functions: (1) it describes the transportation planning activities MARC and other agencies propose to undertake during 2023 to address regional issues and priorities; (2) it serves to document the proposed expenditures of federal, state, and local funds in support of applications for various planning grants; and (3) it provides a management tool for MARC and the funding agencies in scheduling major transportation planning activities, milestones and products. As an example, under the Kansas City region's current air quality status, MARC updates the Metropolitan Transportation Plan on a five-year cycle. The first two years of the cycle focus on follow-up activities identified in the previous plan, updating databases on travel behavior, and enhancing technical tools to set the stage for the next update. The third year of the cycle focuses on the development of a policy framework and policy direction for the plan and preparation of demographic and revenue forecasts for the plan period. The fourth and fifth years focus on development of the plan components, including modal elements, project listings, financial capacity analyses, environmental justice analyses, and air quality analyses, and concludes with final public review and agency adoption of the updated plan. Some elements of public outreach and engagement and performance monitoring will be part of each year's activities.

The FY 2023 UPWP has been developed by MARC, with input from local governments, area transit agencies, the Missouri Department of Transportation (MoDOT), the Kansas Department of Transportation (KDOT), the Federal Transit Administration (FTA), and the Federal Highway Administration (FHWA). The document is organized into specific work elements, for which objectives, work activities, products, completion dates and funding sources are identified as appropriate. The 2023 UPWP has been developed in accordance with the Memorandum of Understanding adopted in 2013 and updated in 2018 that identifies the roles and responsibilities of MARC as the MPO, the Kansas and Missouri Departments of Transportation, the Kansas City Area Transportation Authority, the City of Independence, Johnson County Transit, Unified Government Transit, and the Kansas City Streetcar Authority in the metropolitan planning process for the Kansas City region.

TRANSPORTATION PLANNING PROCESS

The Mid-America Regional Council (MARC) began operations as a metropolitan council of governments on January 1, 1972, as a result of a merger between the Mid-America Council of Governments and the Metropolitan Planning Commission. In 1974, the governors of Kansas and Missouri officially designated MARC as the Metropolitan Planning Organization for the Kansas City metropolitan area. MARC is also designated as the regional agency responsible for air quality planning under Section 174 of the Federal Clean Air Act.

The function of MARC is to provide a forum for the presentation and resolution of metropolitan problems and issues by the duly elected officials of general-purpose local governments. The types of problems and issues that are addressed by MARC typically are those that transcend established local government boundaries. Transportation systems, air quality, water and sewer systems, work force, cultural, public safety, homeland security, human service, health care, and housing needs are illustrative examples of regional questions and issues with which MARC is involved.

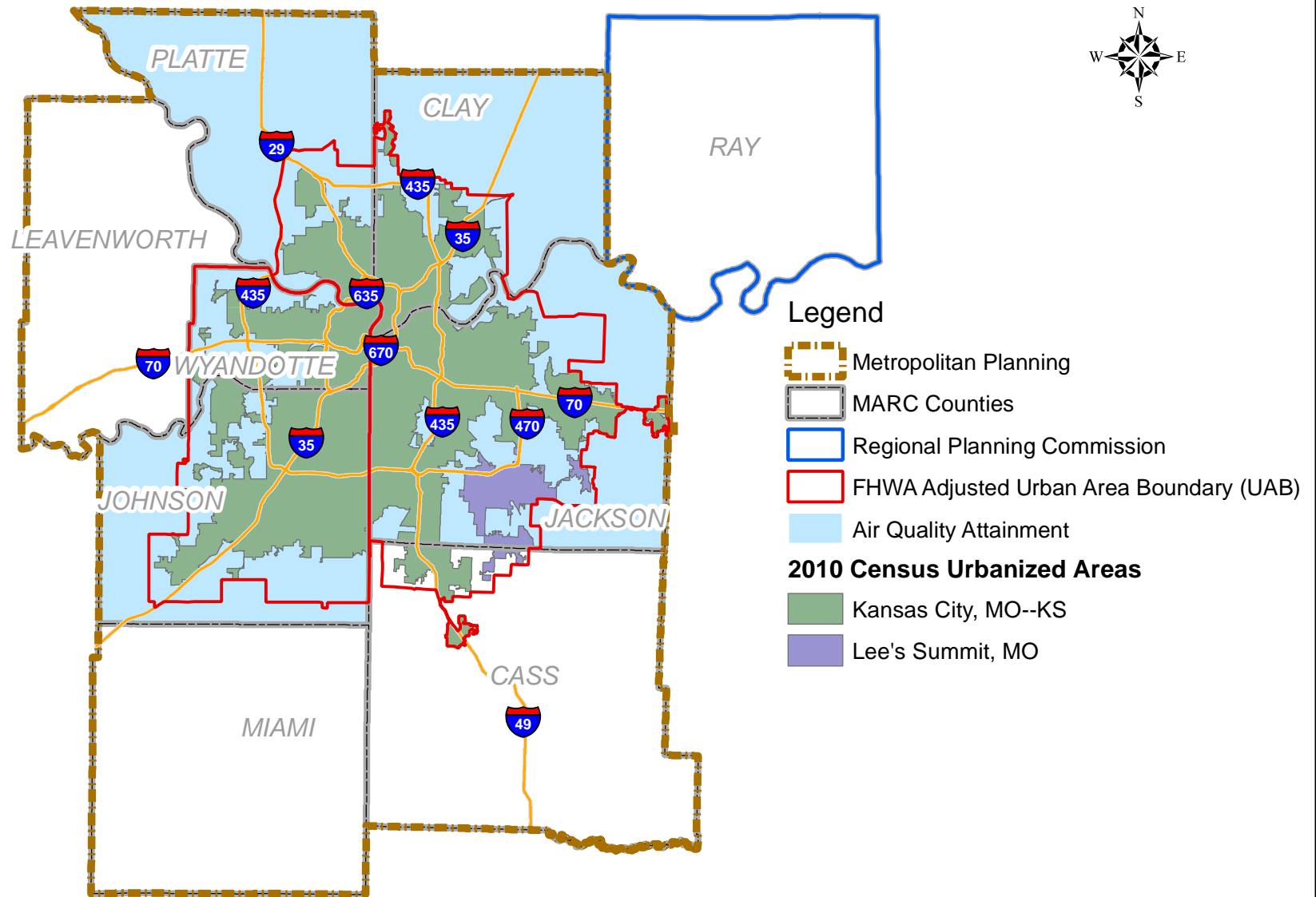
The MARC region consists of the entirety of nine counties: Johnson, Leavenworth, Miami and Wyandotte Counties in Kansas, and Cass, Clay, Jackson, Platte and Ray Counties in Missouri, and a small portion of Lafayette County in Missouri, encompassing a population of over 2.0 million persons. For purposes of transportation planning, MARC serves as the MPO for eight of the nine counties and a portion of Lafayette County as shown in Figure 1; MARC serves as a Regional Planning Commission under MoDOT's Planning Framework for Ray County.

The MARC Board of Directors consists of thirty-three elected officials. The nine counties and the six largest cities within the region (Kansas City, Independence and Lee's Summit, Missouri and Kansas City, Overland Park, and Olathe, Kansas) have direct board representation. The smaller cities are represented on the Board by their counties or by local elected officials selected at the county level.

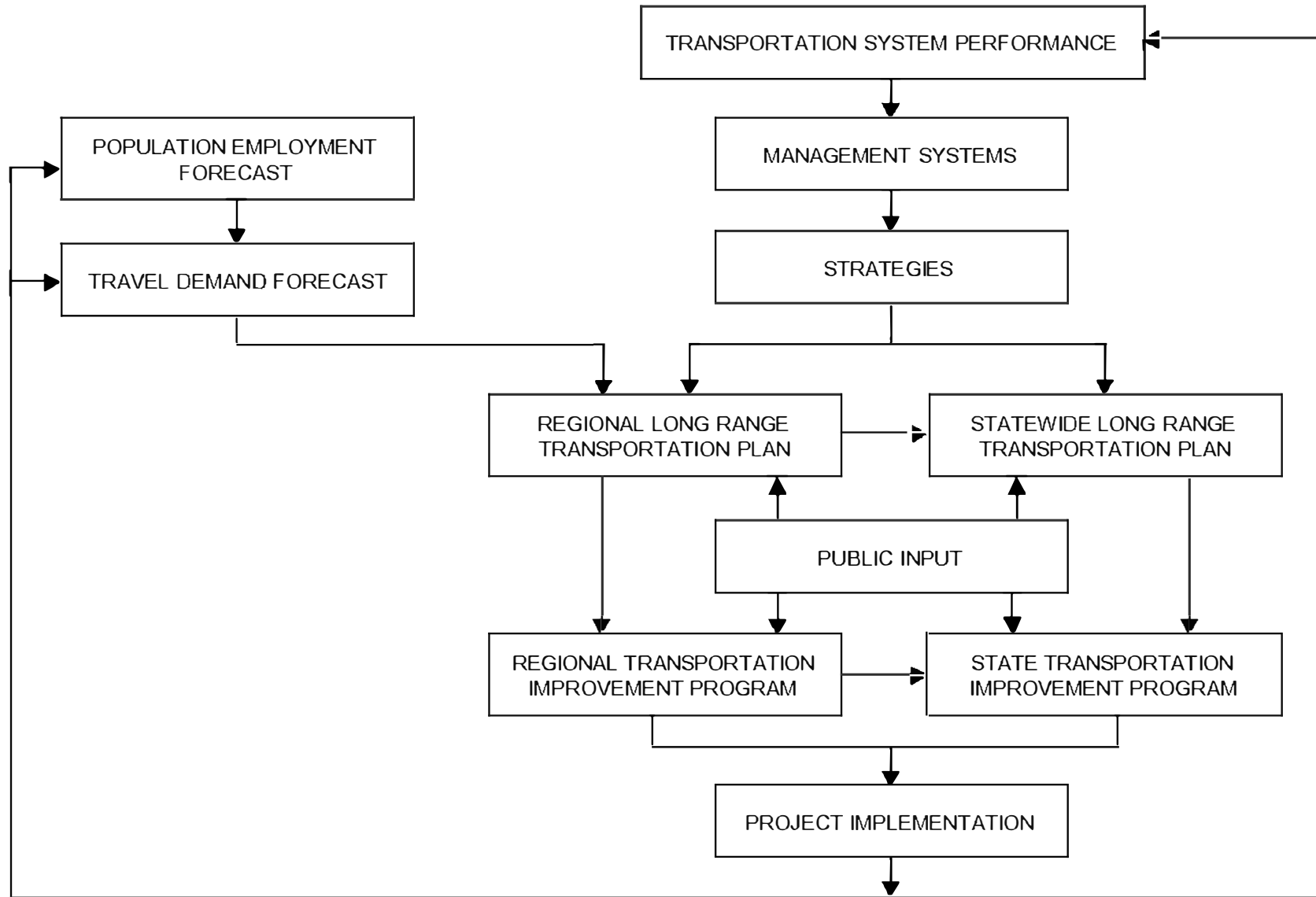
The Kansas City region's transportation planning process is shown conceptually in Figure 2. The process is an ongoing, evolving process involving many iterations and refinements over time. The first major step in the process is the development and adoption of the Metropolitan Transportation Plan (MTP). Contributing to the MTP are the outputs of the congestion management process, as well as other management systems and performance monitoring activities. Projections of regional land use, population and employment provide another key input to the MTP, since they determine to a large extent the future transportation needs of the region. The process also involves an extensive public engagement effort to identify community issues, concerns, and priorities. MARC's MTP is project specific (for regionally significant projects) and financially constrained.

The MTP provides the basis for development of the Transportation Improvement Program (TIP), which is a financially-constrained list of projects to be funded and implemented over the next five years. The TIP must be consistent with the MTP. After approval by MARC, the TIP is approved by the Governors, or their designees, of both Kansas and Missouri and incorporated into the statewide transportation improvement program (STIP) for each state.

MARC Regional Boundaries



Transportation Planning Process



The region's current air quality status does not require the MTP and TIP to conform to a state implementation plan (SIP) for air quality. However, as standards become more stringent, the potential exists for Kansas City to be designated as nonattainment and significant work is required to be prepared for such a designation. In order to perform required conformity analysis on the MTP and TIP, the newest emissions model (currently MOVES2015) requires ongoing maintenance and data collection to keep all inputs current and relevant. All criteria pollutant ambient air quality standards are required to be reviewed every five years, and the 2020 review retained the standards previously set.

Once projects are included in the current year of the TIP, they may proceed to implementation, which in turn results in changes in system condition, and performance that may be reflected in the management systems and performance monitoring activities. These changes, as well as new land use, population, and employment forecasts, require periodic updates to the MTP. Because of the region's current status as an air quality attainment area, MARC updates the MTP on a 5-year cycle. If the region is redesignated to non-attainment for ozone, the MTP will be updated every four years.

The transportation planning process must consider projects and strategies that address the following factors identified in the IJJA:

- Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency;
- Increase the safety of the transportation system for motorized and non-motorized users;
- Increase the security of the transportation system for motorized and non-motorized users;
- Increase the accessibility and mobility of people and for freight;
- Protect and enhance the environment, promote energy conservation, improve quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns;
- Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight;
- Promote efficient system management and operation;
- Emphasize the preservation of the existing transportation system.
- Improve the resiliency and reliability of the transportation system and reduce or mitigate stormwater impacts of surface transportation; and
- Enhance travel and tourism

Products

The major products of the transportation planning process, in addition to the UPWP, are the Metropolitan Transportation Plan (MTP) and the Transportation Improvement Program (TIP). Numerous special reports, corridor/subarea studies and analyses on a wide variety of transportation issues are also produced on a regular basis.

Metropolitan Transportation Plan (MTP). The MTP is the centerpiece of the metropolitan transportation planning process. MARC has developed a number of Metropolitan Transportation Plans since its inception. In June of 2020, MARC approved *ConnectedKC 2050*, the region's current MTP. *ConnectedKC 2050* is built around the vision of a sustainable metropolitan area and promotes the identification of and investment in nodes and corridors of activity. *ConnectedKC 2050* articulates a broad set of region-wide transportation goals, policies and strategies that address transportation's role in areas such as place-making, public health, and energy use. The plan is financially constrained, reflecting only funding that is currently available or can reasonably be expected to be available during the plan's time frame, and it identifies major transportation investments through the year 2050. The plan also was assessed for and meets environmental justice requirements to ensure equitable investments are planned for the region. In addition, MARC advanced strategies reflected in the Clean Air Action

Plan and incorporated these into MTP policies, goals, and strategies. The MTP must be completely updated at least every five years but may be revised more frequently if necessary. The next major update of the MTP will be completed in 2025.

Transportation Improvement Program (TIP). The TIP is a prioritized list of transportation projects proposed for implementation during the next five years. Projects included in the TIP must be consistent with the MTP, and are submitted for consideration by local government agencies, state transportation agencies, local transit operators or by MARC. The TIP must cover at least four years, although MARC produces a five-year TIP and processes amendments on a quarterly cycle. The TIP is financially constrained in each year of the program, meaning that the funding identified for transportation projects in a given year cannot exceed the amount reasonably expected to be available to the region under existing federal, state, and local programs. MARC also assesses the TIP for environmental justice considerations. Prior to adoption of the TIP, MARC provides an opportunity for public review and comment. No regionally significant project, regardless of funding source, or any project utilizing federal transportation funds may proceed to implementation unless it is included in the TIP. The TIP must be completely updated every four years, based on the last date of approval by the Federal Highway Administration and the Federal Transit Administration. MARC currently updates the TIP under a two-year cycle, and the 2022-2026 TIP was completed in 2021.

Timeline for updating required MPO plans and documents

	2023				2024				2025				2026				2027				2028			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Metropolitan Transportation Plan Update required June 2025																								
Transportation Improvement Program Approved biannually in October																								
Unified Planning Work Program Approved annually in November																								
Coordinated Public Transit - Human Services Transportation Plan Update required June 2025																								
Title VI of the Civil Rights Act of 1964 Manual Update required December 2025																								
Limited English Proficiency Plan Update required December 2025																								
Disadvantaged Business Enterprise Program Update required September 2024																								
Public Participation Plan Update required December 2023																								

Advisory Committees

MARC maintains several advisory committees to provide input on a wide variety of issues, including transportation. The major committees involved in the transportation planning process are described below (see Figure 4):

Total Transportation Policy Committee (TTPC). TTPC provides policy-level input to the Board of Directors on significant transportation issues, programs, and projects, and serves as the primary focal point for MARC's overall transportation planning program. Membership on the TTPC includes elected officials and staff representatives from local counties and municipalities, as well as representatives from the Kansas City Area Transportation Authority, the Kansas Department of Transportation (KDOT), the Missouri Department of Transportation (MoDOT), and non-voting representatives from the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA).

Air Quality Forum (AQF). AQF provides policy input on MARC's air quality programs, including transportation-related issues such as conformity procedures, mobile source inventories, and transportation control measures. The AQF plays a lead role in the development of the region's air quality strategy, including the Kansas City portion of the state implementation plan (SIP) for air quality. Membership includes representatives from local governments, the Missouri Department of Natural Resources, the Kansas Department of Health and Environment, the Missouri Department of Transportation, the Kansas Department of Transportation, and other related stakeholders.

Sustainable Places Policy Committee (SPPC). The SPPC provides leadership and policy advice to the MARC Board of Directors in regional sustainable development. Under the guidance of the SPPC, MARC works with local communities to update and implement land-use strategies that support transportation, equity, environment, and conservation principles.

Transportation Legislative Advisory Committee (TLAC). TLAC provides a forum for MARC committee leadership to discuss and develop legislative positions related to transportation. TLAC's efforts have focused primarily on monitoring and developing positions related to federal transportation authorizations.

Modal Committees. A series of modal committees report to the TTPC, each one corresponding with a particular mode or type of transportation. The modal committees include the Aviation Committee, Bicycle/Pedestrian Advisory Committee, Destination: Safe Coalition, Goods Movement Committee, Highway Committee, and the Regional Transit Coordinating Council. Membership on the modal committees is a mixture of elected officials, local government staff members, state and federal officials, and representatives from various community groups.

Programming Committees. Several committees provide guidance in the programming of federal transportation funds. The structure and roles of some of these committees changed in 2013 in response to changes in funding programs in MAP-21.

- Two STP Priorities Committees, one each for Kansas and Missouri, are composed of local government staff members and state DOT representatives. The committees play a major role in prioritizing Metropolitan Surface Transportation Program (MSTP) and Congestion Mitigation/Air Quality (CMAQ) traffic flow projects for inclusion in the MTP and the TIP. Separate committees are maintained for each state since the federal funds are apportioned at the state level and must be spent within that state.
- The Active Transportation Programming Committee provides project funding and program management recommendations for the Transportation Alternatives Program and CMAQ bicycle and pedestrian projects. The committee includes local and state representatives familiar with best practices for the planning and design of facilities for biking and walking; safety for non-drivers; environmental mitigation; vegetation management; historic preservation and transportation aesthetics.
- The Regional Transit Coordinating Council addresses regional transit planning, coordination, and implementation of transit priorities. The council is responsible for the prioritization of CMAQ transit funding and FTA Section 5310 funding.
- The Destination Safe Coalition is a collaborative effort involving representatives from law enforcement, public works, safety education, academia, and public health that determine regional transportation safety

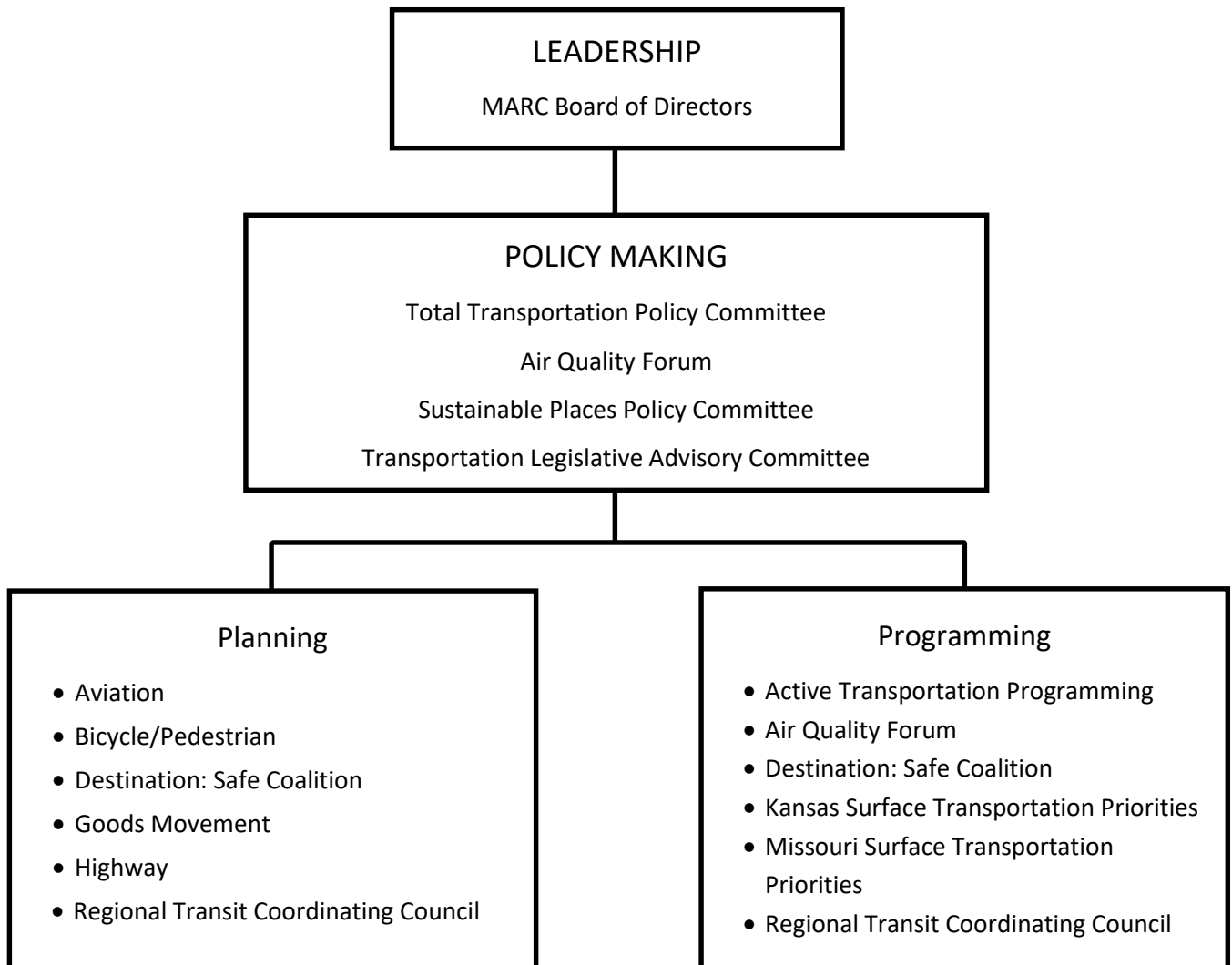
priority areas. The Coalition recommends regional projects through Missouri's Blueprint for Safer Roadways and the Kansas Section 402 Program.

- The Air Quality Forum (see above) is also responsible for prioritizing the CMAQ alternative fuels, diesel retrofit and outreach/other projects.

Technical Forecast Committee. The Technical Forecast Committee is a standing committee composed of local government representatives in the fields of planning, public works, and community development, as well as community/private sector representatives. The committee provides technical support in developing regional demographic forecasts, strategies, and policy evaluation.

Ad Hoc Committees. A number of ad hoc committees have been created from time to time by MARC or other organizations within the metropolitan area to provide input on various transportation issues or help develop components of the Metropolitan Transportation Plan. An example of an ad hoc committee would be the Linking Environmental and Transportation Planning Advisory Group.

MARC Transportation/Air Quality Committee Structure



Public Involvement

MARC's Public Participation Plan was updated in 2020. The Public Participation Plan describes MARC's objectives in conducting public engagement activities, explains how public participation processes will be conducted in conjunction with major products, and identifies a set of techniques and strategies that MARC will draw from in developing specific public engagement activities/processes, including visualization techniques. The Plan also specifically addresses considerations for traditionally underserved populations to ensure that minority and low-income persons are included in MARC's planning and public engagement activities.

Agency Roles and Responsibilities

As the Metropolitan Planning Organization (MPO) and the designated air quality planning agency for the region, MARC has the lead responsibility to ensure that the transportation planning process is being carried out in accordance with federal and state regulations. Several other partner agencies play key roles in the transportation planning process, as discussed below.

State DOTs. MARC works cooperatively with the Missouri Department of Transportation (MoDOT) and the Kansas Department of Transportation (KDOT) in carrying out all of its transportation planning activities. State representatives serve on the Total Transportation Policy Committee, as well as the various modal and programming committees. Both state DOTs have planning offices with personnel designated as liaisons for metropolitan planning and programming.

The state DOTs are responsible for a number of activities that affect the metropolitan planning process. They are charged with the development of Statewide Long-Range Transportation Plans, which are to reflect the Metropolitan Transportation Plan developed by MARC. Each state DOT also develops a statewide transportation improvement program (STIP), which must embody the TIP developed by MARC for the Kansas City metropolitan area. Accordingly, both state DOTs participate actively in the process by which projects are prioritized and included in the region's TIP.

The state DOTs also serve as additional linkages between MARC and federal transportation agencies (i.e., the Federal Highway Administration (FHWA), the Federal Transit Administration (FTA) and the Federal Aviation Administration (FAA). While MARC has direct contact with these agencies, some communications with federal agencies, particularly those involving formal federal actions, are channeled through the state DOTs. The state DOTs also provide grant oversight of MARC's federal planning funds.

State Air Quality Agencies. The Missouri Department of Natural Resources (MDNR) and the Kansas Department of Health and Environment (KDHE) have overall responsibility for compliance with the Clean Air Act, including development and adoption of state implementation plans (SIPs). Both agencies have formally designated MARC as the lead planning agency for air quality in the Kansas City metropolitan area. As a result, MARC plays a lead role in developing mobile and stationary source emissions inventories, identifying, and analyzing potential air quality strategies, and drafting SIP revisions for the region. These products are then submitted to MDNR and KDHE for review and approval. Both state air quality agencies serve on MARC's Air Quality Forum.

Public Transit Agencies. The bistate Kansas City Area Transportation Authority (KCATA) is the largest provider of public transportation in the Kansas City metropolitan area. In addition, three local governments provide substantial public transportation services: Johnson County, Kan., operates Johnson County Transit; the city of Independence, Mo., operates IndeBus; and the Unified Government of Kansas City, Kan., and Wyandotte County operates Unified Government Transit/UGT. The KCATA provides contract management and planning services of for the City of Independence and Johnson County and operates several of the Unified Government Transit routes directly. A fifth transit operator, the Kansas City Streetcar Authority,

began streetcar service in downtown Kansas City, Mo. in 2016. These five transit agencies submit projects to MARC for inclusion in the TIP and carry out many of the transit-related planning activities contained in the Unified Planning Work Program.

MAJOR TRANSPORTATION PLANNING INITIATIVES

The work elements identified in the UPWP are intended to assist the region in informing, refining, enhancing, or implementing elements of the MTP. Appendix A reflects how work elements relate to the MTP's goals and objectives. The following is a brief discussion of the major transportation planning initiatives that are reflected in the 2023 UPWP.

- Respond to new planning provisions in the IIJA – Tasks 1.1, 2.2, 3.9, 4.1, and 5.5
- Initiation of the *Connected KC 2050 Update* – Task 2.2
- Development of the *2024-2028 Transportation Improvement Program* – Task 4.1
- Economic, Demographic and Travel Demand Forecasting – Tasks 2.1 and 3.1
- Performance Measures and Targets – Tasks 2.2, 3.9, and 4.1
- Regional Active Transportation Planning – Task 3.4
- Regional Freight Planning – Task 5.4
- Regional Safety Blueprint Implementation – Task 3.6
- Smart Moves Transit Plan Implementation – Tasks 5.1 and 5.2

FFY 2023 UNIFIED PLANNING WORK PROGRAM

MID-AMERICA REGIONAL COUNCIL

WORK ELEMENT/TASK DESCRIPTIONS

1.0 Program Support and Administration

1.1 Transportation Administration – Lead Agency: MARC

Objectives

- To provide overall management of MARC's transportation planning program and ensure compliance with applicable federal and state requirements.
- To administer all applicable federal funding and activities in a prudent and lawful manner.
- To ensure that all grants and contracts are administered to allow timely completion of scheduled activities and products.
- To support the various transportation and related committees and ensure communications among and between the committees.
- To manage and develop staff contributing to transportation planning activities.

Background/Previous Work

MARC has managed the metropolitan transportation planning process in compliance with applicable federal and state requirements since being designated as the MPO in 1974. The region's transportation planning process was reviewed in 2021 and certified as to its compliance with all applicable laws and regulations, in accordance with federal transportation planning requirements.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Committee Support.* Support MARC's transportation policy, planning, programming and special committees with agendas, meeting logistics, maintenance of membership and miscellaneous communications (monthly).
2. *ACTIVITY: Legislative Tracking.* Monitor state/federal legislative activities related to transportation programs and modify/update MARC policy positions; respond to new regulations issued to implement new legislation (as needed).
3. *ACTIVITY: Personnel.* Complete annual staff evaluations (Dec); Conduct staff recruitments (as needed); Staff development and training (monthly), which could include training on the MPO process and products, modal planning, performance measurement, operations, and management, connected and autonomous vehicles, linkages between transportation and related planning topics, and functional skills related to data, software, management, fiscal processes, facilitation, communication, and customer service.
4. *ACTIVITY: Procurement.* Conduct third party contract procurement and provide pre- and post-award contract administration (as needed).
5. *ACTIVITY: Operations.* Support operating expenses (training, meeting expenses, advertising, travel, supplies, etc.) to conduct the metropolitan planning process (monthly).
6. *ACTIVITY: DBE.* Implement all aspects of the DBE program ensuring MARC is compliant with 49 CFR part 26 (ongoing)
7. *ACTIVITY: Departmental Accounts Payable Process Update.* Review and update Transportation & Environment accounts payable procedures to ensure consistency and efficiency (Dec).
8. *ACTIVITY: UPWP Invoicing.* Monitor the preparation and submittal of invoices to state departments of transportation (monthly).

9. *ACTIVITY: Title VI/LEP Program.* Maintain the Title VI and Limited English Proficiency plans (ongoing).
10. *PRODUCT: UPWP and Progress Reports.* Prepare annual Unified Planning Work Program and Budget (Oct); Prepare Quarterly UPWP progress reports (April, July, Oct); Prepare prior year Annual Progress Report per 23 CFR 420.117(b) (Mar).
11. *PRODUCT: DBE and Title VI Reports.* Participate in training, monitor regulation, and prepare reports, including the DBE and Title VI triennial program updates, that document DBE and Title VI activities. DBE biannual report (ongoing, KDOT Title VI report due Sept).

1.2 Public Participation – Lead Agency: MARC

Objectives

- To gain meaningful input into the transportation and related planning processes from people with diverse knowledge and ideas, including those traditionally underserved by transportation and those who have not traditionally participated in the planning process.
- To provide opportunities for convenient public access, review and comment on regional planning and programming documents, as well as the data and forecasts on which they are based.
- To incorporate public input into plans, programs, and other products of the metropolitan planning process.
- To document official actions (review, approval, adoption, and amendments) of transportation and air quality planning processes and related public review, as well as special studies and other projects that could result in significant changes to these processes.
- To comply with federal public participation requirements.

Background/Previous Work

MARC's public participation procedures call for early and continuous consultation with community stakeholders and the public. MARC uses tools like the MARC's website, social media channels, and email newsletters to provide information and announce opportunities for input to MARC's planning efforts. Public meetings are also integral to this process.

MARC's public participation activities are carried out through a Public Participation Plan that outlines strategies to increase the effectiveness of MARC's current public involvement activities, particularly with reaching traditionally underserved populations, and notes that ongoing investigation of best practices will be used to make sure the full range of public engagement activities is considered for each project. MARC most recently updated the Public Participation Plan in 2020.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Engagement.* Actively engage public and private community stakeholders, the public and the media as outlined in the Public Participation Plan (monthly); evaluate effectiveness (Dec).
2. *ACTIVITY: Formal Public Review and Comment.* Provide information for public review and comment, document public input and agency response, and provide to decision makers (TIP: Jan, April, July, Oct; UPWP: Oct; other: as needed).
3. *ACTIVITY: Publications/Documents.* Develop issue-specific fact sheets and presentations (as needed); design written reports for publication (as needed); distribute "Guide to the Transportation Planning Process" (ongoing).
4. *ACTIVITY: Speaking engagements.* Provide subject matter experts and materials for presentation when requested by partners and other organizations. This includes presentations related to MARC's own outreach efforts (as needed).
5. *PRODUCT: Calendar and Announcements.* Maintain transportation-related meetings and events on public online calendars (monthly). Create HTML invitations to advertise transportation events (as needed).

6. *PRODUCT: Website news articles.* Post news articles to marc.org (as needed).
7. *PRODUCT: Digital Media and Communication.* Develop and maintain digital media content and web-based communication tools, such as web sites, web pages, social media accounts, email blasts etc., for public engagement, general communications, plans and programs, and their related products (ongoing).
8. *PRODUCT: Public Participation Plan.* Review and consider revisions and updates to the Public Participation Plan (Dec).

2023 Budget for Program Support and Administration

1.1	Transportation Administration	\$459,119
1.2	Public Participation	\$249,349
Total		\$708,468

For additional budget information please reference Appendix D – Schedules 1 & 2

2.0 LONG-RANGE PLANNING

2.1 Land Use, Demographic and Comprehensive Planning – Lead Agency: MARC

Objectives

- To support a planning process that engages community stakeholders and the public in dialogue about regional goals and objectives, along with how best to achieve them through the integration of the region's transportation investments, land use decisions and environmental conservation efforts.
- To promote local and regional land use, community development, and economic development policies consistent with the goals and objectives adopted by the MARC Board and included in the Metropolitan Transportation Plan.
- To maintain and improve the social, economic, demographic, geographic, and land use data systems that facilitate the above and is necessary to conduct metropolitan transportation planning.
- To communicate development changes and their implications to elected officials, business leaders, civic groups, community organizations, and city, county, and staff agency personnel.
- To promote Sustainable Places and Transit-Supportive Development principles through dialogue, presentations, analysis of data and practices, maintenance of the MARC website, and development of tools to assist local communities.
- To encourage sustainable development and greater housing choices in the metropolitan area, reducing travel demand.
- To support community design and transportation and mobility options that support improved public health.
- To support local officials and others working together to address climate change and broader goals of sustainability to advance the vision of the Kansas City area becoming America's Green Region.

Background/Previous Work

In June 2020, the MARC Board and MARC committees adopted Connected KC 2050, the updated metropolitan transportation plan. It continues the pursuit of concentrated development along activity centers and corridors throughout the region. The update included current population growth projections, current budget projections, and refined regional transportation projects through 2050. Connected KC 2050 supports specific policy direction related to regional growth and development and outlines a clear direction towards developing integrated land use, transportation, and environmental strategies as a mechanism to pursue a more sustainable future. The Sustainable Places Policy Committee, a MARC Board created policy level committee,

continues the work started under Creating Sustainable Places in conjunction with its role is to advise the MARC Board regarding regional development and changing demographics.

The development of detailed strategies and forecasts rests upon a host of data sets, analytical capabilities, and public engagement capacities that must be continually maintained, often as a joint effort between MARC and its member local governments or partner organizations. These include (list is not exhaustive):

Data

- Aerial orthoimagery, flown metro-wide every 2 years by MARC on behalf of the region's cities and counties to provide the basis for geographically accurate local land use data.
- Parcel-level land use file, maintained by counties and integrated by MARC, to provide current land use, and additional attributes such as square feet, year built and value.
- Planned land use, maintained by cities and counties, and integrated by MARC to represent the collective future imagined by area local governments.
- Street centerlines, names, and addresses, as well as address points, maintained by cities and counties and integrated by MARC to accurately geocode buildings and employers to Transportation Analysis Zones (TAZ) and other geographic areas.
- Social, economic, and demographic data, maintained by a wide variety of federal, state, and local agencies, as licensed from private sources, and aggregated by MARC to monitor changing trends by location or characteristic.
- Natural Resources Inventory, NRI land cover data that classifies land cover into four classifications: impervious, barren, vegetated, and water. A variety of sub-classifications exist for the impervious and vegetated cover which offer enhanced ecosystem understanding.¹
- MetroGreen, the regional trails and greenway plan.

Analytical Capabilities

- Geographic Information Systems (currently ESRI's ArcGIS) to maintain, integrate, and analyze the geographically based data sets above
- Statistical analysis software (currently SAS) to analyze the above data sets and to estimate the parameters on various models.
- Modeling and visualization software (currently Tableau and UrbanSim) to help translate technical data inputs into meaningful measures (greenhouse gas emissions, energy consumption, etc.), and to visually display data for improved understanding and public awareness.

Public Engagement Capacities

- Data on MARC's web site through <https://www.marc.org/data-and-maps> ., MARC supports KC Rising's Data and Analytics Resource Team (DART), providing technical assistance to aid the design of the metric system for tracking social and economic progress, update the metrics annually, and present the metrics to area elected officials, business, and community leaders. MARC also leads KC Rising's Place Advisory Committee (PLAC), which focuses on transit accessibility and digital/broadband connectivity as essential components of creating an economy that grows for everyone.
- MARC hosts a regional planners' roundtable, which meets quarterly as a forum for local planners to discuss common issues of concern and to learn about best practices.¹
- MARC convenes a quarterly "Planning Director's Luncheon" as a forum for sharing of expertise, best practices, and provide updates on important planning, development, and other local activities.¹

¹ Funded through sources other than CPG

- MARC's KC Communities for All Ages works to facilitate aging in place and aging in community for the region's senior community. This regional initiative furthers conversation about land use and transportation that creates communities that welcome all ages.¹
- MARC continues the First Suburbs Coalition, which addresses neighborhoods, commercial areas, and infrastructure issues and policies to promote sustainable communities and healthy environments.¹
- MARC facilitates a gathering of local GIS professionals (KC Metro GIS), including representatives from state and local government, to share expertise and collaborate on data development and sharing opportunities.¹
- MARC coordinates periodic meetings of data professionals working in cities, non-profits, and public health agencies to discuss the development of data and tools that help keep policy makers abreast of key trends and performance metrics.¹

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Technical Analysis.* Maintain, update, and improve data sets, analytical capabilities and public engagement capacities as described above, as well as active committees overseeing them (ongoing).
2. *ACTIVITY: 2020 Census Data.* More detailed data from the 2020 Census, beyond what was released in 2022, will be made available in 2023. Prepare databases to absorb the census data, download the data as it becomes available, and make extracts accessible to local governments and residents via MARC's website. (ongoing)
3. *ACTIVITY: Data – Parcel Land Use.* Update parcel data from county assessors annually for use in UrbanSim and other analyses (ongoing).
4. *ACTIVITY: 2021 American Community Survey (ACS) data.* The 1-year ACS data for 2020 was not released due to the large non-response during the pandemic. Evaluate the 2021 1-year data against the 2019 data at a variety of geographic scales – metro, county, tract. Determine level of inconsistency, and how best to use the data in comparison to previous data. Prepare databases to absorb the data, download the data as it becomes available, and make extracts accessible to local governments and residents via MARC's website. (December)
5. *ACTIVITY: 2024 Aerial Project.* In partnership with area local governments, evaluate the 2022 aerial project and determine whether changes in process or image capture technology need to be made for the 2024 project. Issue an RFP for the 2024 project implementing and changes in specifications or process (Dec).
6. *ACTIVITY: Planning Tools.* Continue to help local governments incorporate into their own planning and development processes the tools developed in the Creating Sustainable Places program and the Natural Resources Inventory. Participate in the national Consortium for Scenario Planning to keep abreast of best practices and aid the tool development (ongoing).
7. *ACTIVITY: Economic and Workforce Indicators.* To develop and support critical land use inputs into the travel demand forecasting models, MARC will develop and maintain a series of economic and workforce indicators that augment and reinforce transportation performance indicators in support of improved integrated planning. MARC will publish data and reports describing and analyzing the region's economy and workforce on its website (ongoing).
8. *ACTIVITY: Update KC Rising Metrics.* KC Rising¹ has a three-level metrics system, corresponding to long-run, region level, medium-term system level, and short-term strategy level. Metrics for the top two levels have been determined and will be updated. Proposed strategy level indicators will be evaluated and further developed as necessary (ongoing).
9. *ACTIVITY: Economic Equity Values Atlas.* Continue refining and gathering data for the EEVA to build upon its 2022 launch. (May)

¹ Funded through sources other than CPG

10. *ACTIVITY: Broadband Connectivity.* Broadband connectivity emerged as a key resilience strategy during the pandemic, allowing many to work from home and reduce congestion on road networks. MARC will update the data collected from ACS and other sources describing the extent and quality of digital access across the region and how it intersects with environmental justice populations in order to provide guidance to decision-makers allocating infrastructure funding (Dec).
11. *ACTIVITY: Sustainable Places Policy Committee:* The committee meets approximately six times a year to review and recommend policies and actions to the MARC Board regarding the environment, land use and changing demographics. Additionally, the committee provides oversight to the Planning Sustainable Places program. A review of committee membership will be conducted to realign committee membership and recruit additional members (ongoing).
12. *ACTIVITY: Smart Moves 3.0:* Integrate SM3.0 analysis findings into land use, demographic, and comprehensive planning to inform and refine transit-supportive development principles and practices (ongoing).
13. *ACTIVITY: Public Engagement – Data Access:* Maintain an open data strategy and/or platform that allows greater searchability, ease of access, and use of data maintained to support regional planning efforts (ongoing).
14. *ACTIVITY: Data – Employment:* Complete agreement with state Labor Market Information agencies and begin to collect, evaluate, edit where needed and store for use in establishing a consistent small-area business establishment database tied to official figures from BLS. Obtain historical data back to at least 2010 and develop processes to collect this data annually (ongoing).
15. *ACTIVITY: Housing Data.* Collect, organize, and make accessible via the MARC website the wide range of data related to housing access, affordability, and quality, especially as it relates to access to jobs and transit for low-income households and households of color (ongoing).
16. *ACTIVITY: Housing Analysis.* A region where there is better balance between where workers work and where they live makes travel more efficient. Analyze the housing data in relationship to employment, considering cost, characteristics of workers and households, and financial and policy barriers to increasing the supply of housing. Generate reports describing issues related increasing the availability of workforce housing in more parts of the region at more price points (ongoing).
17. *ACTIVITY: Sustainable Land Use Resource:* MARC will continue expanding the online reference resources available for the region. Additional phases for the resource include local project examples, policy examples and associated land use data (ongoing).
18. *PRODUCT: Activity Center Map:* With input from the Technical Forecast Committee and Sustainable Places Policy Committee, continue to refine and update the regional activity center map to reflect the most current data and policy direction (ongoing).

2.2 Metropolitan Transportation Plan – Lead Agency: MARC

Objectives

- To maintain a Metropolitan Transportation Plan (MTP) for the Kansas City Metropolitan Area.
- To integrate the MTP with the statewide long-range plans, funding priorities, and transportation programs developed by KDOT and MoDOT.
- To facilitate continued community dialogue concerning regional development and mobility and transportation goals, policies, strategies, and priorities reflected in the MTP.
- To measure progress related to the goals and performance measurements outlined in the MTP. _

Background/Previous Work

In June 2020, MARC adopted *Connected KC 2050*, the Metropolitan Transportation Plan (MTP) for greater Kansas City, extending the planning horizon out to 2050. The adopted MTP includes a detailed policy

framework, an identified regional land use direction supporting regional activity centers (nodes) and corridors, detailed listings of transportation needs, and an underlying population and employment forecast. Development of this plan included a deliberate “Needs Assessment” process, development of an online “story maps” tool, use of social media platforms to engage with the public, and scenario analysis of transportation networks and land use growth scenarios to test sensitivity of our transportation models.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Plan Implementation.* Continue the implementation of strategies and policy priorities outlined in Connected KC 2050 (CKC2050) (ongoing).
2. *ACTIVITY: Training.* Conduct targeted training programs through the Academy for Sustainable Communities supporting *Connected KC 2050* implementation activities and strategies. Topics to be covered may include, but are not limited to, transportation safety, pedestrian and bicycle counting, resilience, and mobility planning (ongoing).
3. *ACTIVITY: Initiate Plan Update.* Develop workplan for technical and community engagement processes to update the MTP by June of 2025 (June).
4. *ACTIVITY: Engagement.* With potential consultant support, engage a variety of stakeholders around issues including equity, housing, workforce, and others in support of the development of the metropolitan transportation plan (Dec).
5. *ACTIVITY: Review and evaluate the structure of the MTP database;* make enhancements that improve ability to report, summarize and visualize both spatial and non-spatial data. (ongoing)
6. *PRODUCT: Manage MTP.* Process plan amendments (as needed)

2023 Budget for Long Range Planning

2.1	Land Use, Demographic & Comprehensive Planning	\$528,238
2.2	Metropolitan Transportation Plan	\$327,829
Total		\$856,067

For additional budget information please reference Appendix C – Schedules 1 & 2

3.0 SYSTEM MANAGEMENT

3.1 Modeling/Forecasting Activities – Lead Agency: MARC

Objectives

- Development and refinement of model methodology and ensure MARC’s state of the art modeling analysis tool to support regional goals and objectives adopted by the MARC Board of Directors.
- Implement advance modeling development in response to priority policy analysis and comprehensive regional planning questions.
- Provide regional travel forecast and modeling analysis to regional partners.

Background/Previous Work

An accurate, state-of-the-practice suite of economic, demographic and transportation forecasting models must be maintained to identify needed infrastructure improvements as well as gauge impacts of regional policies and investments. Over the last several years, MARC has improved its in-house modeling capacities. These improvements include:

- A continually enhanced and updated regional economic and demographic model (REMI) to provide long- range forecasts of metropolitan Kansas City’s total population by age, income, and employment by industry.

- A land use forecasting model (UrbanSim) that utilizes detailed parcel-level current land use, an aggregation of local land use plans, and calibrated location choice models to provide forecasts of households, population, and employment at the level of census blocks, which are then aggregated to traffic analysis zones (TAZs).
- A GIS-based land use scenario model (Envision Tomorrow+) that also uses current and future land use plans along with financial information on building costs and rents to create and evaluate economically feasible development alternatives in activity centers and corridors.
- An improved and augmented set of advanced four-step travel demand models that explicitly model the regional multi-modal travel forecast. The travel models are built based on the observed behavior of people. That behavior was measured from the results of the MARC household travel survey.

In June 2020, the MARC Board adopted a new set of population, household, and employment forecasts by TAZ and Census Tract. The adopted forecasts were the culmination of a series of interim updates to the 2015 forecasts, the set of land use scenarios that looked at trend vs. compact growth. Work to transition from MARC's prior model, Paint the Town, to its new model, the cloud-based block-level version of UrbanSim, as well as incorporation of the latest demographic information from the American Community Survey, the LEHD Origin-Destination Employment Statistics (LODES) and local development projects provided by area local government planners also took place.

While the adopted forecast provides an accurate estimate of trends, local governments, and regional decision-makers desire a model that would allow testing of policies to cluster development around existing and planned nodes and corridors as indicated in local comprehensive plans. A primary policy tool is the use of incentives to reduce the cost of redevelopment in the desired areas. This then requires a model that adequately models land markets, both the supply side (developer behavior) and the demand side (household and employer behavior), to estimate and forecast prices and rents as well as development costs and rates of return. To model developer behavior, such a model must evaluate the profitability development in one area vs. another, which in turn requires detailed information below the block level, i.e., at the parcel and building level. MARC sought proposals for models that meet these specifications in 2021. In 2022, MARC began work on a next generation version of UrbanSim that will model the demand side at the block level but the supply side at the parcel level.

In 2012 and 2013, MARC conducted a regional truck survey and initial works to add a truck modeling component to the regional travel demand model. In 2016 and 2017, work was completed to validate/calibrate the travel model, and several enhancements were made to improve the performance and reliability of forecasts. In 2016, MARC completed model updates, which included updating the model TAZ system from 900 zones to 2400 zones, updated land use data from 2010 Census and 2015 ACS and LEHD, and updated transit routes with the new RideKC system. MARC completed a regional household travel survey in 2019 and began to calibrate the travel model using the survey results in 2021. The calibrated MARC 2019 travel model was made available in 2022. This new calibrated travel model will be used to evaluate long-range regional planning strategies. The adding functions of select link analysis and split zone ability will provide a more detailed traffic forecast and help transportation engineers to design their projects for constructions.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Land use Model Development.* Develop/acquire the data needed to support moving to a full parcel model that also models developer behavior. Add to MARC's data sets a database of all buildings in the region with the attributes needed to allocate people and jobs into them. Acquire from local governments a new update of the parcel data (ongoing).
2. *ACTIVITY: Land Use Model Development.* With aid from the developer, continue implementing an UrbanSim model based on block/parcel hybrid geography (ongoing).
3. *PRODUCT: Baseline 2050 Forecasts.* Draft baseline population, household, and employment forecasts using the new model and with the support of the Technical Forecast Committee for use in the update of the metropolitan transportation plan (Jun).

4. *ACTIVITY: Evaluate Land Use Forecast.* Evaluate land use forecast to maintain consistency with current development trends (ongoing).
5. *ACTIVITY: Land Use-Travel Model Integration.* Continue development of a methodology for integrating the land use and travel models. The outcome of this effort will produce a system of feedback loops between the models, where the results of one are used as inputs for the other (ongoing).
6. *ACTIVITY: Travel Demand Model.* Maintain, update, and operate MARC Travel Demand Model and its applications. On-call consultant services may be accessed in support of this task (ongoing).
7. *ACTIVITY: Data Acquisition.* Acquire data sets necessary for model enhancements (ongoing).
8. *ACTIVITY: Travel Model Webpage.* Maintain the online model forecast map (ongoing).
9. *ACTIVITY: Traffic Forecasts.* Establish MARC standard traffic forecast for every decade (2030-2050) (Dec).
10. *ACTIVITY: Metropolitan Transportation Plan.* Support the development of the update to the metropolitan transportation plan through travel demand forecasts and performance measurement analysis (Dec).
11. *ACTIVITY: Model Support.* Provide model support to Metropolitan Transportation Plan and Transportation Improvement Program (TIP) development process. (ongoing)
12. *ACTIVITY: Air Quality Modeling.* Develop data input files for use in the latest EPA approved air quality emissions model MOVES2015. Provide analysis support to regional emission and resilience assessment analysis. (ongoing)
13. *ACTIVITY: Travel Demand Model Expansion.* Work with MoDOT and Pioneer Trails Regional Planning Commission (PTRPC) to develop an expanded travel demand model. The expanded model will provide the traffic forecast and other model services to support the regional freight study, MODOT Statewide studies, and the planning activities for PTRPC and MARC (Dec).
14. *ACTIVITY: Modeling support and data requests.* Provide ongoing small area traffic forecast assistance to regional partners and support modeling needs of miscellaneous project studies. The data provided includes transportation model runs, network assignments, analysis and reports and impact assessments for local and regional planning efforts (Dec).
15. *ACTIVITY: Technical Capacities.* Research, develop, and test model-based transportation performance evaluation tools and improve the capacity to produce multi-modal travel forecasts and analysis. (Dec.)
16. *ACTIVITY: Model Users Group.* Convene the region's travel model users to share information, promote best practice, and encourage consistent modeling approaches (Dec).
17. *ACTIVITY: Travel Demand Model Expansion.* Work with MoDOT and Pioneer Trails Regional Planning Commission (PTRPC) to develop an expanded travel demand model. The expanded model will provide the traffic forecast and other model services to support the regional freight study, MODOT Statewide studies, and the planning activities for PTRPC and MARC (Dec).

3.2 Transportation Research and Database Management – Lead Agency: MARC

Objectives

- To collect, maintain and analyze data on transportation and travel behavior within the region to facilitate transportation planning and decision-making.
- To support data management and governance functions including internal processes, hardware and software systems, and technical capacities of MARC staff.
- To promote better understanding of transportation patterns and trends among member jurisdictions and the public.
- To conduct analysis and research in support of goals, objectives and strategies identified in Connected KC 2050. To respond to requests for information from local, state, and private agencies and members of the public.

Background/Previous Work

To better understand transportation and travel behavior within the region, MARC regularly collects and analyzes data through special surveys initiated locally or available through federal, state, or private sources. Examples of prior data collection efforts include the 1996, 2000, 2007, and 2012 Travel Time Studies, the 1998 and 2002 Vehicle Occupancy Studies, the 2004 and 2019 Household Travel Surveys, the 2005 On-Board Transit Survey, and the 2007 External Survey.

Data pertaining to transportation that is routinely tracked and reported, such as traffic counts, transit ridership, accidents, aircraft activity and expenditure of funds for maintenance and expansion of transportation facilities, are kept on file in computer databases at MARC.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Transportation Planning Research.* Research and explore emerging issues, best practices, analytical tools, and general information related to transportation planning(ongoing).
2. *ACTIVITY: Data Collection.* Research, access and obtain data sets needed to achieve program objectives; maintain access to KDOT and MoDOT databases (ongoing).
3. *ACTIVITY: Database Management.* Maintain databases and documentation for both spatial and non-spatial data; refine and improve data management processes; coordinate with internal and external partners on data governance issues (ongoing);
4. *ACTIVITY: Data Analysis.* Process data collected through surveys and special studies for use in planning, programming, management, and marketing of transportation services and projects(ongoing).
5. *ACTIVITY: Data Distribution.* Disseminate data to MARC member jurisdictions, other interested agencies, and the public; develop tools and services to publish data and information online(ongoing).
6. *PRODUCT: Transportation Data and Technology Strategic Plan.* Implement the short-range strategic plan outlined in the MPO data/technology needs assessment (ongoing).
7. *PRODUCT: Research Reports.* Prepare miscellaneous, periodic research reports and analyses on transportation and land-use trends and related information as prompted by emerging issues (as needed).
8. *PRODUCT: Transportation Talent to Industry Exchange (TIE) Report.* Gather historical and real-time information and use it to inform strategies for growing the region's transportation sector talent pool, strengthening the talent pipeline, and aligning employer and educational stakeholder interests (Dec).

3.3 Air Quality and Climate Resilience Planning – Lead Agency: MARC

Objectives

- To ensure that transportation plans and programs support regional air quality and climate resilience objectives and do not result in increased air pollution.
- To remain prepared for the possibility that the region may become subject to air quality/ transportation conformity requirements under the eight-hour ozone standard if the region is redesignated as a nonattainment area.
- To support the mobile source emission reduction goals of the Kansas and Missouri State Implementation plans, the regional Clean Air Action Plan, and the Regional Climate Action Plan.
- To promote compliance with the eight-hour National Ambient Air Quality Standard for ozone.

- To build stakeholder support for initiatives that mitigate air pollution caused by cars and trucks.
- To provide input on regional air quality plans and programs as they relate to transportation.
- To facilitate implementation of transportation-related climate resilience strategies articulated in the Regional Climate Action Plan.

Background/Previous Work

MARC serves as the designated Section 174 agency for the bi-state Kansas City area, coordinating the development of state air quality plans and providing opportunities for local governments to participate in the development of these plans. MARC's air quality responsibilities include coordination, planning, technical analysis, and public information and education. This work element encompasses the transportation component of MARC's air quality planning program. Previous work included an update of the mobile source emissions inventory and budgets for inclusion in the Kansas City SIPs for ground-level ozone.

As a one-hour nonattainment and maintenance area, the Kansas City region was required to conform its MTP and TIP to mobile source emissions budgets in the Kansas and Missouri State Implementation Plans (SIPs). MARC, as the metropolitan planning organization for the Kansas City region, was responsible for developing the conformity analyses, for getting approval from federal, state, and local agencies on the methodologies and assumptions used to demonstrate conformity, and for seeking public comment on the analyses. The work was carried out to ensure that projected future year mobile source emissions would not exceed limits prescribed in the SIPs.

In May 2005, the Kansas City region was designated attainment for the eight-hour ozone standard. When the one-hour ozone standard was revoked on June 15, 2005, the region ceased to be subject to federal transportation/air quality conformity requirements. In 2007, the region experienced violations of the eight-hour 85ppb ozone standard, and in response, the states of Kansas and Missouri began to implement contingency measures in their ozone SIPs.

In March 2005, the MARC Board of Directors approved a regional Clean Air Action Plan (available on the MARC website at www.marc.org/Environment/Air-Quality/Reports/Clean-Air-Action-Plan). The plan includes voluntary strategies for reducing emissions from a variety of sources, including cars and trucks. Some of the mobile source measures in the plan include gas cap testing; retrofitting diesel engines on buses, heavy duty trucks and locomotives; electrifying truck stops to enable drivers to idle their rigs less; and promoting the use of idling reduction policies for public and private fleets. While some of these elements can be implemented at little or no cost, many of them are capital intensive and will require public or private funds to be realized.

In 2011, a comprehensive update to the Clean Air Action Plan was made to include promotion of a broad-suite of sustainability-related transportation initiatives, including complete streets planning, and transit access. The 2018 update introduced three new action areas: transportation connectivity, transportation technology, and public engagement. Since 2008, MARC has worked with MDNR and KDHE to administer Clean Diesel grants from EPA to local projects to reduce on- and off-road heavy-duty diesel emissions, including projects involving rail and freight transport. MARC has also applied on behalf of large fleets for this funding and will continue to work with Kansas City area fleets on reducing diesel emissions. Under the current (2020) ozone standard (70 ppb) the Kansas City region has been classified as unclassifiable/attainment for all counties.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Technical Analysis.* Maintain and update the regional MOVES model, including obtaining and working with appropriate entities, to collect local data as needed (ongoing).
2. *ACTIVITY: Committee Support.* Convene the Air Quality Forum, and other necessary subcommittees to review and discuss air quality issues, conformity analyses/determinations and related planning assumptions and methodologies (as needed). Engage with the newly forming Climate and Environment Council as needed to facilitate implementation of priority strategies.

3. **ACTIVITY: Engagement.** Engage area chambers of commerce, economic development councils, and industry and trade associations, local governments, public health agencies, transit agencies, environmental organizations, and other relevant stakeholders in efforts to implement CAAP mobile source elements (ongoing).
4. **ACTIVITY: Fleet Engagement.** Provide technical, planning, and analytical support to local governments' and transit agencies' efforts to reduce mobile source emissions of ozone precursor, PM2.5 and greenhouse gas emissions, particularly from fleets (ongoing).
5. **ACTIVITY: Technical Analysis.** Analyze air quality benefits and GHG mitigation resulting from regional transportation policy evaluation, initiatives, and studies (ongoing).
6. **PRODUCT: Air Quality Status Updates.** Inform Air Quality Forum, other relevant committees, and relevant stakeholders on the region's air quality status (ongoing).
7. **ACTIVITY: Climate Action Plan.** Integrate climate resilience priorities and initiatives into the work of all relevant committees and work plans, as appropriate (ongoing).
8. **ACTIVITY: Clean Air Action Plan.** Work with air quality stakeholders to develop and initiate process to update the Clean Air Action Plan. (Dec).

3.4 Safe and Accessible Transportation Options– Lead Agency: MARC*

**This task is utilizing the 2.5% set aside of Safe and Accessible Transportation Options Planning funds for the Mid-America Regional Council.*

Objectives

- To develop, maintain and implement regional planning strategies which advance transportation mobility through Connected KC 2050.
- To facilitate transportation policies that integrate safe and accessible transportation solutions with community development needs in the region.
- To foster efforts through engineering best practices, public education, and traffic enforcement to improve safety.
- To support efforts that address and advance data collection.
- To support advancement of technical analysis tools that address mobility planning and programming needs.
- To provide transportation planning support across MARC's related initiatives and programs.
- To improve local and regional mobility and expand modal choice through increased active transportation, transit and mobility services availability, enhanced communication and public education, and improved coordination.
- To reduce traffic congestion and improve air quality.
- To enhance Creating Sustainable Places principles by coordinating safe and accessible transportation planning with the Sustainable Code Framework.

Background/Previous Work

MARC, in cooperation with regional stakeholders, has a long history of developing innovative solutions to address regional transportation challenges. Recent initiatives have included:

- Development of a MetroGreen Action Plan, which included a regional greenway trail system of over 1,100 miles consisting of three distinct corridor types (streams, utility/rail-to-trail, and roadway) leading to the formation of ad-hoc and formal coalitions around corridor planning;
- Development and adoption of "Best Practices: 2012 Local Planning and Design Guide" in conjunction with the local chapter of the American Public Works Association;
- Implementation of the Active Transportation Regional Counting Program ;

- Adoption of the MARC Complete Streets Policy;
- Created a Complete Streets Policy Handbook as a resource for local jurisdictions on how to adopt and implement complete streets policies in communities
- Adoption of the Greater Kansas Regional Bikeway Plan, expanding regional roadway corridors to a system over 2,000 miles while adding 128 miles of MetroGreen streams corridors in Miami County.
- Adoption of the Regional Pedestrian Policy Plan to synthesize a regional vision of walkability through best practices for policies, plans, and programs related to enhanced coordination of regional and local efforts.
- Development and refinement of strategies focused on successful implementation of the Smart Moves plan;
- Providing ongoing public information and education regarding the benefits of investing in public transit;
- Creation of the RTCC and Mobility Advisory Committee;
- Completion of Smart Moves 3.0 and development of short term “investment strategies, and;
- Convening of a Mobility Hub Workgroup to develop mobility hub implementation strategies

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Committee Support.* Provide staff support to various planning and programming committees focused on bicycle/pedestrian and public transportation issues such as Bicycle/Pedestrian Advisory Committee, Active Transportation Programming Committee, Mobility Advisory Committee, and the Regional Transit Coordinating Council (ongoing).
2. *ACTIVITY: Engagement, Outreach and Education.* Conduct active transportation and transit/mobility services related public involvement and education programs to address emerging issues related to safe and accessible transportation modes including, but not limited to, cross cutting sectors such as transportation access, mobility, Smart Moves, economic development and transit-oriented land use planning (ongoing).
3. *ACTIVITY: Facility Inventory.* Work with stakeholders and across MARC departments to maintain inventories of local bicycle/pedestrian plans and built facilities to support regional active transportation planning and programming efforts (ongoing).
4. *ACTIVITY: Regional Counting Program.* Continue to loan out MARC’s existing inventory of bike/ped counters to public organizations requesting them. Research potential opportunities for program expansion through cooperative service and data sharing agreements (ongoing).
5. *ACTIVITY: Programming.* Conduct programming processes for bicycle/pedestrian and transit related funding programs; administer funds as necessary (ongoing).
6. *ACTIVITY: Complete Streets Implementation.* Continue implementation of the MARC Complete Streets Policy. Provide training and assistance to local governments developing Complete Streets policies as needed (ongoing).
7. *ACTIVITY: Complete Streets Network Assessment.* Continue work on complete streets network assessment. Work is anticipated to focus on collecting data for quantitative analysis of complete streets, network expansion, identification of successful complete streets implementation, prioritization of improvement corridors, and generation of policy recommendations.
8. *ACTIVITY: Complete Streets Policy.* Update the MARC Complete Streets Policy based on the conclusions on the Complete Streets Analysis as well as with other best practices. (ongoing).
9. *ACTIVITY: Greater Kansas City Regional Bikeway Plan Update.* Update the regional bikeway plan maps for future on-street bicycle facilities (June).
10. *ACTIVITY:* Continue to consider and integrate a range of mobility and land use strategies into planning efforts and committee work plans in accordance with the Smart Moves 3.0 plan (ongoing).
11. *ACTIVITY: Funding.* Work with transit and other community leadership to develop a process focused on a sustainable funding structure for the development of the regional transit and mobility system (ongoing).

12. *ACTIVITY: Smart Moves Refine Local Investment Priorities.* Convene local leadership through workshops or similar forums to advance the implementation of Smart Moves. This activity includes the refinement of priority projects and identification of funding (ongoing).
13. *ACTIVITY: Mobility Research.* Identify best practices around emerging transportation & mobility options, which benefit from and utilize active transportation infrastructure. Provide resources for partner agencies to advance utilization of these technologies (ongoing).
14. *PRODUCT: Transit Data and Products.* Develop enhanced transit planning resources including travel demand modeling data, GIS data, route maps, and communication products (ongoing).

3.5 Transportation Technology Planning and Integration – Lead Agency: MARC

Objectives

- To anticipate and address changes in transportation technology that may impact future transportation, land use, economic and other systems.
- To manage, maintain and refine the Regional Intelligent Transportation Systems (ITS) Architecture that outlines the functional relationships between current and planned ITS deployments in the Kansas City metropolitan area.
- To integrate the Regional ITS Architecture and ITS planning activities with the Metropolitan Transportation Plan and the Transportation Improvement Program.

Background/Previous Work

In compliance with federal transportation planning requirements, MARC adopted the first version of the Regional Intelligent Transportation Systems (ITS) Architecture for the Kansas City metropolitan area in 2004 and completed updates to the architecture in 2012 and 2018. The Regional ITS Architecture provides a specific, tailored structure for facilitating institutional agreement and technical integration for the implementation of ITS projects in the region by defining how systems functionally operate and the interconnection of information exchanges that must take place between these systems to accomplish transportation services.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: ITS Architecture Review.* Complete a review of the ITS architecture to ensure the architecture is consistent with the latest version of the National ITS architecture and accounts for any new initiatives in the region (Dec).
2. *ACTIVITY: ITS Architecture Maintenance.* Process periodic updates to the Regional ITS architecture and public interface (ongoing).
3. *ACTIVITY: Assistance.* Help ITS stakeholders to refine the regional architecture or ensure that project-level ITS planning conforms to the regional architecture (ongoing).
4. *ACTIVITY: Coordination with development of MARC's planning products (MTP, TIP, etc.).* Identify ITS initiatives and their integration as appropriate (ongoing).
5. *ACTIVITY: Regional Automated Vehicle Strategic Framework.* Continue to promote regional goals, strategies, research, and engagement for successful deployment of automated and connected vehicle technologies (ongoing).
6. *PRODUCT: Amendments.* Process amendments to the regional ITS architecture (ongoing).

3.6 Transportation Safety Planning – Lead Agency: MARC

Objectives

- To promote a data-driven process which elevates safety across all modes and prioritizes

transportation network investments in the Kansas City region.

- To develop, maintain, and implement the Safety Chapter of the Regional Transportation Plan 2050 as well as the *2022-2027 Transportation Safety Plan*.
- To foster communication and regional collaboration among local, state, and national safety stakeholders on transportation safety issues in the Kansas City region.
- Foster a culture of safety by working with safety partners to share and reinforce messages with the public, which both encourage and enforce safe travel behavior.

Background/Previous Work

In 2022, work was completed to adopt the *2022-2027 Transportation Safety Plan*, the active document used by the Destination Safe Coalition. Along with annual data from KDOT and MoDOT, this plan guides the focus of the coalition's work as well as the strategies used to address traffic safety concerns in the region.

In addition, the Destination Safe Coalition hosts an annual call for projects in partnership with KDOT and MoDOT to fund traffic safety projects for the region. In 2022, 22 applications were received. Two of the projects are in Kansas and the remaining 20 are in Missouri. The recommendations for Kansas were to fully fund the two submitted projects. For Missouri, 19 of the projects submitted were recommended to receive funding. These projects will begin in each state's 2023 fiscal year (Missouri: July 1, 2022 - June 30, 2023; Kansas: October 1, 2022-September 30, 2023).

Activities and Products (Estimated Completion Dates)

1. **ACTIVITY: Coalition Support.** Collaborate with safety partners on transportation safety issues in the Kansas City region, including, but not limited to, engaging additional stakeholders, attending Coalition meetings, holding task team meetings, promoting events that incorporate transportation safety, and conducting meetings of the Destination Safe Coalition (Jan, March, May, July, Sept, Nov, or as needed).
2. **ACTIVITY: Technical Support.** Provide support and general direction for the Destination Safe Task Teams (as needed).
3. **ACTIVITY: Special Safety Studies.** Conduct safety data analyses as part of project area studies, corridor studies, and other program activities (as needed).
4. **ACTIVITY: Public Education.** Implement the annual Public Information & Education program through paid and owned media (ongoing).
5. **ACTIVITY: Destination Safe Call for Projects.** Create and organize call for projects for traffic safety programs funded by the Kansas and Missouri Departments of Transportation. Assist with DOT eligibility, project scoring, and Destination Safe leadership voting for project approval (Jun).
6. **PRODUCT: Safety Calendar.** Update information about state, regional, and local safety events (as needed).
7. **PRODUCT: Annual Fatality Report.** Provide a safety/fatality report yearly to the Destination Safe Coalition and TTPC (Dec).
8. **PRODUCT: Annual Safety Performance Measure Targets.** Update the safety performance measure targets based on the *2022-2027 Transportation Safety Plan* as well as current data (Feb).

3.7 Congestion Management Process – Lead Agency: MARC

Objectives

- Carry out the Congestion Management Process in accordance with relevant federal requirements and guidance.
- Continue to implement and refine regional policies and standards regarding system performance on the congestion management network.
- Continue to implement and refine a process for monitoring regional congestion and identifying needed capital improvements, as well as demand management and system management strategies.

Background/Previous Work

As the MPO for a Transportation Management Area (TMA), MARC, in cooperation with the two state DOTs, is responsible for developing a Congestion Management Process (CMP) for the metropolitan area and integrating it with the metropolitan transportation planning process.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: System Performance Monitoring.* Continue data collection, analysis, and reporting in support of the CMP (ongoing).
2. *ACTIVITY: Identification and Evaluation of Strategies.* Coordinate with regional planning partners to identify strategies that respond to needs identified through performance monitoring. (ongoing)
3. *ACTIVITY: CMP Implementation.* Coordinate the CMP with the development of planning products and activities, including the MTP, TIP, Regional ITS Architecture, planning studies, etc. (ongoing).
4. *PRODUCT: CMP Documentation:* Maintain CMP products and documentation as needed(ongoing).
5. *PRODUCT: CMP Toolbox:* Complete the update of the CMP Toolbox (Dec).

3.8 Transportation Systems Management & Operations Planning – Lead Agency: MARC

Objectives

- To provide a strategic planning framework for regional traffic operations and management programs while ensuring compliance with applicable federal and state requirements.
- To improve integration of regional traffic operations and management initiatives with the metropolitan transportation planning process.

Background/Previous Work

MARC's prior planning efforts have supported improvements to the efficiency and effectiveness of the region's transportation system through the implementation of operations and management strategies. MARC operates the region's RideShare program and has led the development and implementation of the Operation Green Light regional traffic signal operations program since its original feasibility study was completed in 2000. Since that time, MARC has also developed and updated the Regional ITS Architecture and Congestion Management Process. MARC's partners have developed and deployed the Kansas City Scout freeway management system along with the Operation Green Light traffic signal operations program on over 700 traffic signals serving 26 agencies in the region.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Regional TIM Workgroup.* Provide support for a Traffic Incident Management (TIM) group to both develop and implement a work plan for traffic incident management (ongoing).
2. *ACTIVITY: Planning for Operations.* Educate partner agencies, elected and other local officials, and the community about the requirements and benefits of TSM&O practices. Work with regional partners to develop concepts for regional projects involving information, communication, and technology applications in transportation (ongoing).

3.9 Transportation Performance Management (TPM) – Lead Agencies: KDOT, MoDOT, KCATA, JCT, UGT, IndeBus, KC Streetcar, MARC

Objectives

- To establish performance measurement targets in response to the FAST Act's performance-based approach to statewide and metropolitan planning.

- To coordinate the selection of performance targets by the state DOTs, MARC, and the region's transit agencies to ensure consistency, as appropriate.
- To update and align MARC's adopted performance measures and targets with the newly adopted metropolitan transportation plan.
- To integrate performance management into planning and programming processes.

Background/Previous Work

Under the FAST Act, states, transit agencies, and metropolitan planning organizations (MPO's) are to establish and follow a performance-based approach to transportation decision-making that support the national goals of safety, infrastructure condition, congestion reduction, system reliability, freight movement and economic vitality, environmental sustainability, and reduced project delivery delays. USDOT developed a process for establishing performance targets and reporting on progress towards achieving those targets through the federal rulemaking process. State DOTs, transit agencies, and MPOs shall coordinate, to the maximum extent practicable, on the establishment and reporting of performance targets.

Furthermore, MARC has chosen to develop additional performance measures that align with Metropolitan Transportation Plan policy goals. Notably, the newly adopted Connected KC 2050 will require an update to previously non-federally required performance measures.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Coordinate to Develop Performance Targets for FAST Act TPM Measures.* Coordinate with planning partners and various committees, to support development of performance targets for the measures defined in the FAST Act and related federal rulemaking. (ongoing)
2. *ACTIVITY: Incorporate Performance Targets into Planning Products.* Integrate performance targets and reporting in to MTP, and TIP, and other planning products as appropriate. (ongoing)
3. *PRODUCT: Annual Performance Measurement Report.* Produce the annual report that measures progress related to the goals and performance measurements outlined in *Connected KC 2050*, including progress towards achievement of FAST Act targets (Oct)

2023 Budget for System Management

3.1	Transportation Modeling/Forecasting	\$996,381
3.2	Transportation Research & Database Management	\$585,641
3.3	Air Quality Planning	\$106,090
3.4	Safe and Accessible Transportation Options	\$392,622
3.5	Transportation Technology	\$40,164
3.6	Transportation Safety Planning	\$104,276
3.7	Congestion Management System	\$62,496
3.8	Management & Operations Planning	\$43,870
3.9	Performance Measurement & Target Setting	\$84,019
Total		\$2,415,559

For additional budget information please reference Appendix D – Schedules 1 & 2

4.0 PROGRAMMING

4.1 Transportation Improvement Program – Lead Agency: MARC

Objectives

- To develop a detailed and financially realistic program of transportation projects drawn from all elements of the community, that is consistent with the Metropolitan Transportation Plan, financially realistic, in conformity with air quality plans, and addresses social equity/environmental justice regulations.
- To evaluate and prioritize projects according to procedures approved by various MARC programming committees.
- To ensure opportunities for public input, review, and comment related to the *TIP*.
- To foster an understanding of the *TIP* process among member jurisdictions, and to effectively communicate the approved *TIP* to the public.
- To effectively process *TIP* modifications actions (Amendments/Administrative Modifications).

Background/Previous Work

MARC produces the regional *Transportation Improvement Program (TIP)* in cooperation with the Kansas and Missouri Departments of Transportation, local governments, and public transportation agencies. The *TIP* is a staged, five-year list of surface transportation projects proposed for federal, state, and local funding that documents how the Kansas City region prioritizes the limited transportation resources available for the various needs of the region. In 2021, MARC approved the 2022-2026 *TIP* in compliance with federal transportation law.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: TIP Maintenance.* Maintain the current 2022-2026 *TIP* through communications with project sponsors, timely processing of requested administrative modifications, and any other necessary changes; process quarterly *TIP* amendments (Jan, Apr, Jul, Oct) and special *TIP* amendments (as needed).
2. *ACTIVITY: Programming.* Complete the process to determine funding priorities for suballocated federal funds and provide ongoing staff support to MARC's programming committees. Evaluate and prioritize projects according to procedures approved by various MARC committees (Mar).
3. *ACTIVITY: Programming Debrief.* Review and recommend modifications to MARC's programming process and evaluation methodologies and begin implementation in preparation for the next programming round in 2024 (Dec).
4. *ACTIVITY: Performance Measurement.* Work with MARC's planning partners to address the requirements that the *TIP* make progress toward achieving established performance targets as required per 23 CFR 450.326(c) and 23 CFR 450.326 (d). (ongoing).
5. *ACTIVITY: TIP Database Transition.* Continue the transition of the data in the *TIP* database to a new database structure to better provide for integration with the metropolitan transportation plan and geographic information systems; provide an updated user interface and potential new tools for external users (Dec).
6. *PRODUCT: 2024-2028 Transportation Improvement Program.* Develop the 2024-2028 *TIP* in accordance with federal regulations (Oct).
7. *PRODUCT: Project Tracking.* Prepare Annual Listing of Obligated Projects per 23 CFR 450.332 (Dec).

2023 Budget for Programming

4.1	Transportation Improvement Program	\$240,000
Total		\$240,000

For additional budget information please reference Appendix D – Schedules 1 & 2

5.0 PLANS AND STUDIES

5.1 RideKC Short-Range and Ongoing Transportation Planning – Lead Agency: KCATA

Objectives

- Develop technical route service plans and short-term service recommendations to appropriately adjust and improve KCATA route services in the community. This includes monitoring and measuring the performance of transit service on an ongoing basis.
- In coordination with regional partners, provide planning and administrative support for regional transit services to ensure a comprehensive, cooperative, and continuing transportation planning process, while pursuing local and regional planning projects that integrate land use and transportation as well as advance transit infrastructure planning.

Background/Continuous Work

This ongoing program will support KCATA staff and consultant work related to planning processes and initiatives anticipated in 2022, including implementation of service improvements recommended by recent regional and local planning efforts and construction projects.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Service Monitoring and Improvement.* Based on ongoing monitoring and performance assessments, continue service and infrastructure planning efforts to improve the efficiency of transit service and to accommodate changing needs and demands in the region. KCATA has begun the process of building an advanced reporting tool to be used to provide up-to-date live data to its community partners and the public in the form of a live dashboard embedded in the RideKC website (ongoing).
2. *ACTIVITY: RideKC Service Restoration Planning.* Due to operator shortages and other pandemic related effects RideKC has been forced to reduce service across the region. The KCATA, along with partner agencies, have begun a planning process to identify service restoration priorities of our community partners, the public, and operations staff. This will be an ongoing planning activity into all of 2023 and potentially 2024. the transit network redesign project to improve fixed- route and mobility services in Kansas City, MO based on public input and technical analysis (Dec).
3. *ACTIVITY: Community Planning and Development.* Coordinate with local communities on development review and transportation projects impacting access to transit services; provide data and planning expertise as needed to improve the connection between land use and transportation planning (ongoing).
4. *ACTIVITY: Local Planning Projects.* Serve as liaison and subject matter experts on transportation and land use planning efforts across the region. Serve on steering and advisory committees to advance key projects to improve transportation services and ridership potential (as needed).
5. *ACTIVITY: Regional Marketing.* Continue implementation and marketing of the RideKC brand and services to passengers and the public, including the creation and distribution of materials, signage, attending community events, and providing high-quality passenger information in multiple formats (ongoing).
6. *ACTIVITY: SmartMoves Implementation.* Position SmartMoves corridors for near-term incremental improvements while longer-term plans are being continued for future expansion. This includes

coordinating with local jurisdictions to plan and implement mobility hubs throughout the region (ongoing).

7. *ACTIVITY: Mobility Services and Job Access:* Plan, implement, and market Microtransit and other flexible services to fill gaps in the fixed-route network and expand job access, in coordination with local partners (ongoing).
8. *ACTIVITY: Federal Programs and Reporting:* KCATA Planning is the lead for the coordination, collection, and submittal of data to the National Transit Database, as well as the development of Title VI programs, analyses, and monitoring activities (ongoing).

5.2 RideKC Long-Range Transit and Capital Planning – Lead Agency: KCATA

Objectives

- Develop service and capital improvement plans and related cost estimates to address critical and unmet needs. This includes planning for bus rapid transit corridor investments, improved pedestrian access to transit services, fare collection systems, asset management systems, and other needs and initiatives.

Background/Previous Work

KCATA has recently completed bus rapid transit planning projects on two SmartMoves corridors and is preparing for upcoming plans for additional corridors. KCATA will also be assisting other entities with transit-related planning projects and implementation activities, including for the improvement of passenger amenities and bike/pedestrian accessibility.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Streetcar Expansion:* Continue to assist the Kansas City Streetcar Authority and the City of Kansas City with continued planning and engineering of the planned north and south expansions of the RideKC Streetcar route. KCATA Planning assistance is primarily focused on the integration of the bus network around this rail spine (ongoing).
2. *ACTIVITY: Bus Rapid Transit Project Development & Implementation Activities:* Begin activities related to advanced planning, conceptual engineering, environmental review, and assessment of funding opportunities for the two corridors with recently completed BRT studies: Independence Avenue and North Oak (ongoing).
3. *ACTIVITY: East West Transit Study:* The East West Transit study is a bi-state project that seeks to identify a high-capacity fast and frequent transit corridor between the two anchor locations of KU Medical Systems in Kansas City, Kansas and the Truman Sports Complex in Kansas City, Missouri (Jun).
4. *ACTIVITY: Kansas Corridors BRT Planning:* Conduct planning activities for the improvement of service and infrastructure on State Avenue, Metcalf, and 75th/Quivira. Prepare these SmartMoves corridors for future bus rapid transit implementation (Dec).
5. *ACTIVITY: Planning Sustainable Places.* Provide assistance and guidance to Planning Sustainable Places projects throughout the region to achieve local and regional objectives for multimodal transportation (as needed).
6. *ACTIVITY: Local Comprehensive Plan Participation.* Provide input and expertise for local jurisdictions' comprehensive, corridor, and area planning projects. This includes the City of Kansas City's comprehensive planning process (as needed).
7. *ACTIVITY: Transit Oriented Development Planning.* In coordination with municipalities, develop plans and implementation of TOD policies and specific plans to build and encourage appropriate development on key high-capacity transit corridors and activity centers. This includes the upcoming Prospect TOD

Study in association with the City of Kansas City and the Rock Island TOD in association with Jackson County, Missouri (ongoing).

5.3 Goods Movement/Freight Planning – Lead Agency: MARC

Objectives

To integrate freight transportation issues and concerns within the overall metropolitan transportation planning process.

Background/Previous Work

Because of its central location and historical importance as a gateway to the western United States, the Kansas City metropolitan area is one of the nation's major centers for the movement of freight. The region ranks as the second largest rail hub in the country, served by eight major railroads and six intermodal facilities. According to [KC Smartport](#), the region is home to numerous trucking and distribution companies with an ability to reach 85% of the nation's population in two days or less. Additionally, Port KC and construction of a new Kansas City International Airport (KCI) barge and air freight will have an increased importance. MARC has been actively involved in freight planning since the 1995 Intermodal Freight Strategies Study.

MARC has maintained a Goods Movement Committee since 1996, to bring together representatives of the private sector freight industry with elected and staff officials from state and local governments. This committee plays an active role in identifying and prioritizing projects that will result in more efficient goods movement within and through the region.

In 1998, MARC, in cooperation with the Greater Kansas City Chamber of Commerce and the US Department of Treasury, completed the Mid-Continent TradeWay Study to evaluate the potential for establishing an international trade processing capability in the Kansas City region. In 2000, MARC, in cooperation with the Greater Kansas City Chamber of Commerce and the Kansas City Area Development Council, established Kansas City SmartPort to implement the recommendations of the Mid-Continent TradeWay Study. In 2006, MARC, in cooperation with Kansas City SmartPort, Inc., KDOT and MoDOT, completed an updated ITS implementation plan for Kansas City SmartPort. In 2007, MARC worked with Kansas City SmartPort to conduct pilot tests of some of the operational concepts developed in the 2006 ITS planning work. In 2009, MARC completed the Kansas City Regional Freight Outlook Study (KCRFO), which provided a regional freight strategic plan to help the region to remain a vital national freight transportation hub and support the region's freight transportation planning. In 2012, MARC, in cooperation with KC SmartPort, completed Phase III operational testing of the 2006 ITS planning work. In 2020, MARC, in cooperation with FHWA, the Heartland Civic Collaborative, the state departments of transportation in Illinois, Iowa, Kansas, Missouri, and Nebraska and MPOs in Des Moines, Omaha, Springfield, Mo, St. Louis, and Wichita completed the *Heartland Freight Technology Plan* which identified opportunities and strategies for inter-regional cooperation of emerging technologies in the freight industry.

In 2009, the region completed our last freight study to identify regional and national freight movement goals and objects. The Study has done the region well, but events over the last 10+ years have made those goals and objectives obsolete. In 2009, the region and the country were devastated by economic events not seen since the great depression. Since 2010, the region has seen growth in intelligent transportation use along with increases in data needs and integration by the freight community. Since 2020, the world has fought realities and pressures of a worldwide pandemic and adjusting to new realities that have grown from the pandemic. All these forces have affected how we do business. Effects are seen in logistic patterns and practices, data needs and maintenance, intelligent transportation advances, including regional and

national freight movement, goals, objectives, and performance measures. In order for the region to remain relevant with national and regional freight goals and objectives, it is imperative that we identify those forces impacting the region. We need a region-specific freight study that aids in identifying current and future freight trends and expectations. This point is further qualified by recommendation from the 2021 MPO federal review.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Committee Support.* Provide staff support to the Goods Movement Committee to both develop and implement the annual committee work plan (ongoing).
2. *ACTIVITY: Collaboration and Engagement.* Maintain liaison and support to Kansas City SmartPort and other freight interests in the region; participate in state and national freight planning; provide public engagement between the freight community and the public sector regarding freight transportation issues (ongoing).
3. *ACTIVITY: Regional Freight Planning.* As a result of freight logistics, movement, and economic changes because of the pandemic, outline a regional freight plan to help identify regional freight-related needs and priorities for regional planning; update elements of the MTP and TIP as necessary (ongoing).
4. *ACTIVITY: IIJA Compliance.* Conduct Freight Corridor Planning, freight performance measure development, and participate in state freight planning activities as prescribed by the FAST Act (as needed).
5. *ACTIVITY: Planning Products.* Coordination with development of MARC's planning products (MTP, TIP, ITS Architecture etc.). Identify freight initiatives and their integration as appropriate (as needed).
6. *ACTIVITY: Freight Planning Coordination.* Coordinate regional freight plans to ensure compliance with the IIJA and the freight plans of Kansas and Missouri and provide input into the MTP and regional planning processes (as needed).

5.4 Corridor Studies – General – Lead Agency: MARC

Objectives

- To coordinate the initiation and execution of major corridor studies within the MARC region and provide for the incorporation of study findings and recommendations in MARC's Metropolitan Transportation Plan and Transportation Improvement Program.
- To actively participate in corridor studies and provide input reflecting regional goals, policies, and priorities.

Background/Previous Work

MARC's policy is to conduct major investment studies (MIS) whenever major transportation improvements are proposed in the region. These studies are viewed as an integral part of the metropolitan transportation planning process and are a precedent or companion to NEPA environmental and alignment or operational studies. In some instances, other (non-MIS) studies are undertaken to develop, evaluate, and select strategies for improving the performance of the region's transportation network.

Connected KC 2050 identifies locations for major studies in the region. MARC will play an active role in coordinating and facilitating corridor studies in the region, although other agencies may have lead responsibility. This work element encompasses MARC staff's participation in the various major corridor studies during the year, many of which are also included as specific work elements in the UPWP.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Study Coordination.* Ensure compliance with MARC policy regarding the initiation, conduct and review of major corridor studies in cooperation with federal, state, and local agencies; ensure findings from studies are reviewed by key MARC committees and incorporated into the region's plans and programs as appropriate (ongoing).
2. *ACTIVITY: Study Support.* Support studies by providing information/technical assistance to local agencies and by participating in steering and technical committees (ongoing).
3. *ACTIVITY: Approval Process.* Process study conclusions through appropriate MARC committees for incorporation into the LRTP or other plans/documents (ongoing).

5.5 Aviation Planning and Coordination – Lead Agency: MARC

Objectives

- To maintain a current Aviation System Plan, consistent with the needs of the Kansas City metropolitan area, and to integrate aviation with other transportation modes.
- To facilitate an open, ongoing discussion of regional aviation issues among aviation professionals, regional elected leadership, and local, state, and federal officials
- To effectively integrate aviation planning considerations into the overall MARC metropolitan transportation planning process
- Support implementation of UAS technologies in a manner that safely integrates them with the aviation system.

Background/Previous Work

MARC has historically maintained a regional airports system plan with resources provided by the Federal Aviation Administration. The latest update to the MARC Airports System Plan was completed and adopted in 2016. MARC holds regular meetings of the Aviation Committee to coordinate and consult with regional aviation stakeholders on a range of transportation issues.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Aviation Research and Coordination.* Consult with regional officials responsible for aviation planning and operations, including coordination of in-house planning work with other agencies, review of technical journals and papers, and attendance at meetings, conferences, and seminars (ongoing).
2. *ACTIVITY: Conduct quarterly meetings of the MARC Aviation Committee* (quarterly).
3. *ACTIVITY: Coordinate with Federal Aviation Administration (FAA) officials, regional stakeholders, and MARC staff to integrate obstruction evaluation and airport airspace analysis (OE/AAA) into the MARC surface transportation planning/programming process* (ongoing).
4. *PRODUCT: Regional Aviation System Plan .* Maintain coordinated support of the Regional Aviation System Plan goals and recommendations (ongoing).

5.6 MoDOT Traffic Studies – Lead Agency: MoDOT

Objectives

- To analyze traffic characteristics to support management of the transportation system.
- To produce and maintain various traffic databases and reports in order to recommend solutions to improve and enhance the safety of the regional transportation system.

Background/Previous Work

MoDOT traffic personnel perform various technical duties associated with updating and maintaining the traffic volume, speed, and accident data. This includes analyzing data for causes and recommending remedial action on the transportation system within the MARC boundary. Personnel also assist in developing long- range and short-range projects to relieve congestion by addressing roadway management, congestion management, incident management, roadway access management, and traffic signal network management.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Data Collection and Analysis.* Support, review, and analyze traffic and safety data to identify concerns and recommend solutions (ongoing).
2. *ACTIVITY:* Research and review requests for improvements to the state highway system (ongoing).
3. *ACTIVITY: Safety Program:* Perform Road Safety Audits, Identify High Hazard segments, intersections, and corridors. Identify strategies and make recommendations for improvements (ongoing).
4. *PRODUCT: Traffic Studies and Reports.* Regularly research improvements or impacts of improvements to the safety and operations of MoDOT's system. Develop traffic study reports outlining findings and/or recommending approvals. Conduct studies such as multi-way stop studies, speed studies, safety studies, and traffic impact studies. Review and analyze recommendations of the Regional Arterial Management System – Operation Green Light (OGL) and study potential solutions at various intersections (ongoing).

5.7 Economic Equity Value Atlas Regional Customization – Lead Agency: MARC

Objectives

- To develop a tool that reflects our region's values and guides better regional resource allocation and policy alignment within transportation, environment, and land use.

Background/Previous Work

The Economic Equity Value Atlas (EEVA) was developed by the Brookings Metropolitan Policy Program (Brookings Metro) and local partners in Portland, Oregon, and Minneapolis, Minnesota in 2022. It uses a web-based data visualization platform to help regions better align their resource allocations with community values, goals, and policies. The Mid-America Regional Council participated in a pilot of the tool as part of a cohort of three metropolitan areas working with Brookings Metro with the purpose of increasing alignment across efforts in the Kansas City region. An initial phase of the tool was utilized in the 2023 Planning Sustainable Places (PSP) call for projects. During 2023, work will be focused on evaluating its use in the 2023 PSP call for projects and determining overall transportation metrics for use with the Connected KC 2050 (CKC 2050) update and incorporation into the 2027 suballocated call for projects.

Program Activities and Products (Estimated Completion Dates)

1. *ACTIVITY:* Evaluate use of phase one tool in the 2023 PSP call for projects. (Mar)
2. *ACTIVITY:* Utilizing the five policy goals of CKC 2050, develop and detail values to be addressed within those goals for a phase two version of the EVA. This will be folded into the CKC 2050 update process (Jun)
3. *ACTIVITY:* Identify metrics to measure the values connected to the *CKC 2050* goals. (Sept)
4. *ACTIVITY:* Utilizing the 2025 suballocated call for project applications, test metrics for future use in suballocated funds programming. (Dec)
5. *ACTIVITY:* Utilize test metrics in evaluation of CKC 2050 call for projects. (Dec)

5.8 Comprehensive Transit Oriented Development Plan for the Prospect MAX Corridor – Lead Agency City of Kansas City, Missouri/Kansas City Area Transportation Authority

Objectives

- To plan for Transit-Oriented Development (TOD) along the prospect MAX corridor
- Create a TOD zoning overlay for the corridor
- Identify needed multi-modal connections and improvements
- Identify development tools, partnerships, and strategies
- Implement mobility hubs as recommended in Smart Moves 3.0; and build on the Prosperity Playbook and the recommendations of the 2016 Smart Growth America TOD Workshop that was focused on the Prospect Corridor.

Background/Previous Work

The Prospect MAX route opened in December of 2020. Previous studies, particularly the Smart Growth America TOD Workshop and subsequent report, focused on how to achieve transit-oriented development along the corridor and identified obstacles and impediments to attracting TOD. The Smart Moves 3.0 Plan identifies this corridor as a “Fast and Frequent” corridor and designates four proposed mobility hubs along the corridor.

Program Activities and Products

1. *ACTIVITY:* Create a Comprehensive Transit Oriented Development Plan for the Prospect MAX Corridor (Jun).
2. *ACTIVITY:* Create and adopt a Transit Oriented Development Zoning Overlay for the Prospect MAX Corridor (Dec).

5.9 Planning and Environmental Linkages (PEL) Study: I 35 & I 29 – Lead Agency: MODOT

Objectives

To define the vision for the I-29/I-35 corridor by identifying long and short term solutions and defining sections of independent utility with corresponding NEPA classifications. Analysis will include documenting of the existing conditions impact to freight and the potential solutions to serve the movement of goods and people; conducting a safety analysis that will include documenting existing crashes, potential hazardous materials that are shipped through the corridor, and the risks of exposure to the surrounding communities and environment; documenting the state of repair and condition of the infrastructure, including pavement and bridge conditions; identifying improvements to provide safe, reliable, and resilient transportation through the I-29/I 35 corridor; conducting an environmental screening and identifying improvements for efficiency to reduce air pollution and energy use and identifying means to improve stormwater mitigation strategies; including multimodal solutions to improve options for pedestrian travelers.

Background/Previous Work

This will be the first significant study of the I-29/I-35 corridor in this area. This project lies predominately within the City of Kansas City, MO. The study is necessary to allow MODOT and the City of Kansas City to address safety, traffic congestion, capacity, operational, and environmental issues in the corridor.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Public involvement and agency coordination plan, including identifying concerns, holding public meetings, creating a Community Connections Team and community advisory group, and providing elected official briefings (Summer 2022).*
2. *ACTIVITY: Traffic and safety analysis, including travel demand modeling, operational modeling, future year traffic projections, create a Dynameq model, research crash history and document potential hazardous materials shipped through the corridor, and evaluation of the safety performance of potential alternatives (Fall 2022).*
3. *ACTIVITY: Assessment of the state of repair and condition of the infrastructure along with the social, economic, environmental impacts of a proposed action or project, including NEPA documentation (Winter 2022).*
4. *ACTIVITY: Conduct a pedestrian analysis, including a multimodal analysis to improve pedestrian level of service (Winter 2023).*
5. *PRODUCT: Development of the PEL study (Spring 2023)*
6. *PRODUCT: Completion of a PEL questionnaire for submittal to FHWA (Spring 2023).*

5.10 Leavenworth County Surface Transportation Study – Lead Agency: Leavenworth County, KDOT, Leavenworth, Lansing, Basehor, and Tonganoxie

Objectives

To evaluate and prioritize potential capital improvement projects assembled from a list of previously completed studies and identify potential new projects based on community input, feasibility, connectivity to the greater Kansas City metropolitan area, and technical criteria.

Background/Previous Work

Over the past several years, various studies have been completed by various entities. A partial list of these projects include:

- 2014 5-County Study (KC Metro + Douglas County)
- 2000 Kaw Connect Major Corridor Study (I-70: Topeka to Kansas County)
- 2006 K-7 Corridor Management Plan
- 2007 US-24 / 40 Corridor Management Plan
- 2008 T-Link & KDOT Consultation: Leavenworth County Transportation Priorities)
- 2016 K-92 Centennial Bridge Study
- Patriot Highway (PPP Agreement)
- Leavenworth County, city stakeholders, and surrounding county Comprehensive Plans
- 2020 Eastern Gateway Concept Study

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Project Management.* Manage the overall project execution, coordination, cost control, and quality control process (ongoing).
2. *ACTIVITY: Public Engagement.* : Develop and execute a robust and effective public engagement strategy to facilitate broad public input into the Plan (ongoing).
3. *ACTIVITY: Develop Goals and Objectives.* Synthesize all inputs and leverage professional expertise and best practices to craft suitable overarching goals and principles that will guide the plan to ensure desired outcomes (Mar).
4. *ACTIVITY: Data Collection.* Conduct data collection to bring value to the project, potentially including traffic volumes, crash history, infrastructure condition, maintenance activities, etc. (Apr).

5. *ACTIVITY: Prioritization.* Develop a model and criteria to rank identified projects based on items including safety, interstate and metropolitan connectivity, congestion, level of service, development coordination, multimodal connectivity, and funding opportunities (Jul).
6. *ACTIVITY: Feasibility analysis.* Conduct high-level evaluation of critical clearances to determine if projects have critical items that may make the projects unfeasible (Oct)
7. *PRODUCT: Plan Documentation.* Develop the final plan report, including implementation recommendations and supporting maps and graphics (Dec).

5.11 RideKC Bi-State Green Corridor Planning Investments – Lead Agency: KCATA

Objectives

- Combine green transit investment and sustainable public infrastructure to address low-income and disadvantaged community needs.
- The planning studies included in this project will provide additional analysis in preparation for the introduction of Battery Electric Buses (BEB's), further reducing greenhouse gas emissions to provide a healthier environment for those frequenting the corridor most.
- Improve mobility and access while combating climate change

Background/Previous Work

KCATA has recently completed bus rapid transit planning projects on two SmartMoves corridors and is preparing for upcoming plans for the RideKC Green Corridor.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Origin-Destination Study.* Outline how people move throughout RideKC Green Corridor, beyond existing transit trips to get an understanding of overall commuting patterns to help advise where there is potential for additional ridership and confirm if existing alignment fits needs of existing communities (Mar).
2. *ACTIVITY: First/Last Mile Mobility Study.* Look at neighborhood adjacent to corridor to determine the additional investment necessary to absorb catchment area of riders who utilize existing services and consider alternative transit modes and technologies (Jun).
3. *ACTIVITY: Transit Center Feasibility Analysis.* Recommendation of location of western and eastern termini transit centers to serve as the near term fast and frequent layover locations and development of land use plan and market feasibility for potential transit-oriented development activation (Aug).
4. *ACTIVITY: Service Planning Study.* Consider all information from the prior studies to help inform the final service plan for the connected corridor, using the most up to date reliable data collected (Oct).
5. *PRODUCT: RideKC Green Infrastructure Program Initiative Documentation:* Planning studies to provide support to the implementation of The RideKC Green Corridor Infrastructure Program. Maintain studies and documentation as needed (ongoing).

5.12 RideKC Funding for Zero-Fare: Evaluating the Health and Economic Impacts – Lead Agency: KCATA

Objectives

- Explore innovative funding and planning models to ensure zero fare transit is sustainable.
- The study will assess the economic and health impacts of zero fare in Kanas City.
- Develop a model to extend zero-fare service to areas of persistent poverty, more suburban areas and ensure sustainability of local funds.

Background/Previous Work

This project will evaluate KCATA's zero-fare transit policy that has demonstrated the potential to reduce vehicle trips, improve air conditions, and improve the health and economic status of low-income and racial minority residents of KC. This project will build on recommendations from MARC's recent Zero Fare Impact Analysis.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Zero Fare and bus use.* Select three comparison cities based on confounders that will include baseline ridership, sociodemographic and environmental variables. Describe changes in ridership in each of the comparison cities to show how their ridership levels change over time as compared with KCMO. The purpose of this analysis is to conduct a detailed but straightforward comparison that may be preferred by some decision makers (Mar).
2. *ACTIVITY: Zero -fare impact on access to healthcare and employment.* Test whether bus users experience improvements in access to healthcare and employment using a quasi-experimental design (Jun).
3. *ACTIVITY: Educational Walk Audits & Focus Groups.* Participants from the priority census tracts will be recruited to participate in the walk audit and in-depth focus groups (Jun).
4. *PRODUCT: Zero-Fare Impact Plan Development:* Analyze the data collected to develop a plan to report the impacts of zero-fare on health and economic indicators for individuals living in the census tracts of interest. Develop recommendations to ensure sustainability of funding for zero-fare using a community-based approach (Oct).

5.13 Kansas City International Airport Transit Service Action Plan – Lead Agency: MARC

Objectives

This work will seek to develop scalable, investable strategies to improve transit connections for outbound traveler, visitor, and workforce transportation to Kansas City International Airport (KCI) and other major destinations for regional travel, hospitality & leisure employment including:

- I-29 Corridor and Northland Hotel Clusters
- Downtown Kansas City / Union Station / Country Club Plaza
- Johnson County (Mission Transit Center / Oak Park Transit Center / Metcalf & I-435)
- Kansas City, KS (47th & State Avenue Metro Center, 7th & Minnesota Downtown) / Village West
- Truman Sports Complex & Eastern Jackson County

The action plan will seek to identify effective and feasible transit service investments to support anticipated baseline growth in KCI travel and employment - scalable for large events such as World Cup, national conventions, etc.

Background/Previous Work

- SmartMoves 3.0 – a transit and mobility plan for the Kansas City region
- 2017 Airport Service Concepts (KCATA)

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Stakeholder and Community Engagement,* including stakeholder interviews, KCI passenger survey, public meeting(s) and focus groups with employers, hotel owners, etc. (Jan).
2. *ACTIVITY: Needs assessment,* including identification of baseline conditions, travel demand scenarios (origins, destinations, time of day, seasonality, etc.) and special event scenarios (Feb).

3. *ACTIVITY*: Identification of alternatives and evaluation. Determination of evaluation factors, service models (including modes and interoperability, service frequency, procurement, supporting infrastructure, etc.), cost estimates for capital operations & maintenance and financing mechanisms, ridership and revenue models & estimates, and benefit/cost analysis (Mar).
4. *ACTIVITY*: Development of an action plan, including determination of priorities, timelines, responsible parties, and financial plan (May).
5. *PRODUCT*: Kansas City International Airport Transit Service Action Plan: Identification of scalable, investable strategies transit connections for visitor and workforce transportation to MCI and other major destinations for regional travel, hospitality & leisure employment (Jun).

5.14 Building Climate Resilience in the Transportation System (Phase 1) – Lead Agency: MARC

Objectives

This work will launch a phased, multi-year study to conduct detailed analysis about:

- The risks and vulnerabilities to the region’s transportation system due to climate change
- Opportunities to mitigate community risks and vulnerabilities caused by the region’s transportation system.

Background/Previous work

The MARC Board of Directors adopted the Regional Climate Action Plan in March 2021. The plan included a preliminary climate risk and vulnerability assessment of systems, assets, and services in various sectors. While the plan acknowledges that excessive heat, drought, and flooding will each be exacerbated by climate change, a more detailed analysis is required to understand how those issues affect and are affected by the region’s transportation system. All analysis would evaluate system level dynamics as well as particular issues or concerns that affect vulnerable, under-resourced communities.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY*: Engage transportation system stakeholders, community stakeholders and committees to frame study goals and approaches (ongoing).
2. *ACTIVITY*: Issue a request for information to solicit alternative approaches to evaluating climate risks and vulnerabilities to the transportation system (Mar).
3. *ACTIVITY*: Issue a request for proposals to obtain professional services to launch phase one of the study (Jun).
4. *PRODUCT*: Completion of Phase One report detailing a regional approach to achieve stated goals in future phases. Consultants would clarify and launch a community stakeholder engagement process, identify a preferred analytical approach to study the problem, clarify data needs, performance evaluation metrics, and potential alternative outcomes. The study would intersect with the development of the long-range transportation plan and would be structured to offer guidance and recommendations for strategies to be included in that plan in a timely manner (Dec).

5.15 Electric Vehicle Readiness Plan – Lead Agency: MARC

Objectives

- Assess current conditions and future needs, including existing local and regional plans, collection of local and regional EV data to identify trends by geography for all fleet types, incentive and rebate programs, identification of barriers to EV growth, and local growth projections.
- Identification of needs related to city fleet charging, public access charging stations, equity considerations, operations and management, and utility/grid analysis required to support charging infrastructure
- Public engagement

Background/ Previous Work

In 2012, Kansas City Clean Cities Coalition completed the Greater Kansas City Plug-in Readiness Strategy. The plan focuses on electric vehicle preparedness and yielded recommendations in the following areas: charging infrastructure, government policy, incentives, vehicle availability, retail demand, and fleet demand. At the time this strategy was being developed, some electric vehicle charging stations had been installed, including a few by Evergy. Since then, Evergy has taken the lead on expanding the charging network substantially, though other entities have installed charging equipment as well. The share of electric vehicles in the regional fleet have slowly increased, including government fleets, as the availability of charging stations and vehicle availability with a broader, more affordable, range of price points has increased.

The Clean Air Action Plan, ConnectedKC 2050 and the Regional Kansas City Climate Action Plan call for an increase in electric vehicles in the fleet and an expanded charging network in order to reduce ozone precursor emissions and greenhouse gases. Currently, there are significant gaps in the charging network, especially in areas that fall outside of Evergy's service territory. In order to support continued investment in the charging network to support the EV adoption, an assessment of current conditions, review of existing plans, and recommended strategies is needed. This work will guide MARC's programming, local government policy and planning (including city-owned utilities), and strategic partners in their implementation work.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY*: Engage project partners and stakeholders to refine scope of work based on common goals and objectives (Feb).
2. *ACTIVITY*: Issue Request for Proposals to obtain professional services for the EV Readiness Plan (Apr).
3. *PRODUCT*: Completion of EV Readiness Plan for the Kansas City region (Dec).

5.16 Regional Freight Plan – Lead Agency: MARC

Objective

Conduct a freight planning study that provides the current state and relative future of freight movement for the Lawrence KS MPO's, Pioneer Trails' (RPC) and MARC's planning regions. The study will also the development of a proactive planning process for port authorities, regional planning commissions (RPCs) and metropolitan planning organizations (MPOs) to identify, select and prioritize local, regional, state, and national multimodal freight projects.

Background/Previous Work

Proactive planning is an attempt to predict the future and then develop a plan that supports the predicted future. The planning process will seek to position an agency to take advantage of changes that are occurring around us. The process will integrate into local, regional, statewide, and national freight planning processes. The process shall be developed in a manner that is harmonious with an agency's planning and project selection processes. The Study will examine

- Reliability (connectivity, travel time and capacity)
- Predictability (as it relates to reliability)
- Efficiency,
- Resiliency,
- Infrastructure,
- Truck parking,
- Electric Vehicles and Alternative Fuels
- Workforce Development and other Public Policy considerations
- Best use of resources

The project's agencies/area of coverage shall include, at a minimum, the Port of Kansas City, counties in the Lawrence KS, MPO, Pioneers Trails Regional Planning Commission (PTRPC), MO and the Mid - America Regional Planning Council (MARC)

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY*: Engage key regional public and private stakeholders (Feb-Jun 2023).
2. *ACTIVITY*: Develop and identify freight resiliency guidelines/routes (Jun-Sep 2023).
3. *ACTIVITY*: Define transportation facilities/routes, farm to market, regional and local (Feb-Nov 2023).
4. *ACTIVITY*: Develop a proactive freight planning process that blends regional/local project selection and prioritization processes into KS and MO State freight plans (Sep-Nov 2023).
5. *PRODUCT*: Final report (Dec 2023).

5.17 Bi-State Sustainable Reinvestment Corridor – Lead Agency: MARC

Objectives

- Integrate, refine, and update existing transportation and related plans for this corridor,
- complete project development and environmental documentation for its zero-emission transportation elements and
- complete advanced conceptual engineering to 15-30% design for one or more high-capacity transit routes with supporting mobility services, mobility hubs, sidewalk and bikeway connections, and related improvements in preparation for major capital investments
- Accelerate implementation and demonstrate the potential of integrated investments in zero-emission transit, green infrastructure, affordable housing, workforce development, childcare access, and other basic services to enhance neighborhood vibrancy, affordability, equity, and connectivity as a model for other corridor-based programs.
- Create a strong community-backed and market-focused framework for private investment in promising but under-achieving neighborhoods, business districts and activity centers.
- Ensure the long-term integrity of key educational institutions and civic and cultural assets along the corridor.

Background/Previous Work

MARC has been supporting efforts among the cities of Independence, Kansas City, MO and the Unified Government of Wyandotte County/Kansas City, KS to coordinate development of a bistate corridor connecting key activity centers and promising neighborhoods in need of reinvestment and mobility services along State and Independence Avenues from Village West in Wyandotte County to Truman Square in Independence.

New Federal infrastructure funding provides a generational opportunity to invest in coordinated, comprehensive transportation, housing, workforce, broadband, green infrastructure, public safety, and economic development strategies to support equitable growth and redevelopment of promising but disadvantaged neighborhoods along the corridor. Focused investment along and connected to this corridor will enhance its capacity to catalyze growth and opportunity throughout the Kansas City area using sustainable strategies.

MARC is working with the Kansas City Area Transportation Authority and local government partners along the corridor to apply for planning funds to position the corridor for future federal Small Starts, MEGA or RAISE capital grants for zero-emission transportation investments such as electric bus rapid transit, mobility hubs, pedestrian and bicycle facilities and electric charging stations. The proposed project would include robust community engagement to complete corridor planning, environmental clearances, and preliminary engineering to 30% design for the transportation elements of the corridor.

Program Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Program Support.* Continue the support of the overall Planning Sustainable Places Program including providing related local government planning and tools application support as necessary (ongoing).
2. *ACTIVITY: Procure consulting services.* Complete consultant procurement process for the project (Feb).
3. *ACTIVITY: Community Engagement.* Initiate community engagement within the corridor (Mar).
4. *ACTIVITY: Conceptual Feasibility Study.* Develop preliminary program of projects, conceptual capital and operation costs and conceptual benefit cost analysis (Aug).
5. *ACTIVITY: Environmental Studies.* Initiate preliminary National Environmental Policy Act (NEPA) work for transportation-related elements (Dec).
6. *ACTIVITY: Transit Element Scoring.* Initiate Small Starts Rating development for transit elements (Dec).

5.18 Stormwater Engineering Standards Update – Lead Agency: MARC

Objective

Update regional stormwater management standards and approaches to address shared water resource/transportation goals of resilience, environmental justice, flood risk reduction, air and water quality, and urban heat islands.

Background/Previous Work

In October 2021, the Executive Committee of the APWA – Kansas City Chapter accepted the recommendation from the Sustainable Stormwater Task Force to update regional stormwater engineering standards (“APWA Section 5600”) and the accompanying Manual of Best Management Practices to Protect Water Quality (MARC/APWA BMP Manual). The last major update was completed in 2005. Area jurisdictions typically adopt APWA standards with local waivers or variances as needed.

The Sustainable Stormwater Task Force met during 2020 – 2021. Members included 33 public and private sector leaders in the field. The group’s recommendations were based upon a vision that “resilient stormwater management uses a sustainable watershed management approach that manages risk, enhances value for all, and stewards natural ecosystems.” All group members concurred that practice of stormwater management has evolved significantly during the intervening 17 years. Changes in technology, data and modeling are coupled with the need to address new issues, from integrated watershed management to climate resilience and environmental justice.

The exact scope of work will depend on available funding and will be developed by MARC with the technical and steering committees. It is anticipated that the scope will, at a minimum:

- Create a set of stormwater standards that are more adaptable
- Combine water quantity and quality design standards
- Include development and redevelopment standards
- Address resiliency and sustainability by promoting more holistic system evaluations
- Update rainfall standards and other appropriate hydrology methods
- Increase the level of hydrology and hydraulic evaluation requirements
- Reduce the existing subjectivity in technical assumptions
- Provide more natural system design criteria, and
- Improve the evaluation of stormwater detention requirements for increased value.

The project will be overseen by technical advisory and steering committees comprised of local government subject matter experts and decision-makers, respectively. MARC will provide project management and facilitation services, including managing the procurement process for consulting services.

Opportunities for stakeholder engagement for developers, environmental organizations, planners, public health experts, community-based organizations and more will be created throughout the process to ensure that the final products are responsive to community needs and interests. To date, 22 local communities in the metro region are participating in the effort, along with the American Public Works Association – Kansas City Chapter.

This effort is expected to benefit all area cities and counties. On the Kansas-side, contributing partners include Bonner Springs, Gardner, Johnson County, Leawood, Lenexa, Merriam, Miami County, Mission, Prairie Village, Unified Government, Westwood, and Westwood Hills. Contributing partners on the Missouri-side include Blue Springs, Excelsior Springs, Gladstone, Grandview, Independence, Kansas City, Liberty, North Kansas City, Parkville, and Riverside. The APWA will also contribute funds toward the effort.

Program Activities and Products (Estimated Completion Dates)

1. *ACTIVITY*: Finalize Memoranda of Agreement with participating communities (Jan).
2. *ACTIVITY*: Issue request for proposals/qualifications (Jan).
3. *ACTIVITY*: Execute contract with recommended firm(s) (Apr)
4. *ACTIVITY*: Regular meetings of project technical and steering committees (ongoing).
5. *ACTIVITY*: Stakeholder engagement. Process will be refined with participating committees and consultant (ongoing).
6. *PRODUCT*: Finalize project recommendations. (December 2024)

5.19 Transportation Element of the City of Overland Park, KS Comprehensive Plan Update – Lead Agency: City of Overland Park< KS

Objectives

- Develop a comprehensive plan which encompasses social and environmental issues, focuses on implementation steps, and is informed by broad community engagement.
- Explore future of important topics such as housing and transportation, population growth, parks and recreation, community services, and economic trends.
- Help define specific projects, policies, and programs the City will implement over the next several years.
- Develop a robust transportation strategy under the new Overland Park, KS comprehensive plan.

Background / Previous Work

The City of Overland Park, Kansas’ current comprehensive plan was created nearly 40 years ago. The City will undergo a comprehensive plan update which will consider the plan’s alignment with Forward OP and other community plans such as the Johnson County Housing Study, Mid-America Regional Council’s Metropolitan Transportation and Climate Action plans, and parking and infrastructure plans. This update will build on extensive community engagement to encompass emerging social and environmental issues and focus on strategic implementation steps to set the direction for the City’s growth and development in coming years. This update will ultimately inform the Capital Improvements Program and budget process.

The City’s Comprehensive Plan update includes in its scope of work specific planning activities that involve planning for transportation related facilities and functions that support the overall development of the City and its surrounding region.

Program Activities and Products (Estimated Completion Dates)

1. *ACTIVITY*: Stakeholder and public outreach and engagement. Conduct stakeholder and community wide outreach and engagement through advisory group, steering committee, public engagement activities and similar efforts. (December 2023).
2. *ACTIVITY*: Scenario planning. Explore and test scenarios for future growth. (June 2023)
3. *ACTIVITY*: Identify specific projects, policies and programs. Identify sets of investments policies and programs which help advance the city’s vision and goals. (September 2023)

4. *PRODUCT*: Overland Park Comprehensive Plan (Transportation Element). Finalize plan direction and recommendations. (December 2023)

5.20 Disparity Study – Lead Agency: City of Kansas City, MO

Objective

Determines whether government entities, either in the past or currently, engage in exclusionary practices in the solicitation and award of contracts to minority, women-owned, and disadvantaged business enterprises.

Background/Previous Work

To perform a study to determine the availability of Minority- and Women-Owned Business Enterprises (M/WBEs) in the Kansas City market area and evaluate small business inclusion programs. The study consortium consisting of KCMO, the Metropolitan Community College and the Kansas City Public Schools. The objective is to meet the requirements of strict constitutional scrutiny applicable to M/WBE programs and national best practice covering years 2023 – 2025

Program Activities and Products (Estimated Completion Dates)

1. *ACTIVITY*: Establish research methodology using case law (Jun 2023)
2. *ACTIVITY*: Identify disparities and causes of disparities between availability and utilization of M/WBE/DBE (Aug 2023)
3. *PRODUCT*: Minority firm utilization report (Aug 2023)
4. *PRODUCT*: Disparate treatment in the marketplace report (Sep 2023)
5. *PRODUCT*: Final study report (Dec 2023)

2023 Budget for Plans and Studies

5.1	RideKC Short-Range and Ongoing Transportation Planning	\$480,000
5.2	RideKC Long-Range Transit and Capital Planning	\$780,000
5.3	Goods Movement/Freight Planning	\$87,071
5.4	Corridor Studies	\$11,888
5.5	Aviation Planning	\$2,594
5.6	MoDOT Traffic Studies	\$350,527
5.7	Economic Value Atlas	\$71,000
5.8	Comprehensive TOD Plan for the Prospect MAX Corridor	\$500,000
5.9	Planning and Environmental Linkages (PEL) Study: I 35 & I 29	\$960,000
5.10	Leavenworth County Surface Transportation Assessment	\$550,000
5.11	RideKC Bi-State Green Corridor Planning Investments	\$514,045
5.12	RideKC Funding for Zero-Fare: Evaluating the Health and Economic Impacts	\$555,555
5.13	KCI Airport Transit Service Action Plan	\$200,000
5.14	Building Climate Resilience in the Transportation System (Phase 1)	\$200,000
5.15	Electric Vehicle Readiness Plan	\$200,000
5.16	Regional Freight Plan	\$900,000
5.17	Bi-State Sustainable Reinvestment Corridor	\$2,500,000
5.18	Stormwater Engineering Standards Update	\$700,000
5.19	Overland Park Comprehensive Plan Transportation Component	\$150,000
5.20	Kansas City, MO Disparity Study	\$450,000
Total		\$10,162,680

For additional budget information please reference Appendix D – Schedules 1 & 2

Appendix A

RELATIONSHIP BETWEEN UPWP PROJECTS AND MTP POLICY DIRECTION

MARC's current Metropolitan Transportation Plan (MTP), *ConnectedKC 2050*, creates a policy framework for transportation investments in the Kansas City region. The plan recognizes the vision of Greater Kansas City as a region of opportunity with a robust economy, healthy environment, and the social capacity to support the creativity, diversity and resilience of its people, places, and communities. The outcomes identified in *Connected KC 2050* focus on key elements that will help achieve that vision – vibrant, connected, and green places and successful, engaged, and healthy people supported by strong communities. The *2023 Unified Planning Work Program (UPWP)* is designed to ensure the region focuses time and resources on these outcomes. Each desired outcome is shown below along with the specific actions included in the *2023 UPWP* that address that part of the region's policy framework.

Access to Opportunity – Support a connected system that enables access to all activities, allowing people to succeed by removing transportation barriers

- Transit Planning Activities (Tasks 3.4, 5.1, 5.2, 5.12, 5.13, 5.14, 5.18)
- Active Transportation Planning and Bike/Ped Planning and Promotion Activities (Task 3.4)
- Land-Use and Comprehensive Planning Activities (Task 2.1, 5.19)
- Environmental/Air Quality Planning Activities (Tasks 2.2, 3.3, 5.15, 5.16, 5.18)
- Public Participation Activities (Task 1.2)
- Programming (Task 4.1)
- Safety and Security Planning Activities (Task 3.6)
- Operations and Management Planning Activities (Tasks 3.5, 3.7, 3.8)

Public Health & Safety– Foster healthy communities and individuals by providing safe and secure places to live, walk, bike, roll, ride the bus and drive with clean air to breathe

- Transit Planning Activities (Tasks 3.4, 5.1, 5.2, 5.12, 5.13, 5.14, 5.18)
- Active Transportation planning and Bike/Ped Planning and Promotion Activities (Task 3.4)
- Land-Use and Comprehensive Planning Activities (Tasks 2.1, 5.19)
- Public Participation Activities (Task 1.2)
- Safety and Security Planning Activities (Task 3.6)
- Programming (Task 4.1)

Healthy Environment – Prioritize and support investments that reduce pollution and greenhouse gas emissions and preserve and restore ecosystem health

- Environmental/Air Quality Planning Activities (Tasks 2.2, 3.3, 5.15, 5.16, 5.18)
- Transit Planning Activities (Tasks 3.4, 5.1, 5.2, 5.12, 5.13, 5.14, 5.18)
- Land-Use and Comprehensive Planning Activities (Task 2.1)
- Programming (Task 4.1)
- Active Transportation Planning and Bike/Ped Planning and Promotion Activities (Task 3.4)
- Public Participation Activities (Task 1.2)

Transportation Choices -- Provide a range of transportation choices for communities across the region to allow for ease of travel as well as public health and environmental benefits

- Transit Planning Activities (Tasks 3.4, 5.1, 5.2, 5.12, 5.13, 5.14, 5.18)
- Active Transportation Planning and Bike/Ped Planning and Promotion Activities (Task 3.4)

- Land-Use and Comprehensive Planning Activities (Task 2.1, 5.19)
- Programming (Task 4.1)

Economic Vitality – Maintain a multimodal transportation system that supports the efficient movement of people and goods and promotes economic development

- Operations and Management Planning Activities (Tasks 3.5, 3.7, 3.8)
- Major Corridor Planning (Tasks 3.4, 5.1, 5.2, 5.4)
- Programming (Task 4.1)
- System Condition Performance Monitoring and Planning (Tasks 2.2, 3.9, 5.2, 5.3, 5.5)
- Goods Movement/Freight Planning (Task 5.3, 5.17)

Appendix B

RELATIONSHIP BETWEEN UPWP PROJECTS AND FEDERAL PLANNING EMPHASIS AREAS

At the discretion of the Secretary of the Department of Transportation, FHWA and FTA may jointly establish planning emphasis areas (PEA) to advance national goals as established by federal law to reflect priorities and respond to congressional direction established through the appropriations process. PEAs are intended to highlight subjects that should be addressed in FHWA and FTA funded planning programs. PEAs are designed to encourage the application of planning assistance to studies addressing national goals and priorities, in addition to goals and priorities directly benefiting local transportation operations or otherwise serving state and local needs. In their letter dated December 30, 2021, FHWA and FTA jointly requested MPO's, State DOT's, Public Transportation Agencies, and Federal Land Management Agencies to emphasize the planning emphasis areas (PEAs) in their work programs. These PEAs remain in effect until superseded by newer PEAs. Each PEA is shown below along with the specific actions included in the 2023 UPWP that address that PEA.

Tackling the Climate Crisis – Transition to a Clean Energy, Resilient Future – Ensure that transportation plans and infrastructure investments help achieve the national greenhouse gas reduction goals of 50-52 percent below 2005 levels by 2030, and net-zero emissions by 2050, and increase resilience to extreme weather events and other disasters resulting from the increasing effects of climate change.

- Metropolitan Transportation Plan (Task 2.2)
- Environmental/Air Quality Planning Activities (Tasks 3.3, 5.15, 5.18)
- Safe and Accessible Transportation Options (Task 3.4)

Equity and Justice⁴⁰ in Transportation Planning – Advance racial equity and support for underserved and disadvantaged communities. This will help ensure public involvement in the planning process and that plans, and strategies reflect various perspectives, concerns, and priorities from impacted areas.

- Metropolitan Transportation Plan (Task 2.2)
- Environmental/Air Quality Planning Activities (Tasks 3.3, 5.15, 5.18)
- Safe and Accessible Transportation Options (Task 3.4)
- Transportation Safety Planning (Task 3.6)

Complete Streets – Review current policies, rules, and procedures to determine their impact on safety for all road users. This effort should work to include provisions for safety in future transportation infrastructure, particularly those outside automobiles.

- Metropolitan Transportation Plan (Task 2.2)
- Safe and Accessible Transportation Options (Task 3.4)

Public Involvement – Increase meaningful public involvement in transportation planning by integrating Virtual Public Involvement (VPI) tools into the overall public involvement approach while ensuring continued public participation by individuals without access to computers and mobile devices.

- Public Participation Activities (Task 1.2)

Strategic Highway Network (STRAHNET)/U.S. Department of Defense (DOD) Coordination – Coordinate with representatives from DOD in the transportation planning and project programming process on infrastructure and connectivity needs for STRAHNET routes and other public roads that connect to DOD facilities.

- Metropolitan Transportation Plan (Task 2.2)
- Corridor Studies (Task 5.4)

Federal Land Management Agency (FLMA) Coordination – Coordinate with FLMA in the transportation planning and project programming process on infrastructure and connectivity needs related to access routes and other public roads and transportation services that connect to Federal lands.

- Programming (Task 4.1)

Planning and Environment Linkages (PEL) – Implement PEL as part of the transportation planning and environmental review processes. The use of PEL is a collaborative and integrated approach to transportation decision-making that considers environmental, community, and economic goals early in the transportation planning process, and uses the information, analysis, and products developed during planning to inform the environmental review process.

- Corridor Studies (Task 5.4)
- Planning and Environmental Linkages (PEL) Study: I 35 & I 29 (Task 5.9)

Data in Transportation Planning – incorporate data sharing and consideration into the transportation planning process because data assets have value across multiple programs.

- Land-Use and Comprehensive Planning Activities (Tasks 2.1, 5.18)
- Modeling and Forecasting Activities (Task 3.1)
- Transportation Research and Database Management (Task 3.2)
- Operations & Management Planning Activities (Tasks 3.5, 3.7, 3.8)

Appendix C

MAJOR WORK ACCOMPLISHMENTS IN 2022

Planning and Project Development

- Completed three amendments to Connected KC 2050
- Developed and approved updated planning priorities for Missouri
- Developed and approved updated unfunded project priorities for Missouri
- Continued work on development of regional sustainability indicators and sustainability tools for Creating Sustainable Places
- Engaged the Sustainable Places Policy Committee (SPPC) on: Planning Sustainable Places (PSP) work; and discussion of several sustainable initiatives including regional climate action planning
- Continued MARC's Regional Counting Program for collecting bicycle/pedestrian counts. Loaned counting equipment to local governments assisted them with installation, data retrieval and analysis. Researched potential opportunities for program expansion
- Regional Planners Roundtable – Convened quarterly roundtable meetings of city/county planners in the region to discuss best practices and share events/announcements
- Produced annual fatality reports with updated format to incorporate historical data on the Safety Blueprint priority areas
- Developed the annual Destination Safe Public Information & Education Communication Outreach Plan.
- Maintained the Destination Safe Data Dashboard
- Completed the 2022-2027 Transportation Safety Plan
- Maintained the regional Critical Urban Freight Corridors
- Coordinated with planning partners regarding Public Transportation Agency Safety targets
- Incorporated performance targets and performance management activities into the TIP
- Continued work to calibrate the MARC transportation model with the 2019 Regional Household Travel Survey, providing an updated analysis tool to support the regional goals and objectives adopted by the MARC Board of Directors
- Initiated implementation of strategies identified in the Regional Climate Action Plan, including establishment of the Climate & Environment Council (CEC).
- Conducted ongoing updates of the Functional Classification system
- Developed a Complete Streets Network Assessment which quantitatively assessed completeness of a portion of roadway network in MARC region
- Updated the 2020 Regional Retail Trends report
- Completed the 2021 Regional Retail Trends report

Programming

- Completed and approved 6 amendments to the 2022-2026 Transportation Improvement Program(TIP)
- Prepared the 2022 Annual Listing of Obligated Projects
- Supported regional applications through letters of support for, state economic development and cost share programs
- Released call for projects under the FY 2023 Destination Safe, Missouri Coalition for Roadway Safety and Kansas 402 safety projects and made funding recommendations to respective states.
- Selected projects selected for 2023 Planning Sustainable Places funding and began procurement activities.

Public Engagement

- Maintained the Transportation Matters blog; published quarterly editions of *ReMARC*
- Hosted webinars and training programs related to transportation, the built and natural environment, and other planning issues for regional professional development.

Management and Administration

- Prepared the 2021 Unified Planning Work Program Year-end report
- Prepared 2022 Unified Planning Work Program Quarterly Reports
- Completed/approved one amendment to the 2022 Unified Planning Work Program.
- Completed/approved the 2023 Unified Planning Work Program.
- Completed the 2022 – 2024 DBE Program and Goal

Other

- Hosted the Green Commute Challenge, an employer-based alternative transportation contest
- Ran the 2022 Ozone Season outreach and education campaign targeting older adults, minorities, families with children, rural residents in the region, and the public
- Added new school to Idle Free School Zones program
- Continued to implement traffic signal timing updates and manage the Operation Green Light Program
- Promoted Bike to School Day, Bike Month, and hosted the Bike Month Challenge
- Participated on MoDOT's Local Public Agency Advisory Committee
- Participated in Missouri's Unified Certification Program (UCP)
- Participated on KDOT's Executive Safety Council
- Participated on the Kansas State Transportation Innovation Council
- Participated on the Kansas City Scout Board of Directors
- Participated on the Kansas and Missouri's Public Transit Association's Board of Directors
- Supported KC Rising Place Advisory Committee which focuses on leveraging business and civic community's support towards advancement of attainable housing, digital equity and accessible transportation
- Participated in the Greater Kansas City Chamber of Commerce Big 5 Transportation Initiative
- Participated on the GKCCC and Northland Regional Chamber of Commerce Joint Bridge Committee
- Hosted quarterly TIM meetings in cooperation with KC Scout
- Provided regional travel forecast and modeling analyses to regional partners
- Continued development of the Economic Value Atlas for use in the MARC Region
- Determined and developed content for a multi-page version of the Land Use Resource that will be part of the new MARC website. including the addition of regional planning documents and development examples

**APPENDIX D - SCHEDULE 1
FY 2023 FUNDING SUMMARY TABLE**

Work Element		STATE and LOCAL				Federal				Total
		MARC	KDOT	MoDOT	Other	CPG Funds		Other		
						KDOT ⁽¹⁾	MoDOT ⁽²⁾	Amount	Agency	
1.1	Transportation Administration	\$19,268				\$187,483	\$252,368			\$459,119
1.2	Public Participation	\$10,464				\$101,824	\$137,061			\$249,349
2.1	Land Use, Demographic & Comprehensive Planning	\$22,170				\$215,709	\$290,359			\$528,238
2.2	Metropolitan Transportation Plan	\$13,759				\$133,871	\$180,199			\$327,829
3.1	Transportation Modeling/Forecasting	\$41,816				\$406,881	\$547,684			\$996,381
3.2	Transportation Research & Database Management	\$24,579				\$239,152	\$321,910			\$585,641
3.3	Air Quality Planning	\$4,453				\$43,323	\$58,314			\$106,090
3.4	Safe and Accessible Transportation Options	\$16,478				\$160,330	\$215,814			\$392,622
3.5	Transportation Technology	\$1,686				\$16,402	\$22,076			\$40,164
3.6	Transportation Safety Planning	\$4,377				\$42,584	\$57,315			\$104,276
3.7	Congestion Management System	\$2,623				\$25,521	\$34,352			\$62,496
3.8	Management & Operations Planning	\$1,841				\$17,915	\$24,114			\$43,870
3.9	Performance Measurement & Target Setting	\$3,526				\$34,310	\$46,183			\$84,019
4.1	Transportation Improvement Program	\$10,073				\$98,007	\$131,920			\$240,000
5.1	RideKC Short-Range and Ongoing Transportation Planning				\$80,000			\$400,000	FTA 5307	\$480,000
5.2	RideKC Long-Range Transit and Capital Planning				\$130,000			\$650,000	FTA 5307, 5309	\$780,000
5.3	Goods Movement/Freight Planning	\$3,654				\$35,556	\$47,861			\$87,071
5.4	Corridor Studies	\$499				\$4,855	\$6,534			\$11,888
5.5	Aviation Planning	\$109				\$1,060	\$1,425			\$2,594
5.6	MoDOT Traffic Studies			\$350,527						\$350,527
5.7	Economic Equity Value Atlas Regional Customization				\$71,000					\$71,000
5.8	Comprehensive TOD Plan for the Prospect MAX Corridor ³				\$100,000			\$400,000	FTA TOD Pilot	\$500,000
5.9	Planning and Environmental Linkages (PEL) Study: I-35&I-29 ⁴			\$160,000	\$160,000			\$640,000	FHWA BUILD	\$960,000
5.10	Leavenworth County Surface Transportation Study ⁴		\$250,000		\$300,000					\$550,000
5.11	RideKC Bi-State Green Corridor Planning Investments ⁴							\$514,045	FTA Route Planning Restoration	\$514,045
5.12	RideKC Funding for Zero-Fare: Evaluating the Health and Economic Impacts ⁴				\$55,555			\$500,000	FTA Areas of Persistent Poverty	\$555,555
5.13	Kansas City International Airport Transit Service Action Plan	\$8,394				\$81,671	\$109,935			\$200,000
5.14	Building Climate Resilience in the Transportation System (Phase 1)	\$8,394				\$81,671	\$109,935			\$200,000
5.15	Electric Vehicle Readiness Plan	\$8,394				\$81,671	\$109,935			\$200,000
5.16	Regional Freight Plan	\$37,772				\$367,522	\$494,706			\$900,000
5.17	Bi-State Sustainable Reinvestment Corridor				\$500,000			\$2,000,000	RAISE	\$2,500,000
5.18	Stormwater Engineering Standards Update				\$700,000					\$700,000
5.19	Overland Park Comprehensive Plan Update Transportation Component				\$150,000					\$150,000
5.20	Kansas City, MO Disparity Study				\$450,000					\$450,000
F.1	Operation Green Light				\$600,000			\$600,000	FHWA STP	\$1,200,000
F.2	Air Quality Public Education				\$138,750			\$555,000	FHWA CMAQ	\$693,750
F.3	RideShare Program							\$250,000	FHWA CMAQ	\$250,000
F.4	Active Transportation Programs				\$18,000			\$72,000	FHWA CMAQ	\$90,000
F.5	Planning Sustainable Places Program				\$375,000			\$1,500,000	FHWA STP	\$1,875,000
		\$244,329	\$250,000	\$510,057	\$3,894,805	\$2,377,317	\$3,200,000	\$8,081,045		\$18,491,523

(1) For Kansas CPG funds, MARC estimates a carryover balance of \$1,318,579 and new 2023 allocated funding of \$2,188,938. MARC anticipates using direct cost value of \$350,000 to match Kansas CPG funds and increase Kansas CPG to \$2,377,317 as calculated in Appendix D - Schedule 2. Carryover CPG from 2022 is estimated at \$1,318,579.

(2) For Missouri CPG funds, MARC estimates a carryover balance of \$2,022,490 and new 2023 allocated funding of \$2,512,000. MARC anticipates using direct cost value of \$800,000 to match Missouri CPG funds and increase Missouri CPG to \$3,200,000 as calculated in Appendix D - Schedule 2. Carryover CPG from 2022 is estimated at \$2,190,311.

(3) Study was initiated in 2020 and extends into 2023.

(4) Study was initiated in 2020 and extends into 2023.

APPENDIX D- SCHEDULE 2
DETAIL OF PLANNING PROGRAM BY STATE (FHWA PL AND FTA SEC 5305(d))

Work Element		Kansas Cost Share	Missouri Cost Share	Total Cost
1.1	Transportation Administration	\$206,751	\$252,368	\$459,119
1.2	Public Participation	\$112,288	\$137,061	\$249,349
2.1	Land Use, Demographic & Comprehensive Planning	\$237,879	\$290,359	\$528,238
2.2	Metropolitan Transportation Plan	\$147,630	\$180,199	\$327,829
3.1	Transportation Modeling/Forecasting	\$448,697	\$547,684	\$996,381
3.2	Transportation Research & Database Management	\$263,731	\$321,910	\$585,641
3.3	Air Quality Planning	\$47,776	\$58,314	\$106,090
3.4	Safe and Accessible Transportation Options	\$176,808	\$215,814	\$392,622
3.5	Transportation Technology	\$18,088	\$22,076	\$40,164
3.6	Transportation Safety Planning	\$46,961	\$57,315	\$104,276
3.7	Congestion Management System	\$28,144	\$34,352	\$62,496
3.8	Management & Operations Planning	\$19,756	\$24,114	\$43,870
3.9	Performance Measurement & Target Setting	\$37,836	\$46,183	\$84,019
4.1	Transportation Improvement Program	\$108,080	\$131,920	\$240,000
5.3	Goods Movement/Freight Planning	\$39,210	\$47,861	\$87,071
5.4	Corridor Studies	\$5,354	\$6,534	\$11,888
5.5	Aviation Planning	\$1,169	\$1,425	\$2,594
5.14	Kansas City International Airport Transit Service Action Plan	\$90,065	\$109,935	\$200,000
5.15	Building Climate Resilience in the Transportation System (Phase 1)	\$90,065	\$109,935	\$200,000
5.16	Electric Vehicle Readiness Plan	\$90,065	\$109,935	\$200,000
5.17	Regional Freight Plan	\$405,294	\$494,706	\$900,000
Total		\$2,621,646	\$3,200,000	\$5,821,646
Total Federal Funds (80%)		\$2,097,317	\$2,560,000	
Required Match (20%) ¹		\$524,329	\$640,000	
Total Capital Outlay of MARC 2023 Transportation Planning Program		\$2,621,646	\$3,200,000	\$5,821,646
5.6	Value of MoDOT Traffic Studies		\$350,000	
5.10	Leavenworth County Surface Transportation Assessment	\$100,000		
5.18	Stormwater Engineering Standards Update	\$100,000		
5.19	Overland Park Comprehensive Plan	\$150,000		
5.20	Disparity Study		\$450,000	
Total Value of MARC 2023 Transportation Planning Program		\$2,971,646	\$4,000,000	\$6,971,646
Federal Pro-Rata Share		80%	80%	
Federal CPG Funding Eligible ^{2,3}		\$2,377,317	\$3,200,000	\$5,577,317
Non-Federal Share (20%)		\$594,329	\$800,000	
Cash Outlay		\$244,329	\$0	\$244,329

¹ Match is a combination of cash and direct cost value for Kansas CPG and direct cost value only for Missouri CPG

² The value of Leavenworth County Surface Transportation Assessment, Overland Park Comprehensive Plan Transportation Component, and MARC APWA 5600 Study makes an additional \$280,000 (\$350,000 x .80) of Federal CPG (KS) funding available for budgeted actual cost. The total direct cost value amount of \$350,000 allows the actual cost of Kansas CPG funded transportation planning costs to be funded at 91% federal.

² The value of MoDOT Traffic Studies and Kansas City, MO Disparity Study makes an additional \$640,000 (\$800,000 x .80) of Federal CPG (MO) funding available for budgeted actual cost. The total direct cost value amount of \$800,000 allows the actual cost of Missouri CPG funded transportation planning costs to be funded at 100% federal.

³ Federal Funding as a percentage of total MARC (Kansas/Missouri shares) actual transportation planning costs is 95.8% (\$5,577,317/\$5,821,644 = 92.3%).

APPENDIX D - SCHEDULE 3
AVAILABLE FEDERAL PLANNING FUNDS BY STATE

	Kansas	Missouri	Total
MARC CPG balance as of 7/22 with FY2022 allocation	\$ 1,688,815	\$ 2,934,790	\$ 4,623,605
FY 2023 CPG Allocation	\$ 2,188,938	\$ 2,512,270	\$ 4,701,208
FY 2022 CPG funds expended (estimated 8/22-12/22)	\$ (370,236)	\$ (744,479)	\$ (1,114,715)
Total estimated CPG funds available for FY 2023 UPWP*	\$ 3,507,517	\$ 4,702,581	\$ 8,210,098
CPG funds programmed for FY 2023	\$ (2,377,317)	\$ (3,200,000)	\$ (5,577,317)
Remaining Unprogrammed CPG funds balance	\$ 1,130,200	\$ 1,502,581	\$ 2,632,781

MARC's ability to maintain a balance of planning funds provides stability if current funding is delayed or reduced. In addition, the funds can be drawn upon to supplement normal activities with exceptional work that MARC needs to periodically conduct to meet federal requirements. Based on the assumption that 100% of the funds programmed in this document will be spent, MARC estimates that \$1,130,200 of Kansas CPG funding and \$1,502,581 of Missouri CPG funding will be available for carryover to the next UPWP.

Appendix D - Schedule 4
2023 Estimated MoDOT Traffic Studies Projected Salaries

Title	Yearly Salary Base*	Yearly Fringe 84.26%	Yearly Total	% Eligible	Yearly Eligible
Traffic Studies Staff					
Sr Traffic Studies Specialist- (Vacant)	0	0	0	50%	0
Int. Traffic Studies Specialist	62,902	53,259	116,161	60%	69,696
Sr Traffic Studies Specialist	67,934	57,520	125,454	60%	75,272
Int. Traffic Studies Specialist	62,902	53,259	116,161	50%	58,080
Traffic Studies Specialist	58,242	49,314	107,556	50%	53,778
Total Traffic Eligible Costs	251,980	213,352	465,332		256,827
Blueprint for Safety Staff					
Sr Traffic Technician	40,318	34,138	74,456	75%	55,842
Int Traffic Technician	41,000	34,715	75,715	50%	37,858
Total Blueprint Eligible Costs	81,319	68,853	150,171		93,700
Total UPWP Eligible Costs					350,527

*Projected 2023 Salary/Fringes based on FY22 base salary + annual pay adjustments beginning Jan 2023 and FY23 fringe benefits percentage.

2023 Unified Planning Work Program
Appendix D-SCHEDULE 5
EQUIPMENT, SUBCONTRACTS & OPERATING EXPENSES

Mid-America Regional Council

MARC CPG Subcontracts

UPWP Task	Project	Source	Amount
2.2	Public Engagement Support for the MTP Update	CPG	\$50,000
3.1	On Call Model Support	CPG	\$65,000
3.1	UrbanSim Model Enhancements	CPG	\$100,000
3.10	Travel Demand Model Expansion	CPG	\$350,000
5.14	Kansas City International Airport Transit Action Plan	CPG	\$200,000
5.15	Building Climate Resilience in the Transportation System (Phase 1)	CPG	\$200,000
5.16	Electric Vehicle Readiness Plan	CPG	\$200,000
5.17	Regional Freight Study	CPG	\$900,000
Total Contractual CPG – Consolidated Planning Grant			\$2,065,000

MARC CPG Operating Expenses

UPWP Task	Project	Source	Amount
1.1	Legal Fees	CPG	\$500
1.1	Contracted Service (Document Translation, etc.)	CPG	\$1,500
1.1	Software & Data Service Agreements (emme/2, REMI, ESRI, etc.)	CPG	\$105,000
1.1	In Region Travel	CPG	\$500
1.1	Out of Region Travel	CPG	\$27,500
1.1	Registration Fees (Conference, Training, etc.)	CPG	\$7,500
1.1	Meeting	CPG	\$2,000
1.1	Periodicals & Subscriptions	CPG	\$2,000
1.1	Agency Professional Memberships (1)	CPG	\$8,000
1.1	Classified Advertising	CPG	\$15,000
1.1	Drafting	CPG	\$200
1.1	Courier/Overnight Delivery	CPG	\$200
1.1	Printing	CPG	\$500
1.1	Computers, Supplies & Equipment	CPG	\$14,600
1.1	Training (includes webinars)	CPG	\$5,000
Total Operating Expenses (1) For 2023 MARC professional memberships could include NARC (transportation program only), AMPO, Kansas City SmartPort, KPTA, MPTA, CTAA and Community Indicators Consortium, and the Association of Public Data Users among others.			\$190,000

MARC Personnel Costs

Salary	CPG	\$1,766,966
Fringe Benefits	CPG	\$864,062
Total Personnel Costs		\$2,631,028

MARC Other Costs

Indirect	CPG	\$841,939
Rent	CPG	\$93,651
Total Other Costs		\$935,590

STATE AND LOCAL GOVERNMENTS RATE AGREEMENT

EIN: 430976432

DATE: 03/08/2022

ORGANIZATION:

FILING REF.: The preceding
agreement was dated
11/23/2020

Mid-America Regional Council

600 Broadway, Suite 200

Kansas City, MO 64105-1659

The rates approved in this agreement are for use on grants, contracts and other agreements with the Federal Government, subject to the conditions in Section III.

SECTION I: INDIRECT COST RATES

RATE TYPES: FIXED FINAL PROV. (PROVISIONAL) PRED. (PREDETERMINED)

EFFECTIVE PERIOD

<u>TYPE</u>	<u>FROM</u>	<u>TO</u>	<u>RATE (%)</u>	<u>LOCATION</u>	<u>APPLICABLE TO</u>
FIXED	01/01/2022	12/31/2022	31.00	On Site	Head Start
FIXED	01/01/2022	12/31/2022	32.00	On Site	All Programs except Head Start
PROV.	01/01/2023	12/31/2025	31.00	On-Site	Head Start
PROV.	01/01/2023	12/31/2025	32.00	On-Site	All Programs except Head Start

*BASE

Direct salaries and wages including all fringe benefits.

ORGANIZATION: Mid-America Regional Council

AGREEMENT DATE: 3/8/2022

SECTION I: FRINGE BENEFIT RATES**

<u>TYPE</u>	<u>FROM</u>	<u>TO</u>	<u>RATE (%)</u>	<u>LOCATION</u>	<u>APPLICABLE TO</u>
FIXED	1/1/2022	12/31/2022	48.90	On Site	Regular Staff
FIXED	1/1/2022	12/31/2022	7.65	On site	Intern
PROV.	1/1/2023	12/31/2025	49.30	On-Site	Regular Staff
PROV.	1/1/2023	12/31/2025	7.65	On-Site	Intern

** DESCRIPTION OF FRINGE BENEFITS RATE BASE:

Salaries and wages.

ORGANIZATION: Mid-America Regional Council

AGREEMENT DATE: 3/8/2022

SECTION II: SPECIAL REMARKS

TREATMENT OF FRINGE BENEFITS:

The fringe benefits are charged using the rate(s) listed in the Fringe Benefits Section of this Agreement. The fringe benefits included in the rate(s) are listed below.

TREATMENT OF PAID ABSENCES

The costs of vacation, holiday, sick leave pay and other paid absences are included in the organization's fringe benefit rate and are not included in the direct cost of salaries and wages. Claims for direct salaries and wages must exclude those amounts paid or accrued to employees for periods when they are on vacation, holiday, sick leave or are otherwise absent from work.

ORGANIZATION: Mid-America Regional Council

AGREEMENT DATE: 3/8/2022

1. Grantee charges all costs direct to grants and/or contracts except the costs listed below:

A) Salaries and wages of agency-wide employees are as follows: Director of Finance and Administration, Accounting Manager, Accountant III, Accountant II (3), Accountant I (2), Human Resources Program Manager, Human Resources Coordinator II, Human Resources Coordinator, Administrative/Program Assistant, Receptionist/Accounting Clerk I, IT Program Director, Network Administrator II, Computer Support Specialist, Public Affairs Web Coordinator - All 100%; GTI Manager - 96%; Accountant II - 92%; Public Affairs Director - 90%; Grant Manager - 81%; Executive Director - 60%; Executive Assistant - 60%; Chief Innovation Officer - 55%; Grant Manager, Rideshare Assistant - 49%; Public Affairs Coordinator - 41%; Public Affairs Coordinator - 29%; Public Affairs Coordinator, Grant Monitor - 28%; GTI Program Assistant/Registrar - 18%; Public Affairs Outreach Coordinator - 11%; GTI Marketing Coordinator II - 10%, and; PS Tech Service Manager, PS Communications Tech II, and Director of Community Development - 1%.

B) For the Head Start rate, salaries and wages as shown above with the exception of the Executive Director.

C) Other Expenses - Administrative portion only: accounting/audit, automobile, bank charges, capital outlay, classified ads, contractual services, deliveries, depreciation, equipment rental, insurance, meeting/travel, memberships, storage, postage, printing, facilities, supplies, and training.

D) Leave and Fringe Benefits for above personnel only are included in the indirect cost pool.

E) Fringe Benefits: FICA, Pension, 401k Employer Match, Unemployment Compensation, Cafeteria Allowance, Health Insurance Subsidy, Educational Assistance, Disability Insurance, Vacation, Sick Leave, Holidays, Jury Duty, Funeral Leave, Emergency Leave, Transit Passes, Moving Expenses for New Hires.

2. The indirect cost rate(s) has/have been negotiated in compliance with the applicable Administration for Children and Families Program Instructions for the Head Start program (ACYF-PI-HS-05-01 and ACYF-PI-HS-08-03). ACYF-PI-HS-08-03, dated 5/12/2008, specifically defines "compensation" and limited the cost of "compensation charged to any federally funded program to zero for any staff whose "compensation" exceeded the rate payable for level II of the Executive Schedule. For 2021, the rate of compensation for an Executive Level II was \$199,300 per year. As of January 2022 the Executive Schedule Level II rate is \$203,700.

3. Your next indirect cost and fringe benefit rate proposals based on actual costs for the fiscal year ending 12/31/21 are due in our office by 06/30/2022.

ORGANIZATION: Mid-America Regional Council

AGREEMENT DATE: 3/8/2022

Equipment means tangible personal property (including information technology systems) having a useful life of more than one year and a per-unit acquisition cost which equals or exceeds \$2,500.

ORGANIZATION: Mid-America Regional Council

AGREEMENT DATE: 3/8/2022

SECTION III: GENERAL

A. LIMITATIONS:

The rates in this Agreement are subject to any statutory or administrative limitations and apply to a given grant, contract or other agreement only to the extent that funds are available. Acceptance of the rates is subject to the following conditions: (1) Only costs incurred by the organization were included in its indirect cost pool as finally accepted: such costs are legal obligations of the organization and are allowable under the governing cost principles; (2) The same costs that have been treated as indirect costs are not claimed as direct costs; (3) Similar types of costs have been accorded consistent accounting treatment; and (4) The information provided by the organization which was used to establish the rates is not later found to be materially incomplete or inaccurate by the Federal Government. In such situations the rate(s) would be subject to renegotiation at the discretion of the Federal Government.

B. ACCOUNTING CHANGES:

This Agreement is based on the accounting system purported by the organization to be in effect during the Agreement period. Changes to the method of accounting for costs which affect the amount of reimbursement resulting from the use of this Agreement require prior approval of the authorized representative of the cognizant agency. Such changes include, but are not limited to, changes in the charging of a particular type of cost from indirect to direct. Failure to obtain approval may result in cost disallowances.

C. FIXED RATES:

If a fixed rate is in this Agreement, it is based on an estimate of the costs for the period covered by the rate. When the actual costs for this period are determined, an adjustment will be made to a rate of a future year(s) to compensate for the difference between the costs used to establish the fixed rate and actual costs.

D. USE BY OTHER FEDERAL AGENCIES:

The rates in this Agreement were approved in accordance with the authority in Title 2 of the Code of Federal Regulations, Part 200 (2 CFR 200), and should be applied to grants, contracts and other agreements covered by 2 CFR 200, subject to any limitations in A above. The organization may provide copies of the Agreement to other Federal Agencies to give them early notification of the Agreement.

E. OTHER:

If any Federal contract, grant or other agreement is reimbursing indirect costs by a means other than the approved rate(s) in this Agreement, the organization should (1) credit such costs to the affected programs, and (2) apply the approved rate(s) to the appropriate base to identify the proper amount of indirect costs allocable to these programs.

BY THE INSTITUTION:

Mid-America Regional Council

(INSTITUTION)

(SIGNATURE)

(NAME)

(TITLE)

(DATE)

ON BEHALF OF THE FEDERAL GOVERNMENT:

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Darryl W.
Mayes -S

(SIGNATURE)

Darryl W. Mayes

(NAME)

Deputy Director, Cost Allocation Services

(TITLE)

3/8/2022

(DATE) 4456

HHS REPRESENTATIVE:

Rebecca Kaplan

Telephone:

(212) 264-2069

Appendix F

RELATED ACTIVITIES

F.1 Operation Green Light – Lead Agency: MARC

Objectives

- Manage traffic signal operations on the arterial corridors included in Operation Green Light in cooperation with partner agencies.
- Support regional traffic incident management initiatives by managing traffic signal timing plans on the arterial corridors included in Operation Green Light.
- Maintain the regional shared wireless communication network.
- Maintain the regional Advanced Transportation Management System (ATMS) Software

Background/Previous Work

Operation Green Light is a regional effort to improve traffic flow and reduce vehicle emissions. Operation Green Light works with federal, state, and local agencies to operate and coordinate traffic signal timing plans and communication between traffic signal equipment across jurisdictional boundaries on over 750 traffic signals. Coordinating traffic signal systems can significantly reduce travel delay, reduce ozone precursor emissions, and provide a powerful tool to help manage incident-related congestion.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Program management.* Activities included in this work include project management, stakeholder engagement, training, and all other work necessary to ensure the active prioritization of objectives to efficiently manage traffic signal infrastructure and control devices (ongoing)
2. *ACTIVITY: Signal Timing and Synchronization.* Activities include traffic data collection and analysis, field observation, controller programming and deployment, signal timing troubleshooting and traffic modeling and deployment(ongoing.)
3. *ACTIVITY: Regional network communications.* Activities include, database management, repair tracking, field investigation, equipment procurement, server administration, contractor oversight and other activities associated with the system network(ongoing.)
4. *ACTIVITY: Regional ATMS system software.* Lead regular software development meetings to maintain and enhance the shared software system including servers and supporting systems
5. *ACTIVITY: Engage regional traffic operations stakeholders in an assessment of strengths, weaknesses, opportunities, and threats to regional traffic operations initiatives. (ongoing)*

F.2 Air Quality Public Education Program – Lead Agency: MARC

Objectives

- Increase public awareness of ozone and PM2.5 pollution, its sources in the transportation sector and public health impacts.
- Increase public awareness of behaviors and practices that reduce ozone pre-cursor and PM2.5 emissions.
- Administer ozone alert system to reduce emissions during on likely high ozone days.
- Assist local governments and transportation agencies with strategies that reduce emissions.
- Implement the Clean Air Action Plan.
- Facilitate coordination between Kansas and Missouri air quality issues.
- Engage stakeholders in air quality policy, planning, and programming decisions (Air Quality Forum, subcommittees, and workgroups)

Background/Previous Work

MARC's Air Quality program was first created to support coordination between Kansas and Missouri's maintenance planning after the Kansas City area first violated EPA's 1971 1-hour ozone standard. Now classified as attainment for the ozone standards, the region continues to work on reductions in ozone pre-cursor emission through voluntary strategies. MARC's Air Quality program, which is key element of the KS/MO SIPs and Clean Air Action Plan, promotes clean air through education and outreach and technical assistance, in addition to its role in continued coordination support between the state of Kansas and Missouri. In 2020, the Air Quality program began including PM2.5 pollution in its outreach and education work.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY:* Conduct general and targeted public outreach and education about the health, environment, and economic impacts of ozone and PM2.5 pollution through media campaigns, organic social media, in-person outreach activities and webinars. (ongoing).
2. *ACTIVITY:* Engage employees through employers that take part in the Workplace Partnership Program's monthly newsletter. (ongoing)
3. *ACTIVITY:* Coordinate with local schools to distribute Idle Free Zones, as needed. (ongoing)
4. *ACTIVITY:* Assist local government and transportation agencies with technical assistance related to funding, calculating emissions, etc.- (ongoing)
5. *ACTIVITY:* Manage the Air Quality Forum, subcommittees, and workgroups. (ongoing)

F.3 RideshareKC Program – Lead Agency: MARC

Objectives

- Identify and implement ways to provide effective commuter resources that inform residents of their transportation options and encourage alternatives to driving alone, including carpooling, vanpooling, transit, bicycling, walking, and telecommuting.
- Create opportunities for RideshareKC to help build social capital throughout the community.
- Increase the number of new RideshareKC registrants and implement strategies that encourage residents to reduce their single occupant driving
- Increase RideshareKC's visibility and influence among area employers that are implementing or developing alternative transportation programs for their employees.
- Develop opportunities for collaborative outreach activities with other programs at MARC and outside agencies to maximize resources and avoid duplication of services.

Background/Previous Work

MARC administers the RideshareKC Commuter Resource Center as an on-going program. RideshareKC services include an 816-842-RIDE commuter hotline, free online carpool matching, vanpool and transit referral, Guaranteed Ride Home service to registered participants and online bulletins to alert commuters to roadway construction projects and potential travel delays. Services for employers include on-site RideshareKC promotions, in-house carpool matching and tracking of alternative transportation usage, as well as regional promotions like the Green Commute Challenge and Bike Month Challenge. RideshareKC is included in the region's metropolitan transportation plan as a transportation demand management program.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY:* Conduct a targeted business outreach campaign to inform employers of RideshareKC's services and coordinate efforts with other transportation programs.
2. *ACTIVITY:* Coordinate a regional carpool promotion to generate media coverage and greater awareness of carpooling.
3. *ACTIVITY:* Coordinate and market the Green Commute Challenge employer contest to employers throughout the Kansas City region.
4. *ACTIVITY:* Coordinate and market the Bike Month Challenge to individuals in May.
5. *ACTIVITY:* Identify opportunities to offer incentives to commuters who use alternative forms of transportation.
6. *ACTIVITY:* Continue refining a marketing strategy to promote online ridematching and other commuter resources to businesses, communities, and individual commuters (ongoing).
7. *ACTIVITY:* Continue offering and marketing the Guaranteed Ride Home program. (ongoing).
8. *ACTIVITY:* Inform and engage the public about carpooling through a region-wide carpool promotion (ongoing).
9. *ACTIVITY: Public Information.* Publish updates and information on social media including Facebook and blog posts (ongoing).

F.4 Active Transportation Programs – Lead Agency: MARC

Objectives

- To increase the mode share of pedestrians and bicyclists through education and encouragement.

Background/Previous Work

Explore KC is MARC's campaign to promote the exploration of the Kansas City region by foot or bicycle while trying to increase the number of citizens that bike or walk to work, school, and other destinations, and for exercise. The campaign aims to improve air quality and lessen traffic congestion. Through this program, we seek to increase public awareness of bicycle and pedestrian facilities in the Kansas City region and the health benefits associated with safe walking and bicycling practices. The campaign provides resources for communities that promote Bike to Work Week and international Walk to School Week. Instructional materials are provided to targeted groups such as transit riders and bike commuters.

Activities and Products (Estimated Completion Dates)

1. *ACTIVITY:* Develop *Explore KC* campaigns for the spring and fall including media outreach, printed materials, and promotional giveaways (spring and fall).
2. *ACTIVITY:* Provide support for Regional Bike/Ped Count program through automated counter equipment and subscription service credits (ongoing).

F.5 Planning Sustainable Places Program – Lead Agency: MARC

Program Objectives

- To support and facilitate local government planning activities that supports the Metropolitan Transportation Plan (MTP) for the Kansas City Metropolitan Area.
- To integrate local and regional land use, transportation, and environmental planning.
- To facilitate continued public participation concerning regional development and mobility and transportation goals, policies, strategies, and priorities reflected in the MTP.
- To facilitate the implementation of local and regional plans.

Background/Previous Work

The Kansas City region's vibrant, green, and connected centers and corridors is central to both the Creating Sustainable Places initiative and Connected KC 2050, the region's long-range transportation plan.

In 2012, MARC's Total Transportation Policy Committee (TTPC) and the Creating Sustainable Places (CSP) Coordinating Committee launched Planning Sustainable Places (PSP), a combined initiative to provide communities with pre-development resources to advance sustainable projects in their corridors and centers. The sixth round of Planning Sustainable Places projects will complete the consultant procurement process and begin their work in 2023.

More information about the Planning Sustainable Places program and the related projects can be found at the program webpage: <https://www.marc.org/transportation/transportation-programs/planning-sustainable-places>

Program Activities and Products (Estimated Completion Dates)

1. *ACTIVITY: Program Support.* Continue the support of the overall Planning Sustainable Places Program including providing related local government planning and tools application support as necessary (ongoing).
2. *ACTIVITY: Procurement.* Complete the procurement process for the projects that were selected for the 2023 round of Planning Sustainable Places projects (Feb)
3. *ACTIVITY: 2023 Studies.* Projects that were selected for funding in 2023 will begin their planning work (Apr).
4. *ACTIVITY: Program Review.* The post award review and refinement of the Planning Sustainable Places program's format and processes to better target funding for the 2025 call that further sustainable land use, transportation and environmental actions will begin during the fall of 2023 (Oct).
5. *ACTIVITY: Celebration of Planning Sustainable Places 10th Anniversary:* The 2023 round of the Planning Sustainable Places program will mark 10 years since the initial 2013 round. Activities will be devised to mark and celebrate this milestone (Sep).

2023 Budget for Related Activities

F.1	Operation Green Light	\$1,400,000
F.2	Air Quality Public Education	\$693,750
F.3	Rideshare	\$300,000
F.4	Active Transportation Programs	\$90,000
F.5	Planning Sustainable Places	\$1,875,000
Total		\$4,358,750

For additional budget information please reference Appendix D – Schedules 1 & 2