



WHY TRANSPORTATION MATTERS

Transportation is part of our experience every day, connecting us to jobs, our families, entertainment, the things we buy and other basic needs. It enables us to have a high quality of life.

The transportation system is made up of many pieces that work together to move people and goods around and through the metro area — including people, vehicles, roadways, bridges, sidewalks, rivers, railways and traffic signals.

WHAT IS A LONG-RANGE TRANSPORTATION PLAN?

A long-range transportation plan serves as a blueprint for managing the region’s transportation system. Required by the federal government, this plan identifies transportation improvements for the next 20 to 30 years.

We’ll want to consider:

- Projected population growth
- Maintenance of transportation facilities
- Safety

- Quality of life
- Preserving the human and natural environment
- Current and future transportation needs (air, bicycle, bus, pedestrian, rail, roads, water, etc.)

By establishing transportation goals for the region, we lay a foundation for the kinds of plans and projects that will provide the best transportation solutions.

ABOUT KANSAS CITY’S



Transportation Outlook 2040

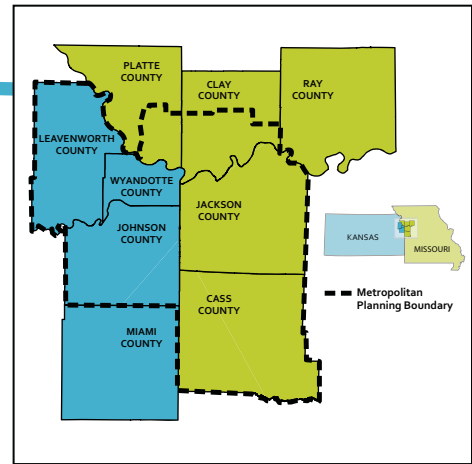
MARC is developing a new long-range transportation plan for the Kansas City region — **Transportation Outlook 2040**. The plan will identify needs and budget federal transportation funds that the metro area expects to receive over the next three decades. It will contain:

- **VISION:** a long-term vision for the region’s transportation system
- **GOALS & STRATEGIES:** what we want to achieve by the year 2040 and how we plan to do it
- **TRANSPORTATION PROJECTS:** major regional transportation investments that help accomplish goals

ABOUT MARC

The Mid-America Regional Council (MARC) serves as the **association of city and county governments and the metropolitan planning organization** for the bistate Kansas City area.

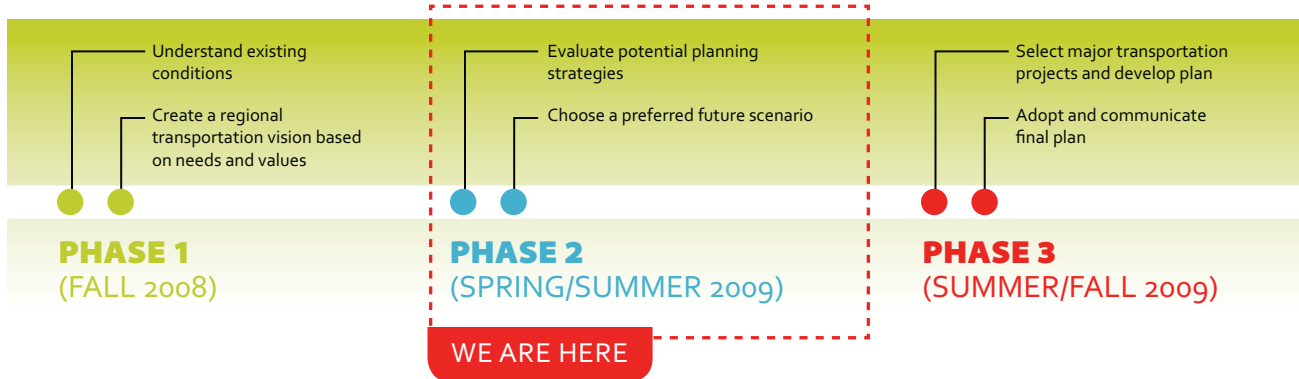
MARC works with federal and local governments, state departments of transportation, transit providers, area stakeholders and the public to develop a long-range transportation plan that will help move the region toward the goal of achieving a rising quality of life for everyone.



KANSAS CITY REGION

- Two states
- Nine counties
- 120 cities
- 1.8 million people

TRANSPORTATION OUTLOOK 2040 TIMELINE



APPROACH TO DEVELOPING THE PLAN



CHALLENGES

- Aging infrastructure and population
- Fair distribution of transportation benefits and costs
- Increasing transportation needs of diverse population
- Uncertainty about funding sources
- Energy and environmental concerns, preserving resources
- Demand for variety of lifestyle options
- Developing land faster than population has grown



OPPORTUNITIES

- Better understanding of our desired regional future and transportation's role in achieving it
- Stronger connection to local land-use plans and community objectives
- Integrating environmental priorities
- Stronger link between planning activities and programming funds for projects
- Position region for stronger economic future

Building the **POLICY GOALS**

MARC has created a set of wide-ranging policy goals for Transportation Outlook 2040 — major things we want to achieve with our transportation system.

■ They are consistent with needs local cities and counties are already planning for, and also with common themes expressed by citizens about the Kansas City region’s transportation needs through outreach efforts like “Imagine KC,” a project to envision a sustainable future for our metro.

■ These goals will serve as the foundation for the plan’s vision. They will direct actions and strategies that help us meet them, as well as ways to measure our progress over time.

■ MARC will use the policy goals to help select which transportation projects should be funded in the future. It’s important to make sure billions of dollars are spent based on a cohesive vision over the next 30 years.

■ This list of goals has been adopted by the Total Transportation Policy Committee, MARC’s main transportation committee, made up of local elected officials from the region.

MARC’S REGIONAL VISION:

Greater Kansas City is a sustainable region that increases the vitality of our society, economy and environment for current residents and future generations.

TRANSPORTATION SYSTEM VISION:

A safe, balanced, regional multimodal transportation system that is coordinated with land-use planning, supports equitable access to opportunities, and protects the environment.

- 1 ACCESSIBILITY** – Maximize mobility and access to opportunity for all area residents
- 2 CLIMATE CHANGE & ENERGY USE** – NEW Decrease the use of fossil fuels through reduced travel demand, technology advancements, and a transition to renewable energy sources
- 3 ECONOMIC VITALITY** – Support an innovative, competitive 21st-century economy
- 4 ENVIRONMENT** – Protect and restore our region’s natural resources (land, water, air, etc.) through proactive environmental stewardship
- 5 PLACE MAKING** – NEW Coordinate transportation and land-use planning to create quality places and strengthen the region
- 6 PUBLIC HEALTH** – NEW Facilitate healthy, active living
- 7 SAFETY & SECURITY** – Improve safety and security for all transportation users
- 8 SYSTEM CONDITION** – Ensure transportation system is maintained in good condition
- 9 SYSTEM PERFORMANCE** – NEW Manage the system to achieve reliable and efficient performance

 New policy goal for 2040

WHO WE'VE TALKED TO

■ **MARC transportation committees:**

over 15 meetings (highway, freight, public transit, bicycle/pedestrian, safety, etc.)

■ **Five regional public forums:**

Kansas City, Mo.; Kansas City, Kan., Mission, Kan., Gladstone, Mo.

■ **Community group discussions:**

- ❑ Leawood Chamber of Commerce / Economic Dev. Council
- ❑ Miami County
- ❑ Central Exchange
- ❑ Kansas City, Mo., planning staff
- ❑ North Kansas City Rotary
- ❑ Kansas City Area Transportation Authority Board
- ❑ Lenexa City Council
- ❑ Cass County
- ❑ Smithville Rotary Club
- ❑ American Institute of Architects – Kansas City
- ❑ Kansas City Neighborhood Advisory Council
- ❑ Shepherd's Center of Raytown
- ❑ American Public Works Association
- ❑ Coalition of Hispanic Organizations
- ❑ Shepherd's Center of the Northland
- ❑ American Society of Civil Engineers
- ❑ Communities Creating Opportunities at the KC Urban Youth Center
- ❑ MARC Commission on Aging
- ❑ Northeast Johnson County Chamber of Commerce
- ❑ Wyandotte/Leavenworth Counties Transportation Study Committee
- ❑ Local Investment Commission
- ❑ Bridging The Gap
- ❑ Sierra Club of Kansas City / South Metro Opposition Coalition
- ❑ Olathe Chamber of Commerce / City Commission / Planning Commission
- ❑ Greater Kansas City Chamber of Commerce
- ❑ Northland Chamber of Commerce

■ **Postcards to the Future children's activity:**

Kansas City Public Library – Plaza Branch, Scuola Vita Nuova Charter School, EarthFest

■ **Future in Focus photography contest:**

Citizens submitted over 75 photos of what they value in the Kansas City region

■ **Online transportation survey:** 630+ citizens have participated so far



WHAT WE'VE HEARD

MARC has hosted dozens of meetings to discuss community values, issues and needs for our region's transportation system. **Key themes that have come out of conversations include:**

- Focus on preserving the existing transportation system (roads, bridges, sidewalks, etc.)
- Increase travel choice and multimodal transportation options
- Better integrate land-use and transportation policies and practices
- Focus on managing demand and use of the transportation system
- Incorporate environmental and sustainability factors at all levels of transportation planning
- Improve safety and public health

Postcards to the Future from kids:



Comments from citizens:

"Land use and transportation should be planned together, so that we end up with more dense, mixed-use, compact centers that allow for more walking/biking/transit use."

"PUSH hard for a high-functioning bus system, with a focus on getting Johnson County fully on board with a metro-wide system. STOP building new highways. Develop transit with inner, existing development in mind. No more outer ring development. Be bold, smart and progressive."

"We need to start thinking about using our resources more intentionally. We need tighter, more compact development that in itself will help decrease our dependence on the car, consume less energy, build better community, promote healthy lifestyles, and help to preserve some of America's best prime agricultural land."

"I would love to see more trails, walkable communities, and convenient rail transit."

"We need better public transportation—something that you can catch anytime of day without waiting more than 20 minutes. The current bus system only serves those that work 8 to 4."

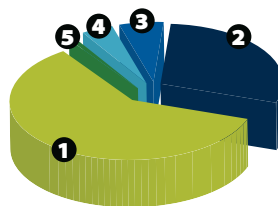
"We should be incorporating 'least-cost planning' methods into every transportation decision. So many times our transportation problems can be solved by traffic demand management, getting more folks bicycling, walking, carpooling, combining trips, taking transit, etc., instead of just adding more and more lanes."

SURVEY SNAPSHOT: INVESTING IN OUR FUTURE

CHART A shows where transportation tax dollars go today in the Kansas City region.

CHART B displays how citizens say we should allocate transportation funds in the future, according to responses from hundreds who have completed the Transportation Outlook 2040 survey online at <http://2040.questionpro.com>.

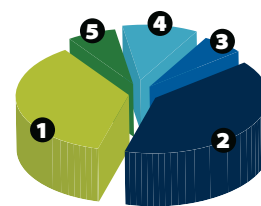
CHART A: Current Spending



1. Street & highway.....**60%**
(maintain highways, widen existing, build new)
2. Public transit.....**29%**
(expanded/improved bus service & operating cost)
3. Transportation management**6%**
(traffic-signal timing, cameras, message boards, etc.)
4. Trail improvement and rehabilitation.....**4%**
5. Alternate modes to driving alone.....**1%**
(carpool/vanpool, bicycle & pedestrian facilities)

Based on 2008–2012 Transportation Improvement Program

CHART B: Future Spending



1. Street & highway.....**36%**
(maintain highways, widen existing, build new, right-of-way acquisition for future improvements)
2. Public transit.....**40%**
(bus service, rail system, elderly/disabled transportation)
3. Transportation management**6%**
(traffic signal timing, cameras, message boards, etc.)
4. Bike paths, bike lanes, sidewalks.....**11%**
5. Alternate modes to driving alone.....**7%**
(carpool lanes, bus lanes, park-and-ride lots)

WHAT HAPPENS NEXT

DEVELOPING TRANSPORTATION PROJECTS

We will use the policy goals and strategies to develop criteria for funding future transportation investments. Through periodic calls for projects and a comprehensive evaluation process, the MARC Board and its committees will guide transportation investments toward projects that reflect the goals of Transportation Outlook 2040.

This summer, MARC will open a call for transportation projects. Whether small or large, most projects come from local governments, the transit agencies or state Departments of Transportation. Major projects that meet the criteria and are regionally important will become part of the project list in Transportation Outlook 2040.

BUDGETING

Just as you budget money for household expenses, **the Kansas City metro must verify that we can afford to complete the projects included in Transportation Outlook 2040** based on funds we estimate the region will receive over the next 30 years. We're still crunching numbers for the new long-range plan. The previous plan contained \$16.6 billion in investments to enhance road, transit, bike, pedestrian and freight movement.

MEASURING OUR PROGRESS

For the first time, MARC's long-range transportation plan will **include measures to evaluate progress toward our regional goals.** Below are sample targets we may use. How else should we measure success?

TRANSIT COVERAGE:

Provide significant transit service within 1/4 mile of 50% the region's population by 2020

CARBON DIOXIDE REDUCTION:

Reduce transportation-generated carbon dioxide (CO₂) emissions by 40% of current levels by 2030

SAFETY:

Decrease transportation-related fatalities and serious injuries by 50% of 2010 levels by 2030

AIR QUALITY:

Reach safe air quality and ozone levels based on standards and timelines set forth by Environmental protection Agency (EPA)

MODE SHARE:

Increase the share of active transportation modes — walking, transit, bicycling — to 10% of total trips by 2030

AFFORDABILITY:

Reduce combined housing and transportation costs to 45% of the region's median income by 2030