5.0 PUBLIC TRANSPORTATION

A robust public transit and enhanced mobility network is essential to focused regional growth, an increased quality of life for all residents, and a healthy environment and economy. Public transit offers an affordable, equitable means of transportation and an alternative to personal vehicle ownership.

Public transit and enhanced mobility transportation serve many purposes for a range of constituencies — children who ride the bus to school, teens traveling to their first jobs, young adults who are pinching pennies, seniors who can no longer drive safely, people with physical or mental limitations, and those who choose to limit driving to conserve resources. With shifting demographics, the number of people who use public transit and enhanced mobility services is projected to increase.

Current services

Fixed route

The region’s transit system is a network of services provided by five area transit agencies: the Kansas City Area Transportation Authority (KCATA), Johnson County Transit, Unified Government Transit, City of Independence Transit and the Kansas City Streetcar Authority.
<table>
<thead>
<tr>
<th>Created</th>
<th>Kansas City Area Transportation Authority /The Metro</th>
<th>Johnson County Transit / The JO</th>
<th>Unified Government Transit</th>
<th>City of Independence / IndeBus</th>
<th>Kansas City Streetcar Authority</th>
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<tbody>
<tr>
<td>Services</td>
<td>MAX bus rapid transit, commuter express, local fixed route, flex demand-response, ADA complementary paratransit and vanpool.</td>
<td>Connex enhanced bus, commuter express, flex bus, paratransit.</td>
<td>Enhanced bus and local fixed routes (operates five intracity routes and contracts with KCATA to operate five additional intercity routes).</td>
<td>Local fixed route and paratransit.</td>
<td>Streetcar service from the River Market to Union Station, operated primarily along Main Street</td>
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<td>Funding</td>
<td>FTA Section 5307 funds, 1/2-cent and a 3/8-cent sales tax in Kansas City, Missouri, and local general funds from cities contracting for service.</td>
<td>County general funds, state, federal revenue and funds from cities contracting for service.</td>
<td>County general funds, state, federal fare revenue, and other funds.</td>
<td>City general funds, federal and fare revenues</td>
<td>City general funds, federal and transportation development district</td>
</tr>
<tr>
<td>Geography Served</td>
<td>Jackson, Clay and Platte counties in Missouri and Wyandotte and Johnson counties in Kansas. (District also includes Leavenworth County, Kansas, and Cass County, Missouri, though no services are currently provided).</td>
<td>Johnson County, Kansas, with connections into Kansas City, Missouri.</td>
<td>Kansas City, Kansas, and Wyandotte County with connections into downtown Kansas City, Missouri.</td>
<td>City of Independence, Missouri</td>
<td>Downtown Kansas City, Missouri</td>
</tr>
<tr>
<td>Transit Centers Served</td>
<td>Independence Square, Antioch Center, Boardwalk Square, 39th and Troost, 31st and Van Brunt, US-71/Red Bridge, Bannister/Hillcrest, Rosana Square, Downtown KCK and Midtown KCK.</td>
<td>Mission Transit Center</td>
<td>Downtown Kansas City, Kansas, Midtown Kansas City, Kansas, and 10th and Main in Kansas City, Missouri.</td>
<td>Independence Square</td>
<td>3rd and Grand</td>
</tr>
<tr>
<td>2012 Ridership</td>
<td>14,220,399</td>
<td>555,541</td>
<td>209,123</td>
<td>294,981</td>
<td>1,399,153</td>
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<td>2012 Operating Funds Expended</td>
<td>$94,476,521</td>
<td>$9,328,704</td>
<td>$4,218,949</td>
<td>$1,991,822</td>
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<td>2012 Capital Funds Expended</td>
<td>$5,251,214</td>
<td>$2,673,711</td>
<td>$44,278</td>
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<td>Fleet size</td>
<td>298 vehicles</td>
<td>88 vehicles</td>
<td>20 vehicles</td>
<td>12 vehicles</td>
<td>4 vehicles</td>
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<td>Average age of fleet</td>
<td>6.7 years</td>
<td>6.1 years</td>
<td>2.7 years</td>
<td>4.9 years</td>
<td>&lt;2 years yearsyears</td>
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</table>
**Coverage**

Transit coverage is measured by how many residents live within a half-mile of a transit route or stop. It is used to measure progress toward transit system expansion in Greater Kansas City. According to 2010 U.S. Census data, 41 percent of the region’s residents have access to transit within one-half mile of their homes. Transit coverage forecasts for 2040 show that the population within a half-mile of transit will decline to 35 percent — a move in the wrong direction.

Transit coverage analysis also considers the number jobs located within proximity of transit routes. Based on 2010 U.S. Census data, 60 percent of the region’s jobs are located within a half-mile of transit; by 2040, this is expected to decrease to 50 percent. MARC’s Technical Forecast shows that, with the exception of downtown Kansas City, Missouri, the areas of the region that are expected to have the highest population and employment growth are the areas currently underserved or unserved by transit. More information related to transit coverage disparity can be found in the Land Use and Equity chapters of this plan.

Figure 5.1 captures the geographic extent of current transit service in the region, but does not reflect the availability of service by time of day or day of the week.

![Regional transit service providers](image_url)
Peak-hour transit service

Nearly all routes in the regional transit network offer service during peak travel times (Figure 5.2). Peak hours, commonly known as rush hours, are the times of day where traffic volumes are at their highest, which usually occur twice each weekday and correspond with travel to and from work.

Eighteen transit routes only provide service during peak hours, catering primarily to work trips. Most of these routes are express routes that carry riders from suburban locations in to the central business district with few stops in between.

Figure 5.2: Transit service available at peak travel times in the Kansas City region

- **Peak-only** service
- **Peak and non-peak** service
**Midday transit service**

Midday transit service primarily provides service between peak travel times. Figure 5.3 shows transit routes that offer midday service segmented by frequency, or how often a bus stops to pick up riders.

The majority of service falls into the 31–60 minute frequency range and is concentrated in Kansas City, Missouri, Kansas City, Kansas, and areas just north of the Missouri River. Higher frequency service, including both the 10–20 and the 21–30 minute ranges, are concentrated in the urban core of Kansas City, Missouri, and are fewer in number. By nature of frequency, these services are more convenient for riders and afford more local trips for a multitude of purposes.

The most frequent transit network – routes with 20-minute service or less during midday – include the following routes:

- Main Street Metro Area Express (MAX)
- Troost Avenue Metro Area Express (MAX)
- Prospect Avenue
- Independence Avenue
- 31st Street
- 39th Street

*Figure 5.3: Transit service frequency*
Of all routes in the current transit system, only 25 provide service seven days per week. As shown in Figure 5.4, these routes cover a limited geographic area of the region, primarily concentrated in the city of Kansas City, Missouri. This is a significant limitation to using transit to access employment in suburban areas or for jobs that do not have traditional Monday-through-Friday shifts.

Figure 5.4: Transit service available seven days per week
Nighttime service

The current network of nighttime transit service is also limited. Night transit service includes routes that operate after the last peak travel period ends, usually around 7 p.m.

Only 10 routes provide service after midnight on weekdays. With the exception of the Main Street Max, which stops service at 2 a.m., these routes end service by 1 a.m.

Figure 5.5: Nighttime transit services
Ridership

In 2016, the five transit operators carried an average daily ridership of approximately 56,000 passenger boardings.

Figure 5.6: Average daily transit ridership

Regional transit service providers
- KC Streetcar
- IndeBus
- Unified Government Transit
- Johnson County
- KCATA

National Transit Database
Enhanced mobility services

Many types of enhanced mobility services exist in the Kansas City region, but Americans with Disabilities Act (ADA) complementary paratransit services provide the greatest number of one-way trips. Federal regulations require that each transit provider operating fixed-route services must also provide ADA-complementary paratransit service for any person with a disability whose trip origins and destinations fall within three-quarters of a mile on either side of any local fixed-route service. Regulations define minimum service thresholds for this service to be considered equivalent to the fixed-route service it complements. ADA-complementary paratransit services are demand-response services, and passengers generally schedule door-to-door trips through a call center.

KCATA provides paratransit services for elderly and disabled persons in portions of Clay, Platte and Jackson counties in Missouri. Unified Government Transit operates paratransit services in Wyandotte County, Kansas. The city of Independence, Missouri, operates paratransit services within its city limits. The JO operates a commuter service and, therefore, is not required to offer ADA-complementary paratransit service. If the commuter status of The JO’s service changes in the future, it will require the addition of ADA-complementary paratransit service. The JO currently operates a Special Edition service for persons with disabilities.

There are many other types of enhanced mobility services available in the region. Municipalities, volunteer-based organizations, mill levy boards and public-private partnerships provide most of these services. Link for Care (www.linkforcare.org) has a comprehensive, searchable online database of transportation services in the region. Figure 5.7 lists some examples of enhanced mobility services available.

Figure 5.7: Partial list of enhanced mobility services in the Kansas City region

| Complementary ADA and non-ADA services providers by public transit agencies |
| City of Independence: IndeAccess and IndeAccess Plus |
| Johnson County Transit: Special Edition and SWIFT |
| KCATA: Share-a-Fare |
| Unified Government Transit: Dial-a-Ride |

| Municipal services |
| City of Olathe |
| City of Liberty |
| City of Shawnee |
| City of Excelsior Springs |
| City of Lee’s Summit |

| Volunteer-based services |
| Johnson County Catch-a-Ride |
| JET Express |

| Missouri State Senate Bills 40 and 240 Boards |
| Platte County Board of Senior Services |
| Clay County Board of Senior Services |
| EITAS in Jackson County |

| Private for-profit providers |
| 10-10 Taxi |
| Yellow Cab |
| Checker Cab |
Transit propensity

Transit propensity is the likelihood that a person or population will use transit. The Smart Moves 3.0 Plan contains a transit propensity analysis through a geographic lens using Geographic Information Systems (GIS), a mapping and data analysis program, to map where the populations with the highest (and lowest) transit propensity live. This analysis involved creating an index, with population and employment densities weighted the most, but with other factors like zero-car households, income and immigrant populations also included.

As can be seen in Figure 5.8, there are high transit-propensity populations in the urban core, but also in less dense suburban areas such as along I-35 in Johnson County and in places like Leavenworth, Kansas and Grandview, Missouri. This data provides good guidance as to where new and expanded transit services could be supported.

Residents with mobility needs

Figure 5.9 shows where populations live that typically have the highest mobility needs—older adults, people with disabilities, low-income
populations and veterans. Populations in the red and orange tones have the highest demographic score, indicating that they are likely to have the highest mobility needs. Unlike in Figure 5.8, this analysis does not take density into consideration, so it may not indicate where fixed-route transit is most viable. However, it does indicate the areas where higher concentrations of mobility-disadvantaged people live. In the more rural or less-dense areas where these populations live, mobility solutions such as vanpools or demand-response services could provide viable transportation options.

**Challenges**

**Suburbanization of poverty**

Populations that most often need public transportation, especially low-income residents, are no longer heavily concentrated in the region’s urban core where transit services are more plentiful. The region is experiencing a suburbanization of poverty, similar to many peer metro areas, and its suburban-style development patterns create challenges for convenient transit service. One of the greatest current and future challenges is responding to the region’s public transportation service needs.

**Growth and development patterns**

During the past few decades, most of the population and employment growth in the Kansas City region has taken place beyond the urban core and first suburbs. This development pattern makes it difficult to provide efficient, sustainable transit service. Only a few areas in the region — those with more walkable, dense development patterns and mixed land uses — can sustain frequent, reliable service.

MARC’s population and employment forecasts show that the trend of population and employment gains at the outer edges of the region will continue into the future. Where outward growth is inevitable, new development patterns that are more transit-friendly and walkable can become the new status quo.

Population and employment growth is also expected in already-developed areas of the region. For the first time in decades, significant new areas of redevelopment are emerging, and communities are becoming more proactive in planning for redevelopment and infill. This
momentum benefits the entire region and makes transit and enhanced mobility transportation services more sustainable in the long run.

**Funding**

Financial challenges further compound the difficulty of providing reliable transit services in the region. State and federal resources have largely funded the construction of road and highway infrastructure in the region, with less emphasis placed on long-term operations and maintenance costs. However, the expansion of public transit and enhanced mobility service has not received the same level of continuous funding. Funding for operations and maintenance of services is particularly difficult to come by, and a dedicated local funding source is typically required.

**An aging population**

With an aging population, the Kansas City region is — and will continue to be — faced with an increasing demand for more transit and on-demand specialized, paratransit services in the coming years. Currently, older adults who cannot use fixed-route transit service have very few affordable transportation alternatives. Although more than 40 transportation services work to meet the needs of disadvantaged populations, including older adults, some limitations exist due to inadequate capacity, high costs, narrow geographic service coverage and limited hours of operation.

Evaluation of service availability and the locations of transit-dependent populations are steps toward progress. A collaborative assessment of public transit needs has been undertaken through a peer exchange among many service providers in the region. Stakeholder input from users and providers suggests that the unmet need is great, and the gaps between needs and available capacity will continue to climb as the region’s population ages and disperses, as life expectancies increase, as the population of the infirm and disabled increases, and as income gaps widen.

**Preparing for the future**

**Smart Moves 3.0: the long-term transit and mobility plan for the Kansas City region**

Smart Moves 3.0 was adopted in September 2017, replacing the Smart Moves Regional Transit Vision, adopted in 2008. The plan was developed in partnership with the Kansas City Area Transportation Authority, Unified Government Transit, Johnson County, Indebus (the city of Independence, Missouri’s transit system), the Kansas City Streetcar Authority and local governments. Extensive public engagement and research guided the plan’s development. Smart Moves 3.0 serves as a guide for transit providers and local governments to implement transit and mobility services in a way that addresses some of the region’s greatest challenges and takes advantage of new opportunities.
Smart Moves 3.0 contains a wide array of recommendations. Recommendations are broken down into ten categories:

- Fixed route and paratransit
- Mobility hubs and services
- Local government actions
- Marketing, education and outreach
- Environmental quality
- Mobility innovations
- Funding
- System condition
- System performance
- Safety and security

The text that follows provides details on the recommendations pertaining to Fixed Route and Paratransit, Mobility Hubs and Services, and Local Government Actions.

**Fixed-route and Paratransit**

Fixed-route transit remains the primary feature of Kansas City’s mobility network under Smart Moves 3.0. Routes are categorized into one of four groups, depending on service frequency, service hours, operating characteristics, and capital amenities: fast and frequent (15 minute service), 30-minute, express and other local.

Together, these routes connect important activity centers, such as major employment centers, cultural destinations and areas with high concentrations of transit-dependent populations. Corresponding, federally mandated ADA paratransit service will be provided within three-quarters of a mile of fixed-route service as new routes are offered during the same hours as the fixed-route service. Additionally, launched in May 2017, RideKC’s Freedom On-Demand pilot service provides subsidized, door-to-door service to ADA and senior riders as well as market rate rides to everyone else. Much like using a ridehailing service like Uber or Lyft, customers can book trips on the spot with the use of an app. The service area is currently limited to a portion of the Northland as well as a large portion of Kansas City, Missouri and part of Johnson County north of 75th Street. KCATA has plans to expand the service to the rest of the region.

Fixed route (and corresponding paratransit) recommendations are divided into three phases in the plan (0-5 years, 5-10 years, and 10-20 years).

**Mobility Hubs and Services**

Under the Smart Moves 3.0 planning effort, the notion of activity and transit centers has transformed into a more integrated concept that serves as a foundational component of the region’s transportation network — mobility hubs. Mobility hubs are central places that act as converging points for public transit and an integrated suite of mobility services, scaled for their respective environments and functions. These mobility services include bike share, car share, car/vanpool and employee shuttles. Mobility hubs are also areas where there is an intensive concentration of working, living, shopping and playing in the form of mixed-use development. Mobility hubs serve three critical roles in the new Smart Moves 3.0 system: origin, destination and transfer point. The Smart Moves plan includes more than 65 potential locations for mobility hubs dispersed throughout the region along current and future transit lines or important activity centers or transfer points. Although the plan includes phasing for the hubs, the development of each hub will be driven by a local process and will align with the vision and goals of the community where it is located. These hubs can provide opportunities to complement, organize
and strengthen the region’s long-term economic development and community growth ideals through focused local land-use planning and eventual increased residential and job densities in the areas surrounding these locations — all concepts included in Transit-Oriented Development (TOD).

**Local Government Actions**

Smart Moves 3.0 includes a significant emphasis not just on transit and mobility but on the necessary land use investments that make these services viable. Plan recommendations aim to spur and prioritize investments around mobility hubs and high-frequency transit corridors. Additionally, these recommendations seek to help local governments in updating their zoning, planning and economic development policies to best encourage dense, mixed use development as well as improvements to pedestrian and bicycle infrastructure.

**Implementation**

Smart Moves 3.0 includes six implementation strategies:

- **Leadership**—mobilize committees to oversee and guide implementation.
- **Service standards**—make sure services meet demand and need.
- **Engagement, marketing and education**—provide information and education to local leadership as well as current and future transit riders.
- **Partnerships**—work with a range of partners, including educational institutions, transportation network companies, nonprofit transportation providers and others to implement elements of the plan.
- **Funding**—identify and attain funding to implement the plan.
- **Accountability**—track and report progress made toward implementation.

These strategies seek to guide how the recommendations in Smart Moves will be implemented.

Although financial challenges may slow improvement and expansion of the region’s transit system, several expansion projects, coordination initiatives and studies from the past few years have created significant momentum. The following are some of the recent projects that provide a firm basis to continue implementation activities into the future.

**Streetcar expansion**

In 2013, following the successful campaign to establish a Transportation Development District (TDD) to fund the Streetcar starter line, the city of Kansas City, Missouri, completed a study to determine the optimal corridors for streetcar expansion. Three Streetcar corridors (Linwood Boulevard, Independence Avenue and Main Street) and one bus rapid transit (BRT) corridor (Prospect Avenue) were identified as the best options for expansions of the starter line. Transportation Outlook 2040 adopted these preferred alternatives along with a TDD funding mechanism.

As the highest rated alternative in the 2013 NextRail study, a group of Kansas City residents organized by the Kansas City Regional Transit Alliance (KCRTA) decided to push for Main Street (from the end of starter line near Union Station south to UMKC/Plaza) to be the next segment of Streetcar to develop. The project development phase of the southern extension kicked
off in December 2017, with the Kansas City Area Transportation Authority (KCATA), Kansas City Streetcar Authority (KCSA) and a consultant team led by HDR leading the project. In January 2018, the Federal Transit Administration (FTA) officially moved the project into its project development phase. The work done by the consultant team provided some details required by FTA such as refined capital and operating costs, estimated ridership and other benefits, assessed environmental impacts, and a detailed funding plan.

In addition to the southern extension, the KCSA, Port KC, KCATA, and the City of Kansas City, Missouri completed a feasibility study to extend the Streetcar to the riverfront. This northern extension would serve to link the downtown core at 3rd Street and Grand Avenue directly to the historic riverfront, providing valuable recreation and quality of life benefits, catalyzing density and expediting development plans currently underway. The study was completed in August 2017 and identifies a preferred alignment. The preferred alignment heads north near the intersection of 3rd Street and Grand Avenue, goes over existing railroads on the Grand Avenue Bridge, goes under the Heart of America Bridge, and terminates at a centrally located station stop near the midpoint of the riverfront development.

Independence Avenue and North Oak BRT Studies
In December 2017, the KCATA hired a consultant to complete a feasibility and planning assessment of high capacity bus/bus rapid transit (BRT) on Independence Avenue between downtown Kansas City and Independence, Missouri. KCATA is also planning to initiate a similar study to look at how BRT could be implemented on North Oak from the River Market to Barry Road.

Kansas City International Airport Mobility Hub
In November 2017, Kansas City residents overwhelmingly voted to modify the current configuration of Kansas City International (KCI) airport with a single terminal facility with many upgrades for travelers. The new terminal will accommodate more flight options as well as traveler amenities. Smart Moves 3.0 identifies a mobility hub at the airport; this hub should be included in the design of the new KCI.

Transit and Mobility Services on I-435
In 2018, KCATA will begin developing a scope of work to study jobs access service in the southern section of the I-435 corridor, serving Johnson County and eastern Jackson County.

Prospect Avenue Study (BRT)
In 2008, the North/ South Corridor Alternatives Analysis first identified Prospect Avenue in Kansas City, Missouri, as a potential BRT corridor. In 2014, the KCATA completed a Planning Assessment Study to evaluate the potential Prospect MAX corridor and determine the cost a feasibility of transit improvements that would include implementation of MAX bus-rapid-transit service. Implementation of Prospect MAX is estimated to cost $54 million and has received a Federal Transportation Authority Small Starts award of $29.98 million and a Surface Transportation Program (STP) grant of $8 million. The City of Kansas City, Missouri, will provide $12.5 million and KCATA will contribute $3 million. Construction on Prospect MAX is slated to begin in 2018 and conclude in 2020, with service starting later in 2020.
Regional Transit Coordinating Council (RTCC)

In 2013, The KCATA and MARC formed a new transit council to focus specifically on issues of regional transportation coordination. Members of the RTCC include executive leadership and elected representatives from Johnson County, Kansas; the Unified Government of Wyandotte County/Kansas City, Kansas; the city of Independence, Missouri; the city of Kansas City, Missouri; the Kansas City Streetcar Authority; Jackson County, Missouri; KCATA; and MARC. In addition, the RTCC created two advisory committees, the Transit Stakeholder Forum and the Mobility Advisory Committee. The Mobility Advisory Committee provides recommendations to the RTCC about special transportation issues, mobility management initiatives and FTA Program 5310 funding.

Mobility Management

In 2014, the RTCC began to address the significant task of creating a mobility management system. This system was envisioned to provide and coordinate affordable, convenient service throughout the region, with accessible customer-service focused information and a streamlined eligibility process.

MARC, KCATA and their partners have undertaken steps to achieve these goals, which are contained within the Coordinated Plan (Appendix I) and the RideKC Coordination Plan. The region has implemented a single regional eligibility standard and process, integrated operations of ADA services between the major service providers, and expanded functionality of one-call/one-click centers.

FTA Section 5310

In 2012, the region, working through the KCATA as the federally designated recipient of funds, became responsible for the programming of FTA Section 5310 funds for Enhanced Mobility of Seniors and Individuals with Disabilities. MARC is responsible for the administration of the programming process, and the KCATA handles the contractual administration of the grant with project sponsors. The 5310 funds allow for both capital and operating projects, including the purchase of vehicles.
Strategies

The following strategies are included in the Smart Moves 3.0 plan and guide improvements to the region’s public transit, paratransit and mobility services, in addition to providing tools for local governments to facilitate transit-supportive land use. For additional strategies that specifically pertain to paratransit, please see the Coordinated Plan in Appendix I.

5-1: Advance mobility innovations to expand transit options and provide easier access.

a. Support innovative transportation technology such as interactive kiosks at mobility hubs and smart phone apps.

b. Provide on-demand services to meet the needs of paratransit users, people in areas that lack the density or demand to support fixed-route service, and the general public.

Support the usage of automated vehicle technologies in a variety of transit and mobility service applications.

c. Implement Transportation Management Associations (TMAs) to facilitate transportation solutions for workers and employers. TSAs are associations of nearby businesses that pool resources to coordinate transportation options (such as employee shuttles or vanpool programs) for their employees.

d. Work to maintain and improve links between local transit services and various modes of intercity transportation.

5-2: Create a network of mobility hubs across the region.

a. Identify specific locations for, design, and implement mobility hubs to facilitate the linkage of transit and mobility services.

b. Provide robust pedestrian and bicycle facilities in conjunction with mobility hub development.

5-3: Enable vibrant places by supporting local development strategies.

a. Support placemaking through zoning, planning, and other local development strategies that encourage walkability, bikeability, and a mix of uses.

b. Attract employers to locations that provide connected, walkable environments with access to fixed-route transit and mobility services.

5-3: Focus on high-demand corridors when providing existing and new transit service.

a. Support and sustain existing services.

b. Implement the fixed route recommendations in Smart Moves 3.0 that call for the expansion of a fast and frequent spine (service running every 15 minutes or less) as well as a network of 30-minute transit routes and express routes geared toward commuters.

c. Continue to provide local transit service (i.e., service that runs less than every 15 minutes) such as urban transit, demand-responsive transportation, and mobility hubs.
frequently but provides a higher frequency of stops).

d. Expand ADA and non-ADA paratransit service as demanded and mandated by federal law.

5-4: Build broad partnerships to facilitate Smart Moves 3.0 implementation.

a. Engage employers and developers to locate businesses and projects near transit and mobility services to enhance jobs accessibility.

b. Work with nonprofit organizations and transit users to make sure that services are tailored to the needs of residents and workers.

c. Encourage the development of coordinated service agreements and cost-reciprocity agreements.

d. Advocate for more flexible federal and state funding to support the maintenance and operations of existing services.

e. Work with local and transit planning partners to seek new local funding opportunities.

5-5: Provide accurate and up-to-date information about existing and planned services.

a. Coordinate public information and messaging.

• Work with transportation providers, service providers, local governments and private funding organizations to create and carry out coordinated messaging and plans.

• Support the expansion of new technologies and intelligent transportation system (ITS) to better inform the public about available transportation services.

b. Engage citizens, community and consumer groups; regional transit advocacy, business and civic leaders; local government officials, developers and major employers in the development and implementation of transit plans and services.
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<th>Policy framework strategies and goals</th>
<th>5–1: Mobility innovations</th>
<th>5–2: Mobility hubs</th>
<th>5–3: Vibrant places</th>
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