

Applicant and Proposal Profile

Alternatives Analysis Program

Section I. Applicant Information

Is this a resubmission due to an invalid/error message from FTA? Yes No

Organization Legal Name:

FTA Recipient ID Number:

- Identify the services currently provided by the Applicant (check all that apply):
- Bus
 - Commuter/Express Services
 - Light Rail
 - Heavy Rail
 - Commuter Rail
 - Other

If Other, Describe:

MARC, as the Kansas City Region's MPO, does not directly provide transit but coordinates regional transit planning efforts through the Metropolitan Planning Process. The Kansas City Area Transportation Authority is a core partner to this submission and they directly provide local and commuter express bus services.

Section II . Project (Study) Information

Project Title (do not identify specific modes):

Describe the proposed scope of work for the alternatives analysis:
(a paragraph summarizing the work plan; also list all partners to be involved in the study)

This Alternatives Analysis request would build on the Locally Preferred Alternative recently adopted related to the Downtown Corridor Alternatives Analysis and would assess a potential extension south to the County Club Plaza and University of Missouri-Kansas City campus. This transit corridor, as included in the financially-constrained long range transportation plan, connects key activity centers and serves as a critical spine for the regional transit system. Importantly, this grant request will help continue the region's momentum towards building a world class regional transit system.

The study is to be carried out by a joint partnership between the Mid-America Regional Council, the City of Kansas City, MO, the Kansas City Area Transportation Authority (KCATA), and Jackson County. The partnership successfully completed the Downtown Corridor Alternatives Analysis in January of 2012 and is near completion of the supporting Commuter Corridors Analysis currently underway.

Required: Attach to the SF424 application a map of the study corridor showing the area's boundaries, communities, any existing fixed guideway transit services, and key destinations (such as employers and activity centers).

Describe the key destinations shown on the map (e.g., "community college," "major employer") and potential to generate trips (e.g., "5,000 commuting students," "200 employees"):

The proposed corridor for study (see attached map) would complete the spine of the Kansas City regional transit vision. The specific segment of corridor proposed for study is 3.5 miles in length and encompasses the following destinations:

- Union Station – (155,480 Amtrak, 500,000+ visitors)
- Crown Center – (5 million+ visitors, 1700 employees)
- Federal Reserve Bank – (1,190 employees)
- Penn Valley Park/WWI Memorial- (610,000+ visitors)
- Hospital Hill (2800 employees)
- Westport (3500 employees)
- Kansas City Art Institute (750 students (2010), 230 employees)
- Nelson-Atkins Museum of Fine Arts (410,000 visitors in 2011)
- Plaza - (20 million+ visitors, 4,860 employees)
- University of Missouri-Kansas City (15,490 students (91% commute), 3,920 faculty)

Estimated trips originating from study area (MARC Travel Demand Model):

2010: 72,700 trips

2040: 87,990 trips

Estimated trips destined to study area (MARC Travel Demand Model)

2010: 301,368 trips

2040: 318,186 trips

Identify current and projected population and employment in the study corridor, and sources for the numbers:

Population

- Current Population (2010)* – 22, 158
- Projected Population (2040)** – 27,617

Employment

- Current Employment (2010)* – 56,210
- Projected Employment (2040)** – 65,110

*Source: U.S. Census 2010 Data aggregated to Transportation Analysis Zones.

**Source: 2040 adopted forecast of population and employment change for the Kansas City region aggregated to Transportation Analysis Zones. Created by Mid-America Regional Council Research Services and the Technical Forecast Committee.

Describe current levels of transit service (modes, routes, headways, stop patterns, spans of service, etc.) in the study corridor:

KCATA

The study area is served by approximately 12 bus routes. Of those, there are two BRT routes, the Main Street MAX and Troost MAX, which both provide rapid transit service within the study area and with stops at approximately every quarter-mile. Headways range from 10 minutes during weekday peaks to 30 minutes on Sundays. Local bus routes have more stops and headways range from 17 to 30 minutes during the week. Of those 12 routes that operate on the weekend, most have one-hour headways. This is a busy transit corridor with service available from approximately 4 am-1am, 7 day per week.

Johnson County Transit

Johnson County, Kansas' service, The JO, provides bus-based commuter trips from Johnson County to Kansas City, MO. Eight express routes service and/or terminate within the study area. Service is limited to weekday peak commute times with headways ranging approximately from 30 minutes to one hour. Time-point stops are spaced far apart however the JO allows flag down service.

Project Budget

Major Task	5339 Federal Request	Other Federal Amount	Local Match	Total Cost By Task
Study Management	55,000	0	15,000	70,000
Public Participation Plan	55,000	0	15,000	70,000
Existing and Future Conditions	35,000	0	10,000	45,000
Purpose and Need	35,000	0	10,000	45,000
Identification of Alternatives	35,000	0	10,000	45,000
Screening of Initial Alternatives	110,000	0	30,000	140,000
Conceptual Design	110,000	0	30,000	140,000
Operations Plans	30,000	0	10,000	40,000
Ridership Estimation	60,000	0	20,000	80,000
Project Costing and Financing	30,000	0	10,000	40,000
Social, Economic, and Environmental Impact Evaluation	40,000	0	10,000	50,000
Final Screening and LPA Selection	60,000	0	15,000	75,000
Study Report and New Starts/ Small Starts Submission (if applicable)	60,000	0	15,000	75,000
	715,000	0	200,000	915,000

Identify and document sources for the Local Match:

Local Match has been committed to by the City of Kansas City, Missouri, via formal Council Resolution. (See attached resolution.)

Summarize the time-line for beginning and ending the major tasks identified in the project budget:

This schedule assumes grant announcements will be made in mid fall, with funds available for use in late fall 2012. In the event funding is available sooner the project schedule would be advanced accordingly.

Overall Project Schedule- 17 Months

-Project Kick-Off- December, 2012

-Purpose and Need Completed- February, 2013

-Initial Alternatives Identified- March, 2013

-Initial Screening Completed- July, 2013

-Conceptual Design Completed- September, 2013
 -Ridership, Costing, and Impacts Completed- February, 2014
 -Final Screening and LPA selection Completed- April, 2014

Congressional Districts Affected by the Project

Congressional District

Congressional Representative

MO-005

Cleaver, Emanuel

Section III. Evaluation Criteria

Demonstration Of Need

Identify the goals and objectives for the alternatives analysis:

The objective of this AA will be to identify potential transit alternatives in the Union Station-UMKC corridor that will successfully address and advance identified transportation, economic development, and land use goals. Building on the success of the Kansas City Downtown Corridor Alternatives Analysis, the partnership team will seek to identify transit enhancements in this corridor that do the following:

1. Connect activity centers along the corridor and provide an enhanced and efficient transportation option.
2. Promote long-term sustainable development, walkability, air quality and public health.
3. Support a thriving central corridor, its businesses, visitor and tourist activities, and serve transit-dependent populations, and
4. Encourage development and preserve the historic fabric of the center city.

Describe the conceptual alternatives under consideration within the study corridor:
 (this should include a broad range of strategies for improving conditions in the corridor)

Conceptual alternatives that will be considered in the Union Station-UMKC corridor include the following:

STREETCAR EXTENSION

- Electric-powered, fixed-guideway vehicles
- On street or reserved lanes
- Push-pull capacity, articulated for urban environments
- Southern extension of the adopted Main Street Streetcar LPA

ENHANCED BUS RAPID TRANSIT

- Low-floor, multiple-entry-and-exit bus vehicles
- On street or reserved lanes
- Enhance and expand existing MAX service
- Increase BRT fixed guideway availability

Describe how the study is documented in the MPO's Unified Planning Work Program (UPWP). If not in the current UPWP, identify when this will be done:

The process to adopt the study into the MPO's Unified Planning Work Plan will be initiated immediately following the announcement of the AA award.

Identify specific references to transportation needs in the study corridor in documents approved, adopted or endorsed by the MPO board. In particular, cite references to the corridor in the Region's Financially Constrained Long Range Transportation Plan, as well as any other documents (e.g., a vision or needs plan) that discuss priority corridors for future study. Identify specific web addresses (URLs) and page numbers for the documents cited (relevant portions of these documents may be attached to the SF424 application, if not available via web site):

Transportation Outlook 2040

This project is included in region's financially-constrained long range transportation plan, Transportation Outlook 2040. Transportation Outlook 2040 (adopted July 2010) provides an analysis of need, specifically the needs of transportation disadvantaged groups most relevant to the study area, low-income, and zero-car households. These groups rely most on transportation options in the urban core of the city where they can connect to the rest of the region. See page 7: http://www.marc.org/2040/assets/plan/5.0_PublicTransportation.pdf.

Of the 35 transit projects identified in the transit project listing in Transportation Outlook 2040, the Kansas City Streetcar project was one of only seven transit projects that was financially-constrained in the plan demonstrating the priority placed on this project as a means to address our transportation needs in the study corridor.

Transit Project Listing, see page 18, Kansas City Streetcar: http://www.marc.org/2040/assets/plan/AppendixD_ProjectListings.pdf

Smart Moves Regional Transit Vision

The Smart Moves Regional Transit Vision articulates a vision for how transit should serve the Kansas City metropolitan area in the years and decades ahead. This Vision serves as the system's plan from which this corridor is advancing.

Smart Moves Vision: http://www.kcsmartmoves.org/pdf/smartmoves_update_report.pdf.

Smart Moves map: <http://www.kcsmartmoves.org/maps.aspx>. (See central spine in red - middle of map)

If the needs in the study corridor are not clearly addressed in MPO documents, present a brief summary of the corridor's priority within the regional transportation planning process. This summary should describe the transportation problem in the study corridor and the need for the alternatives analysis:

The growth of the Kansas City urbanized area seems ever-increasing; and, half of the region's residents live in census tracts where population decreased between 1990 and 2000. New 2010 U.S. Census data show that this outward exodus continued between 2000 and 2010. This urban corridor has seen economic stagnation over the last few decades, and though there is an eclectic mix of activity, the corridor is not meeting its full economic potential.

In order to support a more sustainable growth and development pattern, the Kansas City region has adopted plans and strategies to capture a greater share of the region's future growth in existing areas. Most notably, sustainable growth and development are identified as a regional priority through Transportation Outlook 2040. Transit, as a critical element in supporting vibrant, mixed-use centers of activity, accessible and affordable housing, and greater access between and within existing communities, will help move our region in a new direction.

As the spine of the regional transit system, this 3.5-mile corridor must have transit service that distributes in-bound commuters to their ultimate destinations, serve short local trips, and stimulate economic growth. The proposed AA will help the study partnership determine what type of service can meet these needs and provide a strong back-bone for the rest of the system.

Advancing Livability and Sustainability

Identify specific actions taken by the Applicant, other public agencies, and private entities (such as developers) that have advanced livability and sustainability in the study corridor in ways consistent with the DOT-HUD-EPA livability principles (the principles are listed in the Notice of Funding Availability).

Examples of actions include, but are not limited to, the following:

- Regulatory actions, such as adoption of zoning provisions and/or economic incentives to encourage transit oriented development (TOD),
- Facility improvements for users of public and non-motorized transportation, such as complete-streets treatments and transit signal priority,
- Incentives to encourage greater use of public and non-motorized transportation, such as improvements to existing transit service and parking restrictions and pricing,
- Approval or construction of transit-supportive developments in the corridor, including on brownfield sites, and
- Redevelopment or construction of affordable housing in the corridor, including uses of federal funds for housing development that are consistent with the livability principles.

Specify only actions taken to date; do not discuss proposed actions or broader livability goals or objectives:

Downtown Rail Corridor Zoning, approved 2012

The City of Kansas City, Mo adopted new zoning in two portions of the Downtown corridor that will support the development around the proposed streetcar corridor. This zoning primarily intended to promote high-intensity office and employment growth and mixed-use development along the downtown corridor. In addition, the existing parking code that provides that "uses within the Downtown Loop are not required to provide off-street parking" is now extended to those properties within two blocks of the rail.

Main Street CID, formed 2006

The Main Street CID was formed as an implementation tool for the Main Street Corridor Land Use and Development Plan (completed 2003). The Main Street CID was created to supplement city-provided services. To date the CID has lowered crime and improved public areas through regular maintenance. The CID recently completed a major streetscape overhaul between 31st and 44th, which was originally designed to accommodate the MAX BRT and future fixed rail service. The CID updated the Main Street Special Review District which is designed to encourage "urban" development and a multimodal transportation corridor.

Main Street and Troost Ave. Bus Rapid Transit (2005/2011)

KCATA and Kansas City, MO implemented bus rapid transit in two of the city's busiest corridors. Both projects have been held up as best practices nationally and are wildly successful locally inspiring BRT projects in the rest of the region.

Identify any ongoing land use, housing and environmental planning activities that are intended to improve the livability and sustainability of the study corridor. Note any activities supported by an awarded HUD Community Challenge, HUD Regional Planning or TIGER Planning grant. Specify the timeframe for the activities, the anticipated outcomes, and the relationship of the activities to the proposed alternatives analysis. If certain activities are contingent upon award of this grant, please identify the activities:

Kansas City Regional TIGER Grant: \$50 million awarded February 2010 – New sidewalk and street improvements in the Green Impact as well as pedestrian improvements, new transit centers, shelters, real-time signage along major urban transit corridors. One of the corridors connects Johnson County, KS to the Green Impact Zone in Kansas City, MO via the Plaza and UMKC within the study area. To be completed 9/31/13.

HUD Regional Planning Grant: \$4.25 million awarded October 2010 - This grant is advancing the implementation of the Regional Plan for Sustainable Development called Creating Sustainable Places (CSP). CSP is a regional vision and plan to guide how we grow and develop, but also a strategy for moving our communities from planning to action. The guidebook and toolkit will be developed for the purposes of local communities to engage in their own sustainable planning initiatives.

Planning Sustainable Places Program, funded through an allocation of regional STP funding, will direct nearly \$1,000,000 of funds to local governments to support the planning and implementation of sustainable places and high-priority activity centers region-wide.

Study Approach and Outcomes

Describe prior alternatives analysis activities within the study corridor, including agencies involved, use of any federal funds, and study outcomes:

The Union Station to UMKC corridor has been a central component to a number of past transit planning and alternatives analysis activities dating back to light rail planning efforts in the 1980's and 1990's. In 2004 this corridor was at the center of

the Alternatives Analysis that led to the construction of the Main Street MAX Bus Rapid Transit Service, which by all accounts has been a tremendous success and affirms the important role transit plays in this corridor. In 2008 the Kansas City Area Transportation Authority and the City of Kansas City conducted the North-South Corridor Alternatives Analysis which proposed a 14-mile light rail spine, running through the corridor, which was ultimately not approved by voters. Most recently the study team successfully completed the adjacent Downtown Corridor Alternatives Analysis which was formally approved by the region's MPO in January of 2012 and is now being rapidly advanced by the City of Kansas City.

Describe other alternatives analyses undertaken by the Applicant. Specify the year the study was completed, the alternatives considered, if a locally preferred alternative (LPA) was selected, whether a project was constructed, and (if recently constructed with New Starts funds) the status of the before-and-after study. If an LPA was not identified or implemented, explain why not:

Only recently has a regional partnership led by MARC, and including Kansas City, KCATA, and Jackson County jointly managed alternatives analysis studies. This unprecedented local collaboration has led to the successful coordination of the following study efforts:

-Downtown Corridor Alternatives Analysis (DCAA): The DCAA was completed over an eight month planning process and ultimately culminated in the adoption of a Main Street Streetcar in January of 2012, and consideration of both streetcar and bus circulator alternatives.

-Jackson County Commuter Corridors Alternatives Analysis (JCCAA): The JCCAA is currently ongoing and assessing a range of commuter rail, express bus, and BRT options. The study is near completion and is scheduled to determine and adopt an LPA early this summer.

-US-71/ Grandview Alternatives Analysis: This study has recently been initiated and consultant team is currently working to identify and detail the existing conditions in the corridor. Alternatives expected to be evaluated include commuter rail, light rail, and bus rapid transit, and the study is expected to be completed in early 2013.

MARC, as a sole project manager, did undertake an I-70 Commuter Rail Alternatives Analysis in 2006. While an LPA was not adopted as a result of this study, it did convey a series of recommendations related to downtown circulator transit services and local land use policies that have since been advanced by local jurisdictions.

List other agencies or organizations that will be directly involved in conducting the alternatives analysis, including the role(s) and a contact person for each:

The formal study partnership consists of the following organizations:

- Mid-America Regional Council (Applicant), Staff lead- Tom Gerend, Assistant Director of Transportation
- City of Kansas City, Mo. (Local Government Lead), Staff lead- Sherri McIntyre, Public Works Director
- Kansas City Area Transportation Authority (Partner), Staff lead- Dick Jarrold, Senior Director
- Jackson County, Mo. (Partner), Staff lead- Calvin Williford, Chief of Staff, County Executive's Office

Provide evidence of the Applicant's technical capacity to complete this alternatives analysis, including staffing and project management experience. If other agencies or organizations will undertake portions of the alternatives analysis, provide evidence of the interagency agreements:

The project partnership team has many years of experience conducting, managing and completing transit studies, including federal alternatives analyses. In the past five years the partners have collectively participated in a number of successful efforts as demonstrated below:

- Downtown Corridor Alternatives Analysis (2012) – Kansas City, MO and KCATA.
- State Avenue Corridor Alternatives Analysis (2009) – Wyandotte County, Kan., and Kansas City, Mo.
- Troost Avenue Corridor Transit Study/Alternatives Analysis (2006) – KCATA and Kansas City, Mo., resulting in the Troost Avenue BRT project currently in operation.

MARC, as the Kansas City region's MPO, is responsible for conducting the metropolitan transportation-planning process. MARC's staff of 23 transportation-planning professionals includes experience in transit/paratransit planning and operations, traffic operations and management, comprehensive planning and development, travel-demand modeling and transportation and other activities. Importantly critical capacity and expertise will also be brought through the formal project partners. Examples include KCATA's experience as the primary local transit service provider and the region's designated recipient of

federal transit funds, and Kansas City, Missouri's experience leading, planning, and implementing major capital improvement projects.

Summarize the Applicant's public participation and outreach plan for the proposed alternatives analysis, including involvement by low-income, minority, and disadvantaged populations, and any public outreach conducted to date:

The public participation and outreach strategy for the proposed alternatives analysis will follow the guidance and goals set forth in MARC's Public Participation Plan. The public participation strategy will begin with an assessment of the process used in the Downtown Corridor Alternatives Analysis as the partnership team intends to build upon this work to the extent that it makes sense to do so. MARC, along with consultants will generate a public participation plan; that, at a minimum will include: the following elements:

- Identify key stakeholders to be involved early and continuously throughout the process.
- Identify an Advisory Committee to advise the study and provide initial feedback at key decision milestones.
- A project web site will be developed that explains the purpose and process of this project, and how to get involved. The web site will facilitate multiple avenues for providing feedback (comment forms, survey, contact information, etc.), provide all essential project documents needed to provide informed feedback, and allow people to sign up for Smart Moves News Blasts.
- Multiple public open houses will be hosted by the partnership team at various transit-accessible locations along the corridor. The public will be notified through media outlets, email, newsletters, social media, and project partners.
- The partnership will reach out to media and organizations serving minority and transportation-disadvantaged populations throughout the process.

Describe how the products of this alternatives analysis will be used to support local decision making. The description should encompass how the study will improve the quality of information available to decision-makers and the likelihood of selection/ implementation of a locally preferred alternative:

The Union Station to UMKC Alternatives Analysis study will provide local officials with critical information regarding how we continue to enhance and expand our regional transit system one step at a time. This study directly builds off the recently adopted Downtown Corridor Alternatives Analysis and it represents our strategic, segmented approach to solving transportation problems in a complex highly urbanized environment.

The City Council of Kansas City, Missouri (the lead local government) has already adopted a resolution supporting the advancement of this study and is positioned to support and implement it's ultimate recommendations.

Previous Discretionary Funds

Did the Applicant Receive other discretionary funds for this alternative analysis?

Yes No

If Yes, provide details :

Explanation

Year

Amount