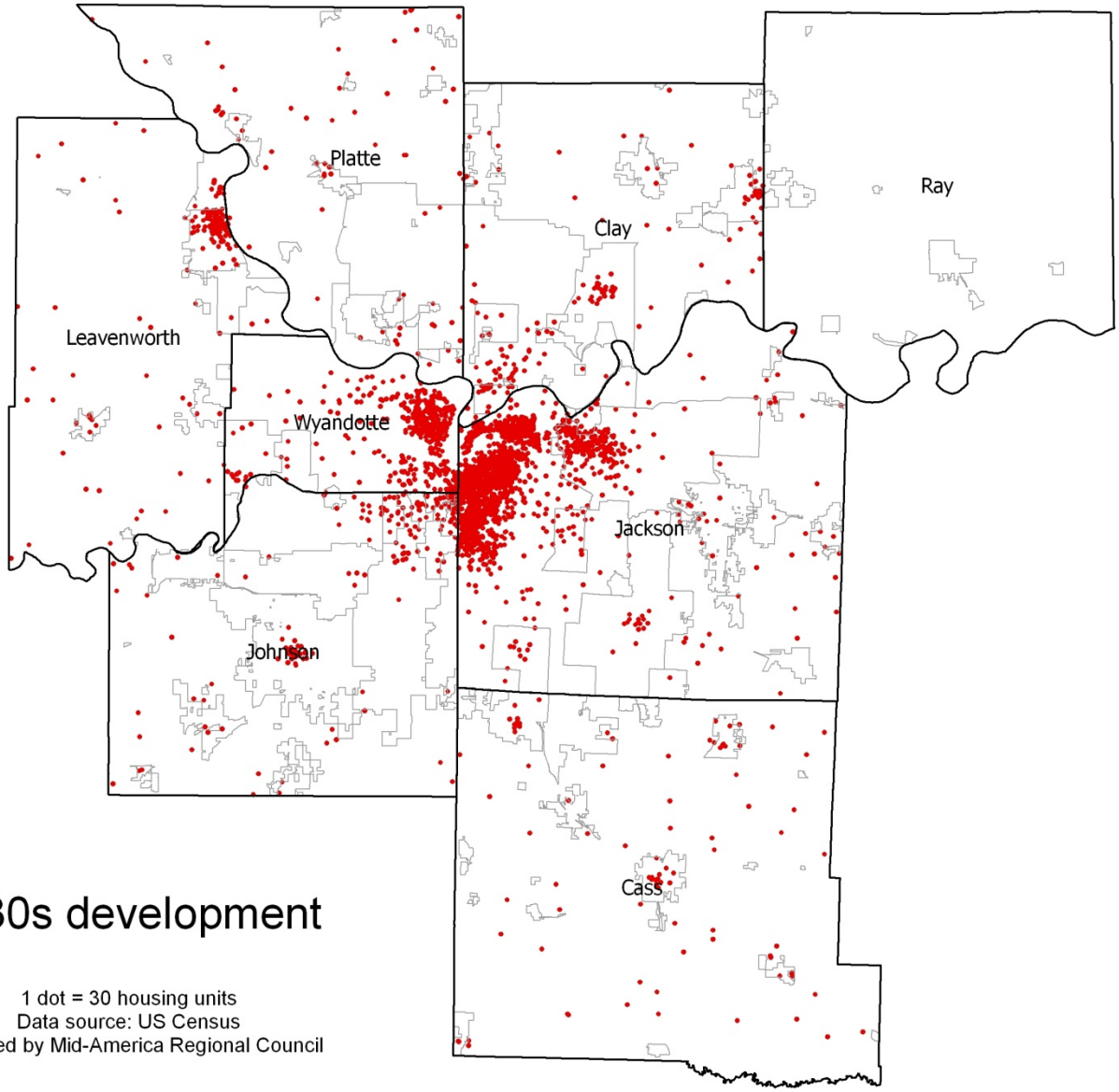
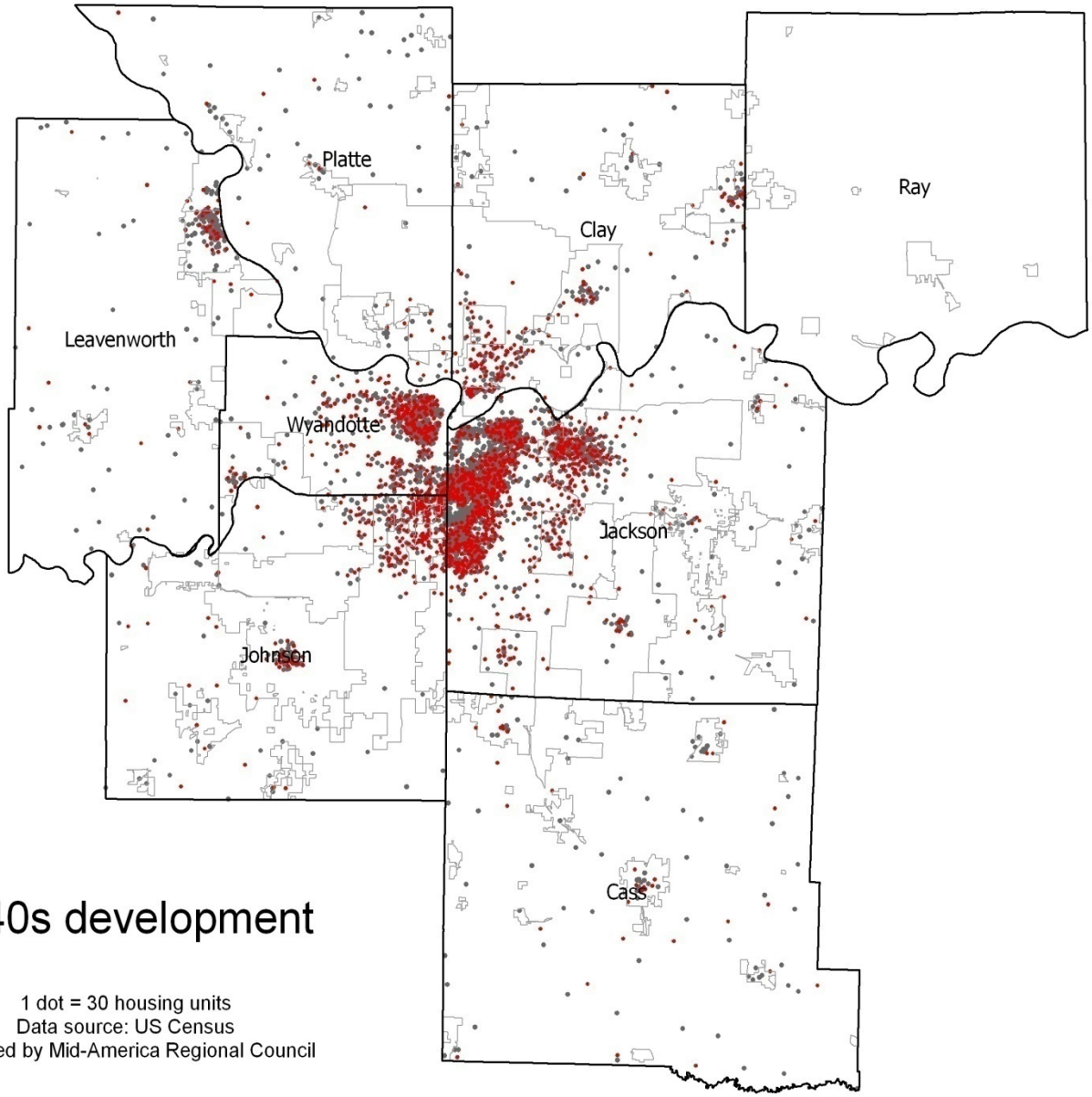
Travel Market Analysis

Initial Demographic Review



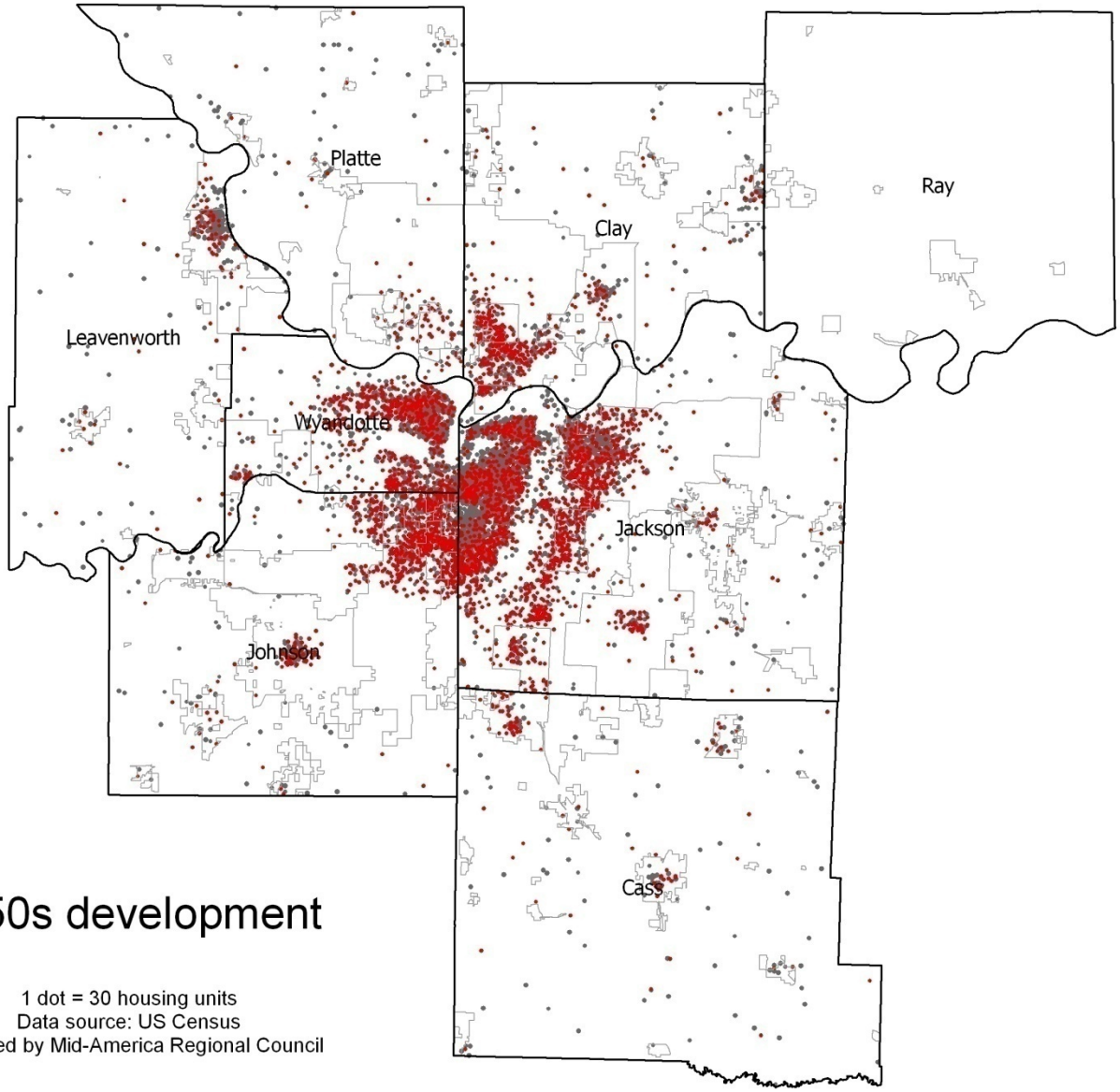
1930s development

1 dot = 30 housing units
Data source: US Census
Prepared by Mid-America Regional Council



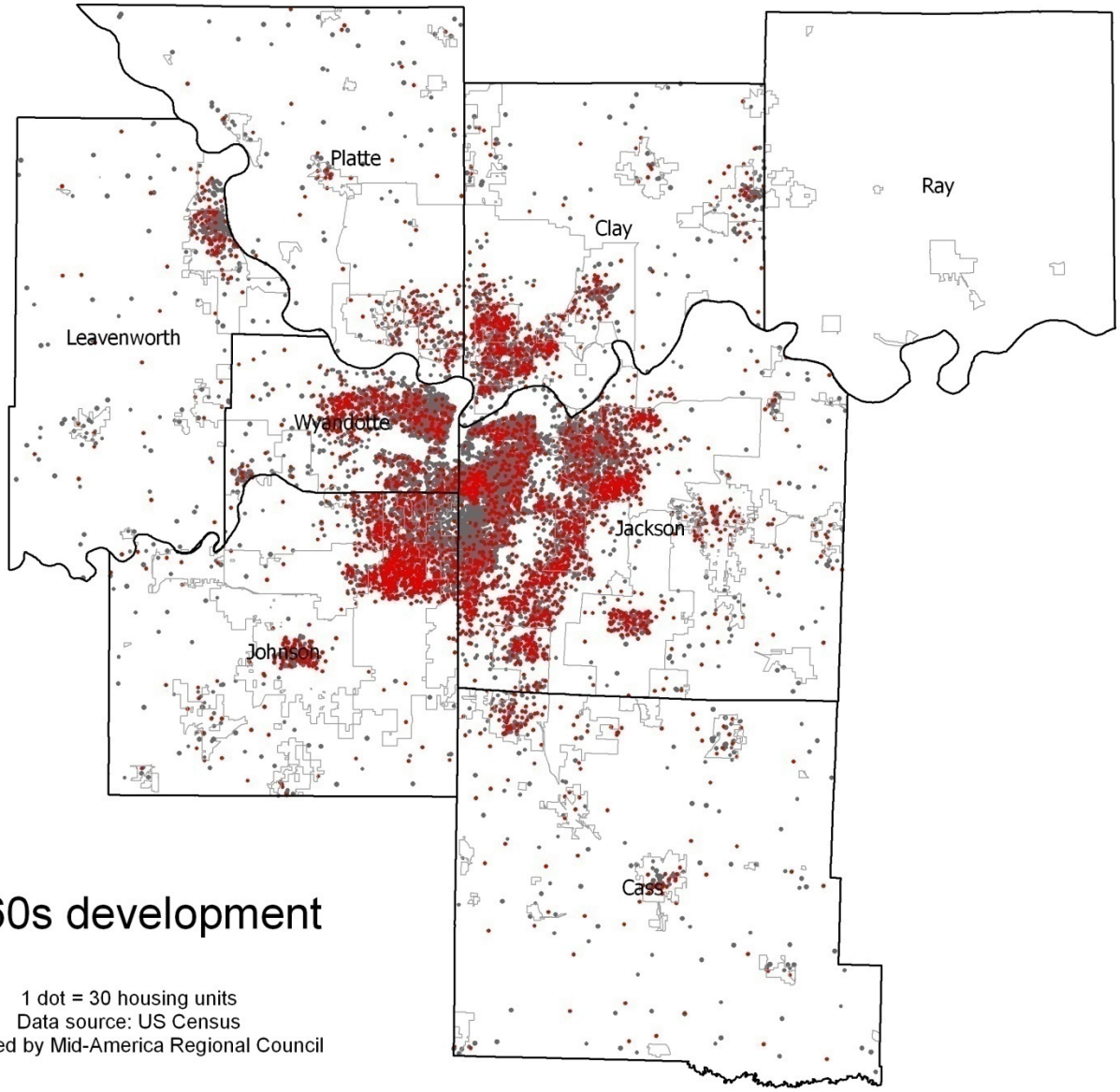
1940s development

1 dot = 30 housing units
Data source: US Census
Prepared by Mid-America Regional Council



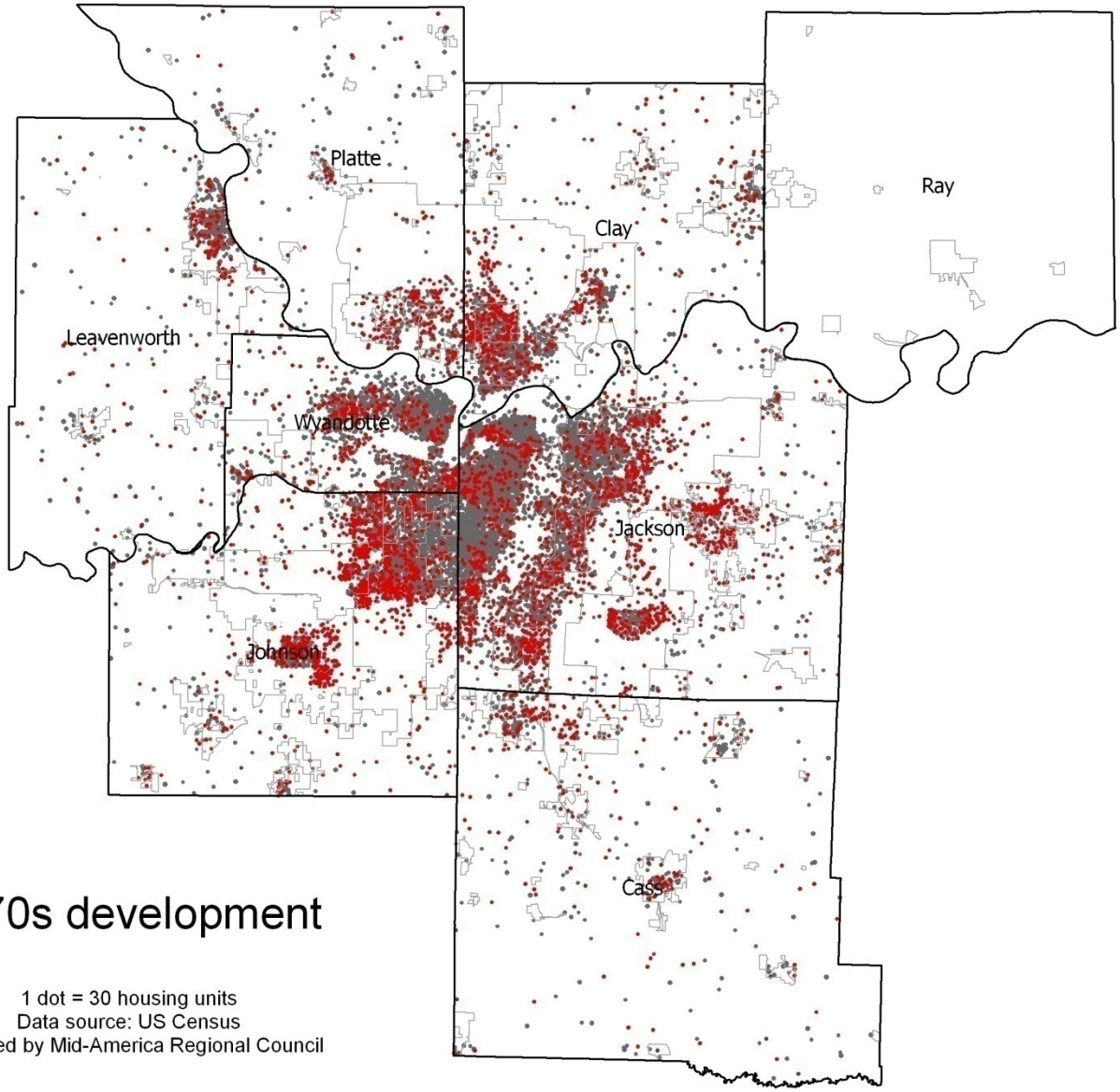
1950s development

1 dot = 30 housing units
Data source: US Census
Prepared by Mid-America Regional Council



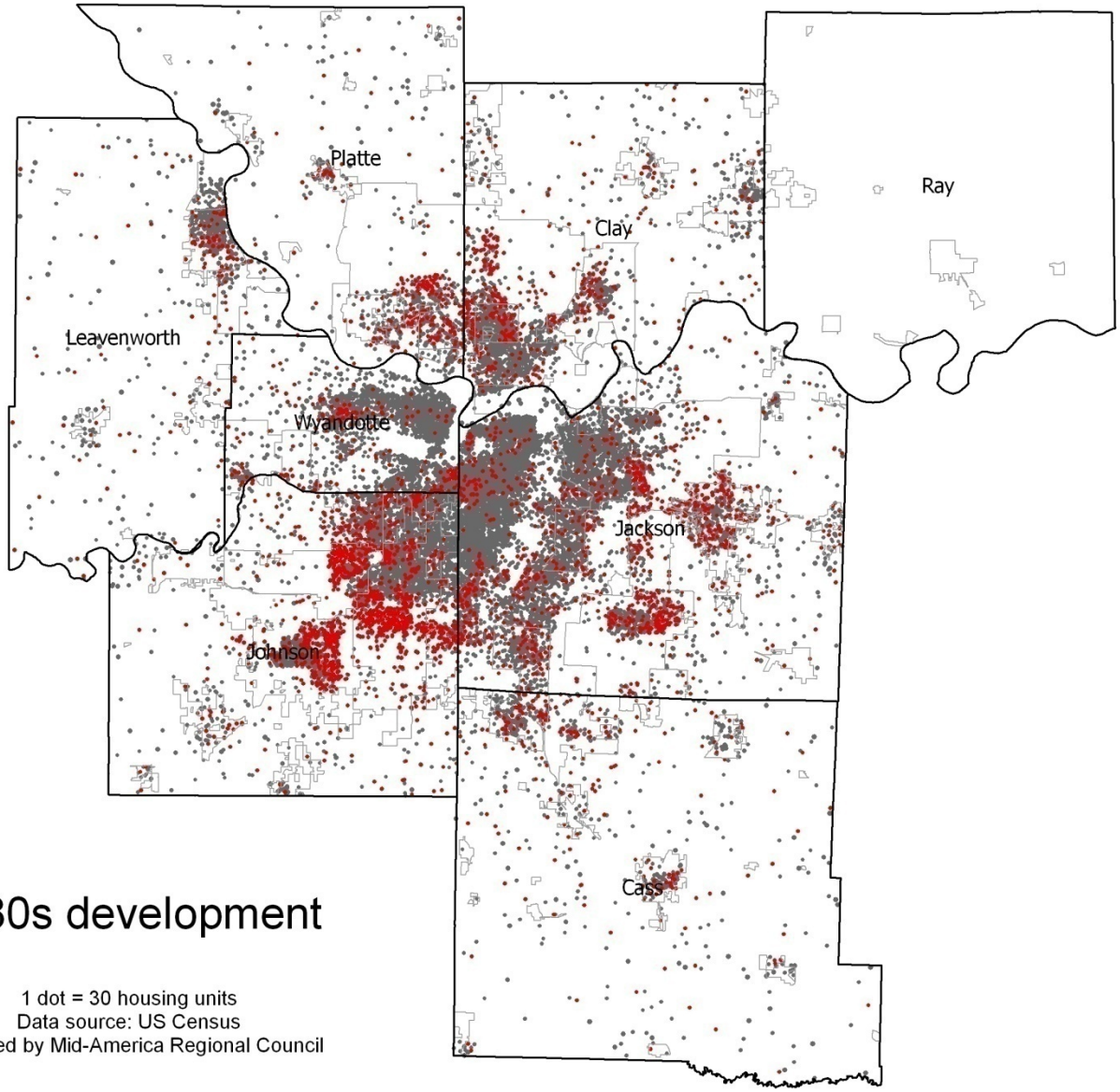
1960s development

1 dot = 30 housing units
Data source: US Census
Prepared by Mid-America Regional Council



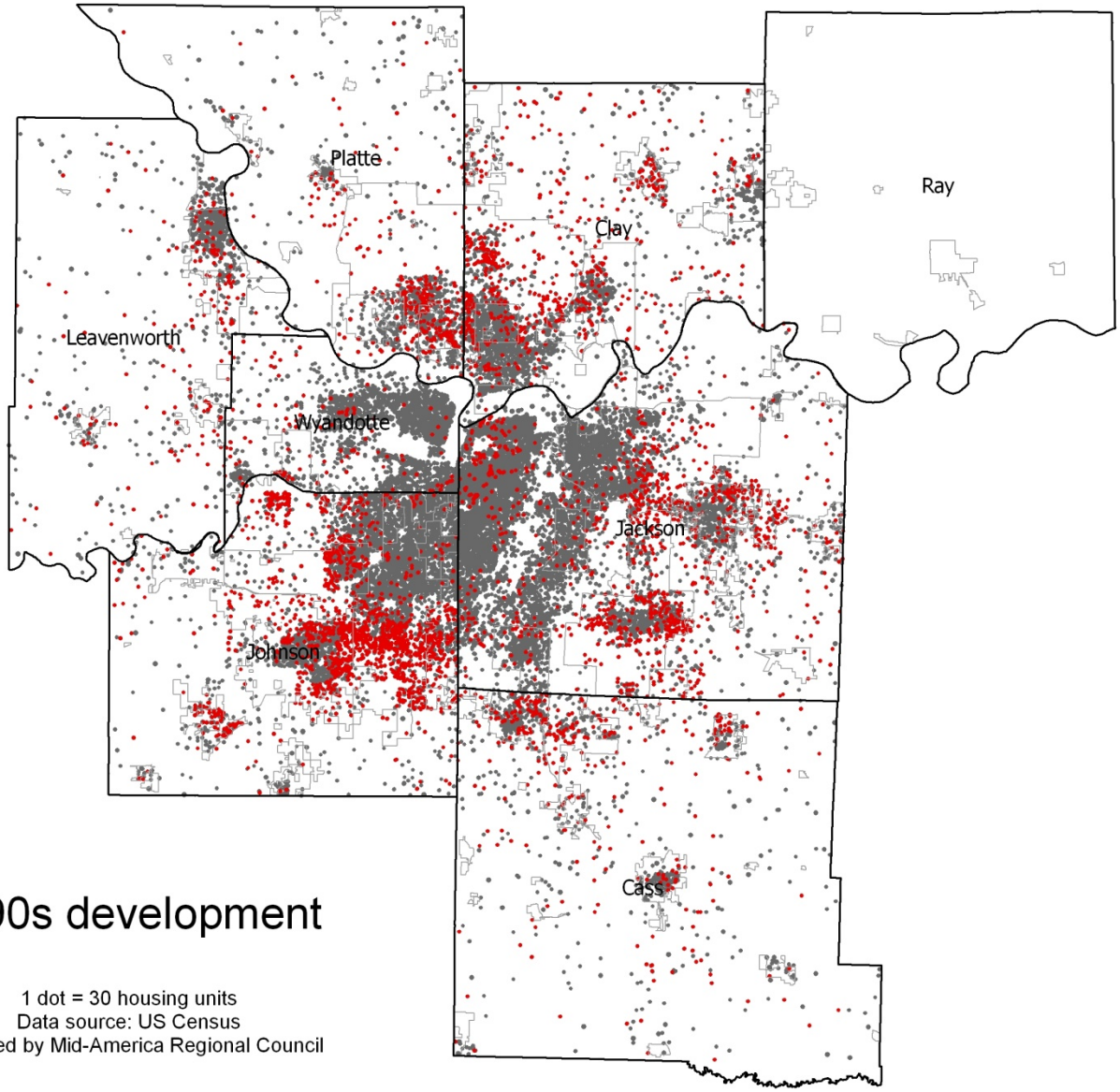
1970s development

1 dot = 30 housing units
Data source: US Census
Prepared by Mid-America Regional Council



1980s development

1 dot = 30 housing units
Data source: US Census
Prepared by Mid-America Regional Council

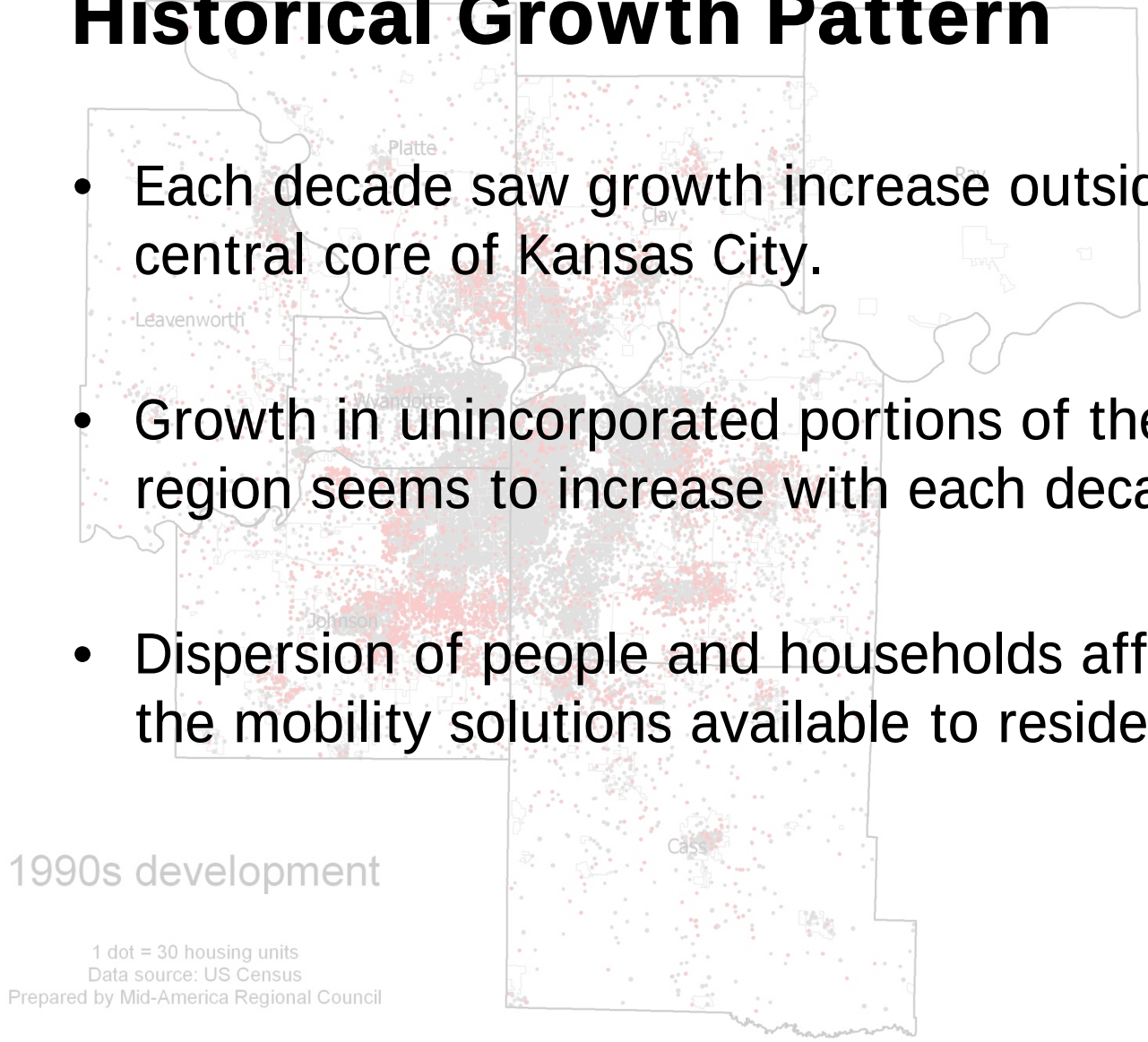


1990s development

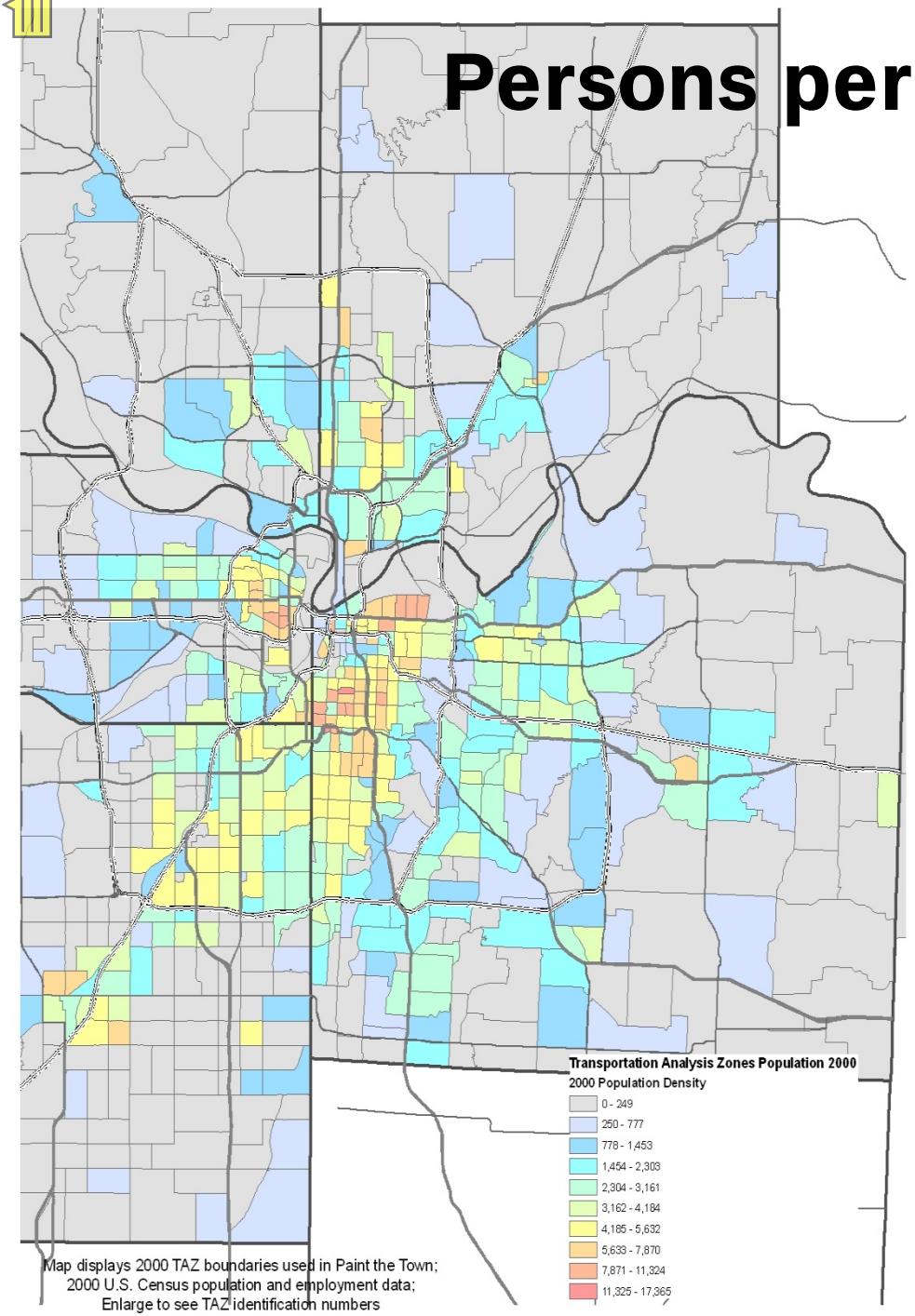
1 dot = 30 housing units
Data source: US Census
Prepared by Mid-America Regional Council

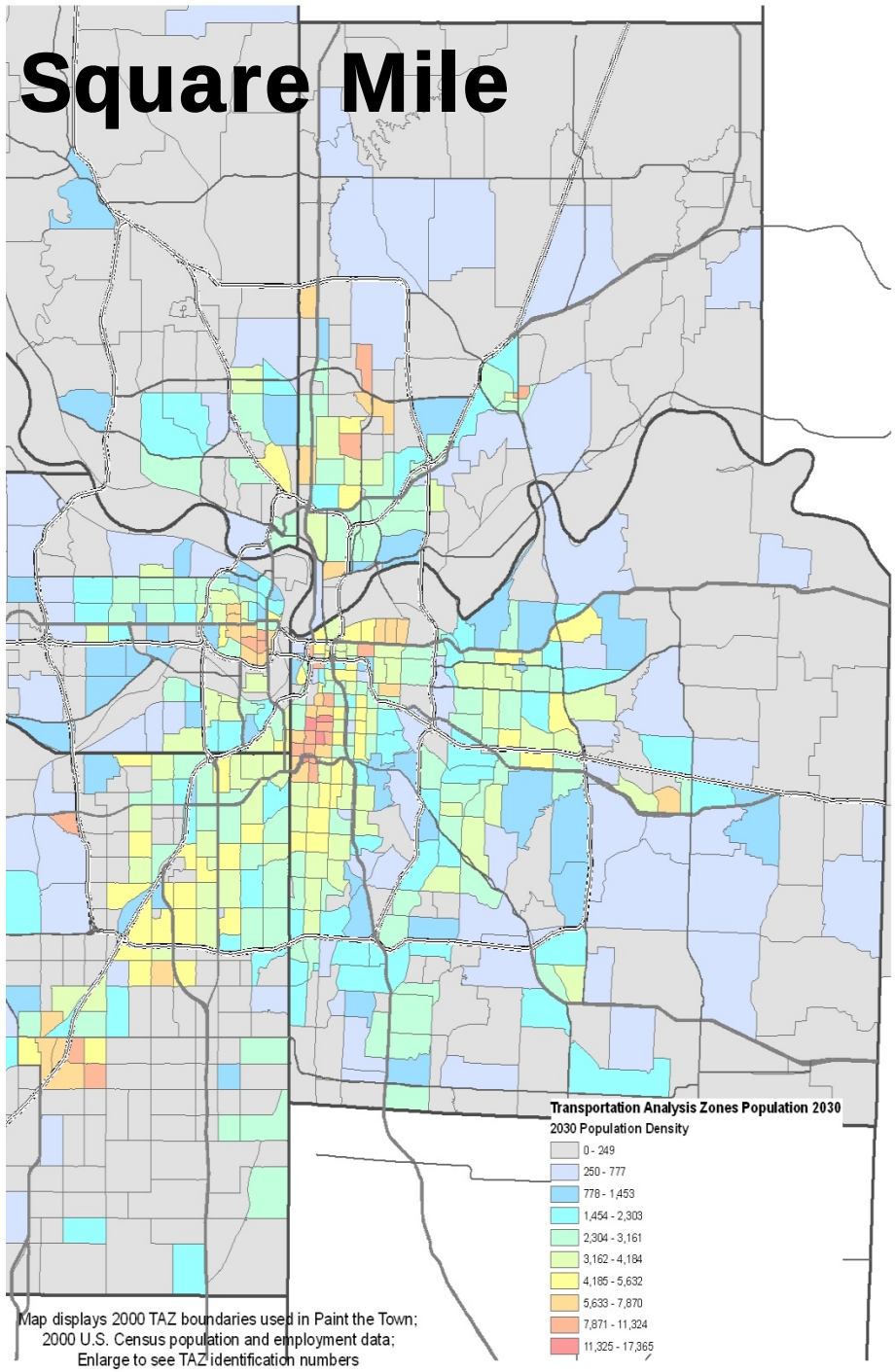
Historical Growth Pattern

- Each decade saw growth increase outside the central core of Kansas City.
- Growth in unincorporated portions of the region seems to increase with each decade.
- Dispersion of people and households affects the mobility solutions available to residents.



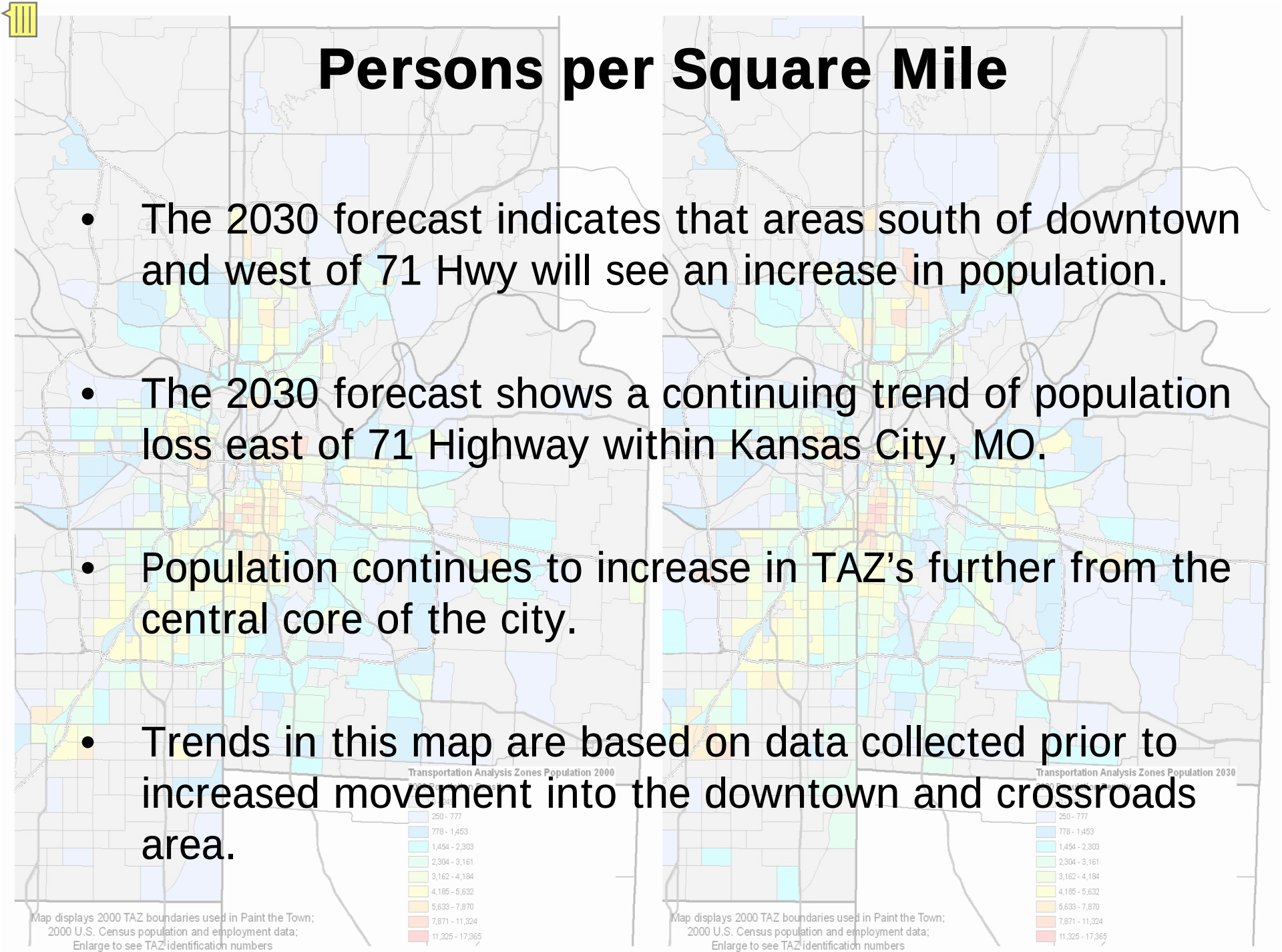
Persons per Square Mile



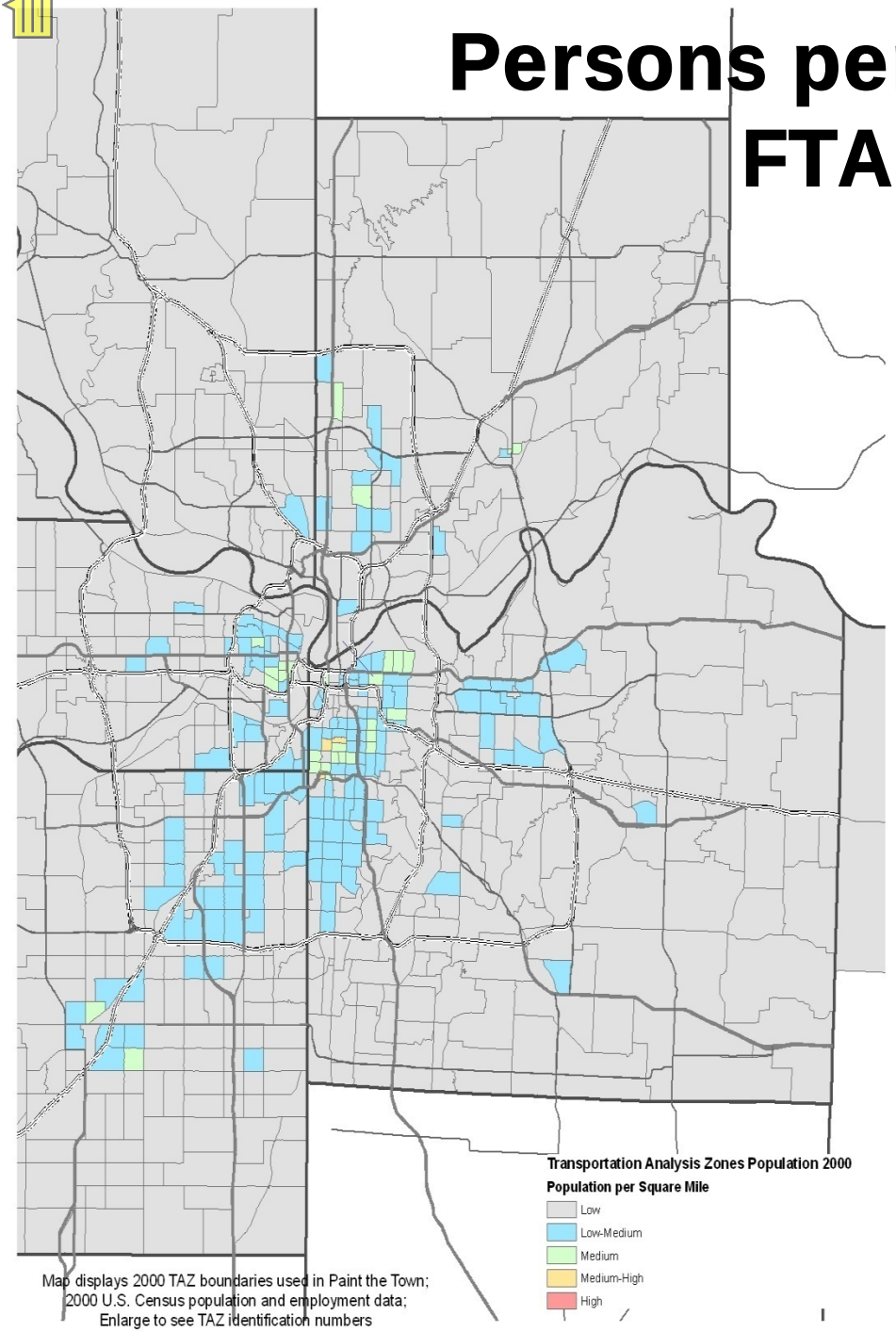


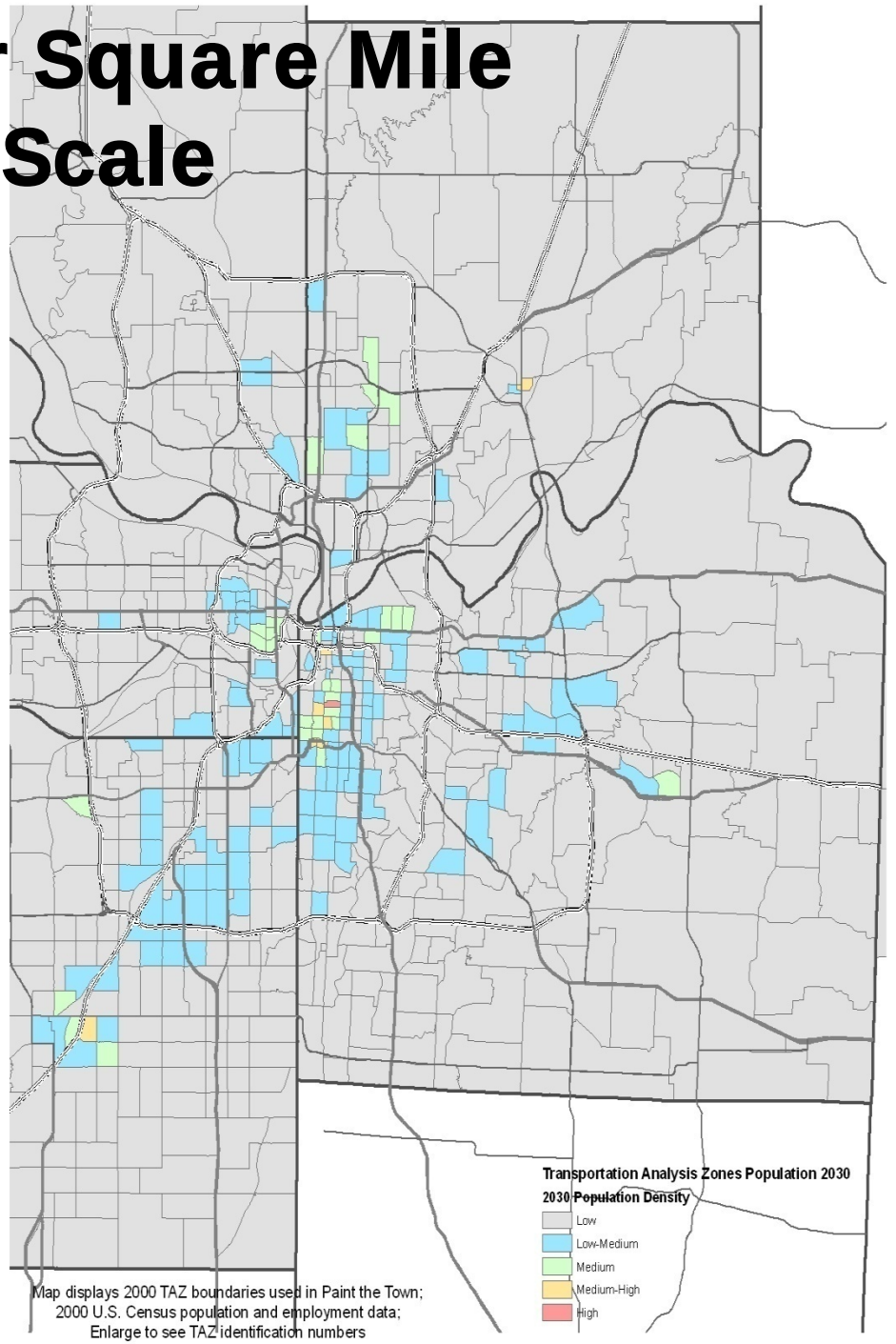
Persons per Square Mile

- The 2030 forecast indicates that areas south of downtown and west of 71 Hwy will see an increase in population.
- The 2030 forecast shows a continuing trend of population loss east of 71 Highway within Kansas City, MO.
- Population continues to increase in TAZ's further from the central core of the city.
- Trends in this map are based on data collected prior to increased movement into the downtown and crossroads area.



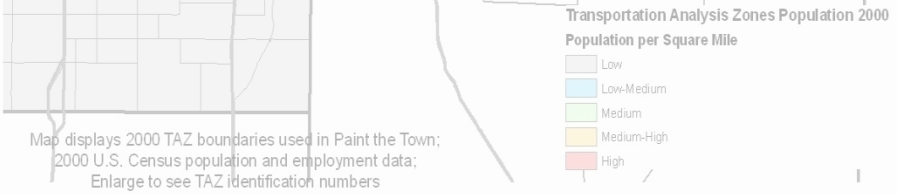
Persons per Square Mile
FTA Scale

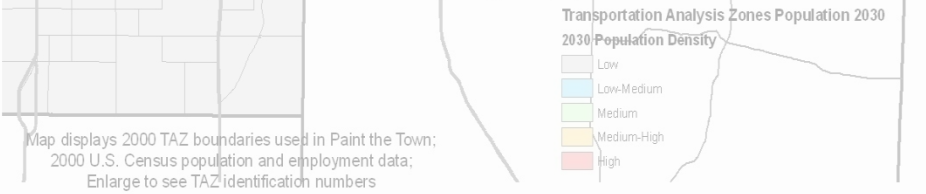




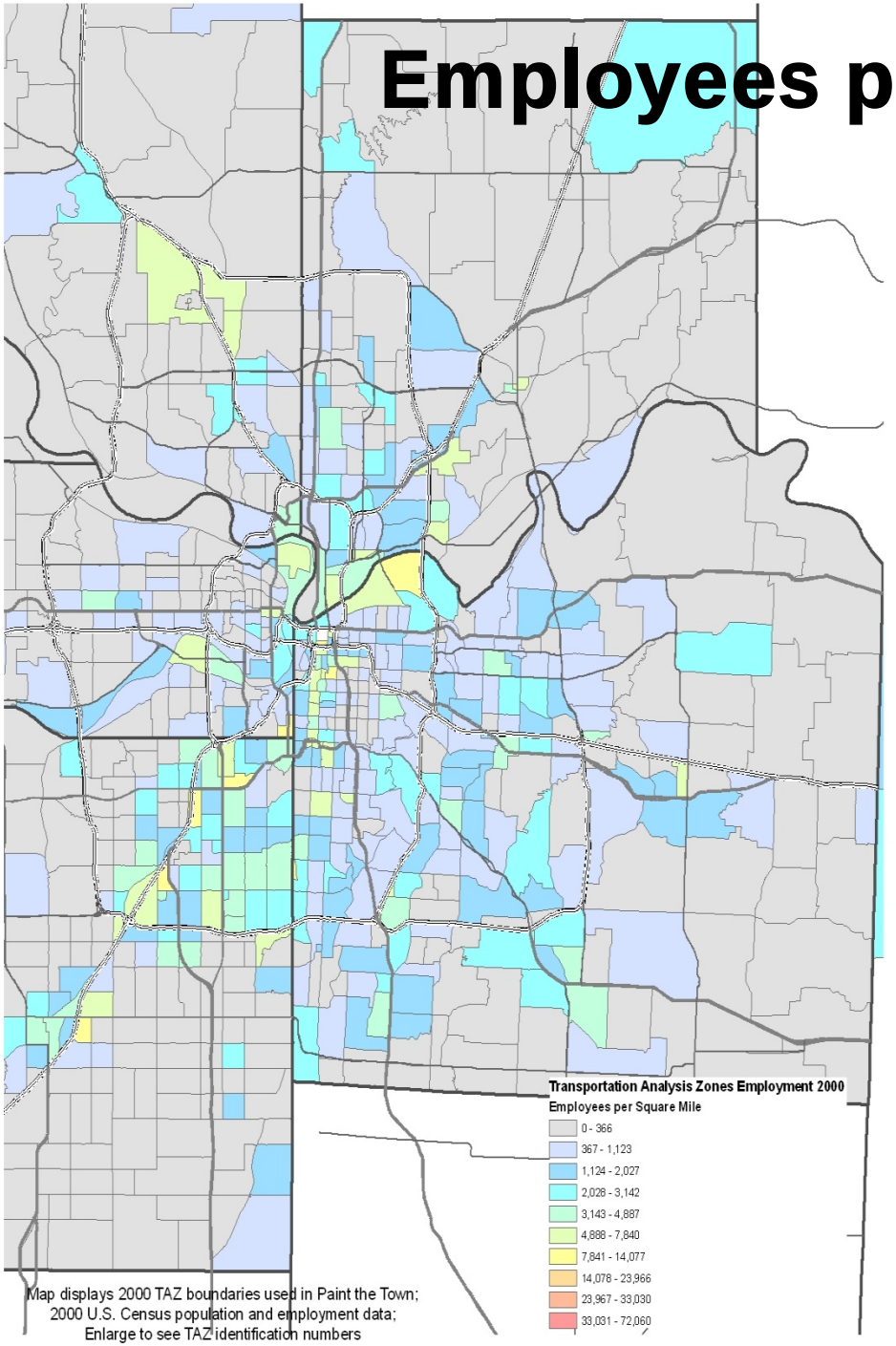
Persons per Square Mile
FTA Scale

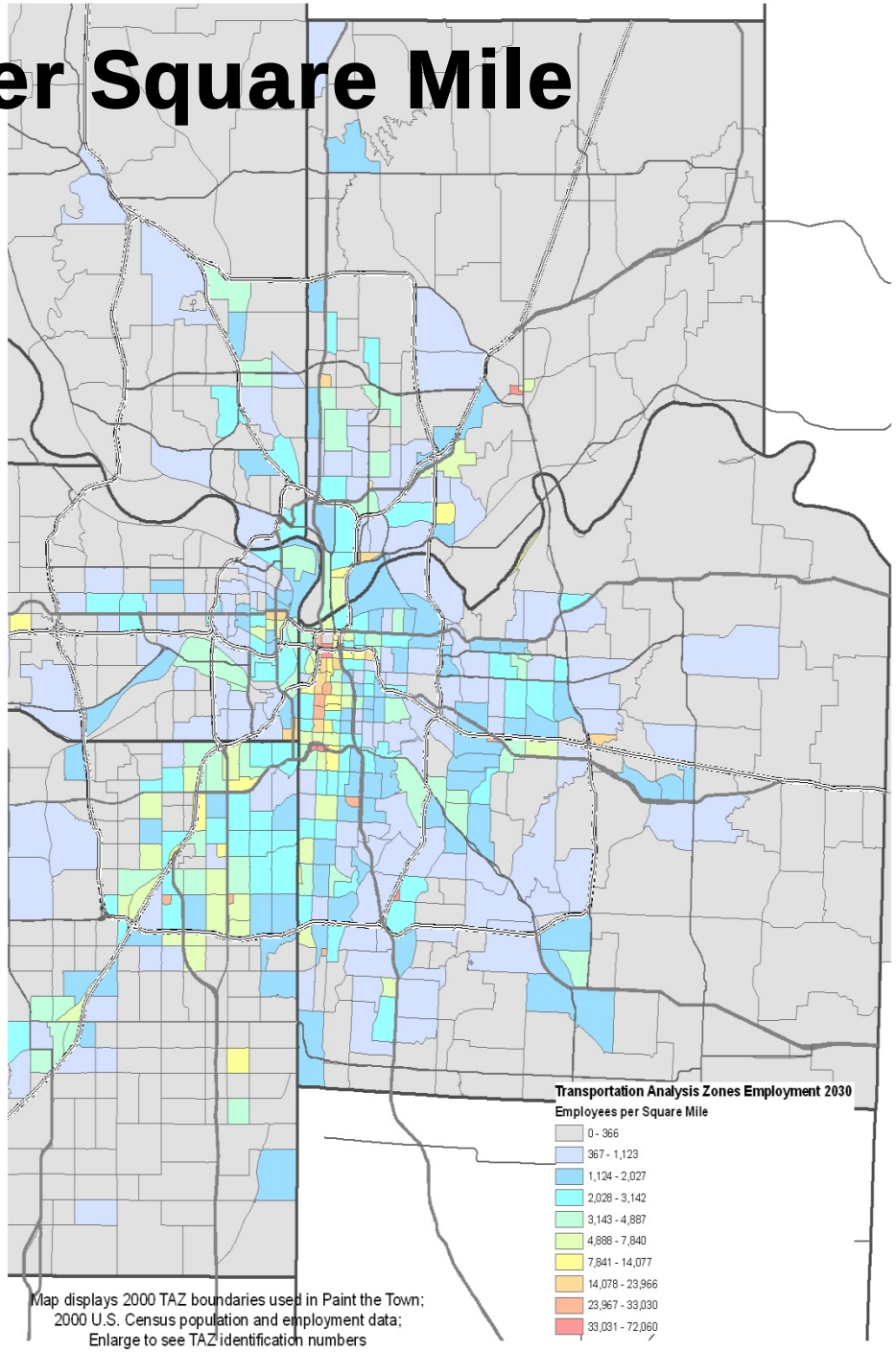
- This map shows a scale used to analyze corridors in a New Start application. Low in this scale equals 0 to 3,333 people per square mile.
- Population density in the corridor must receive a medium rating during the analysis process.
- Although most of the region falls within the low to low-medium density, the beginnings of transportation corridors in the region are visible.





Employees per Square Mile

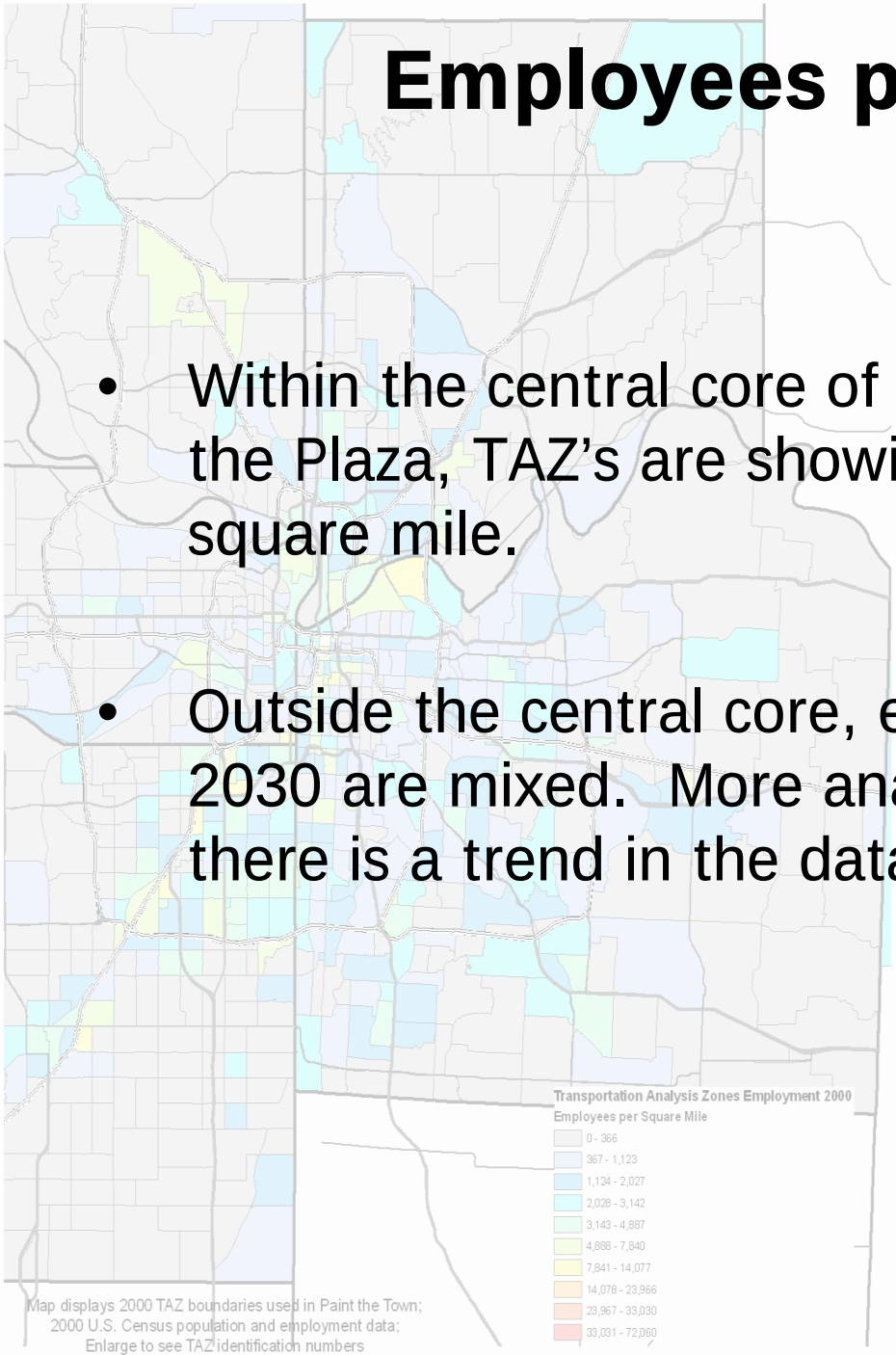


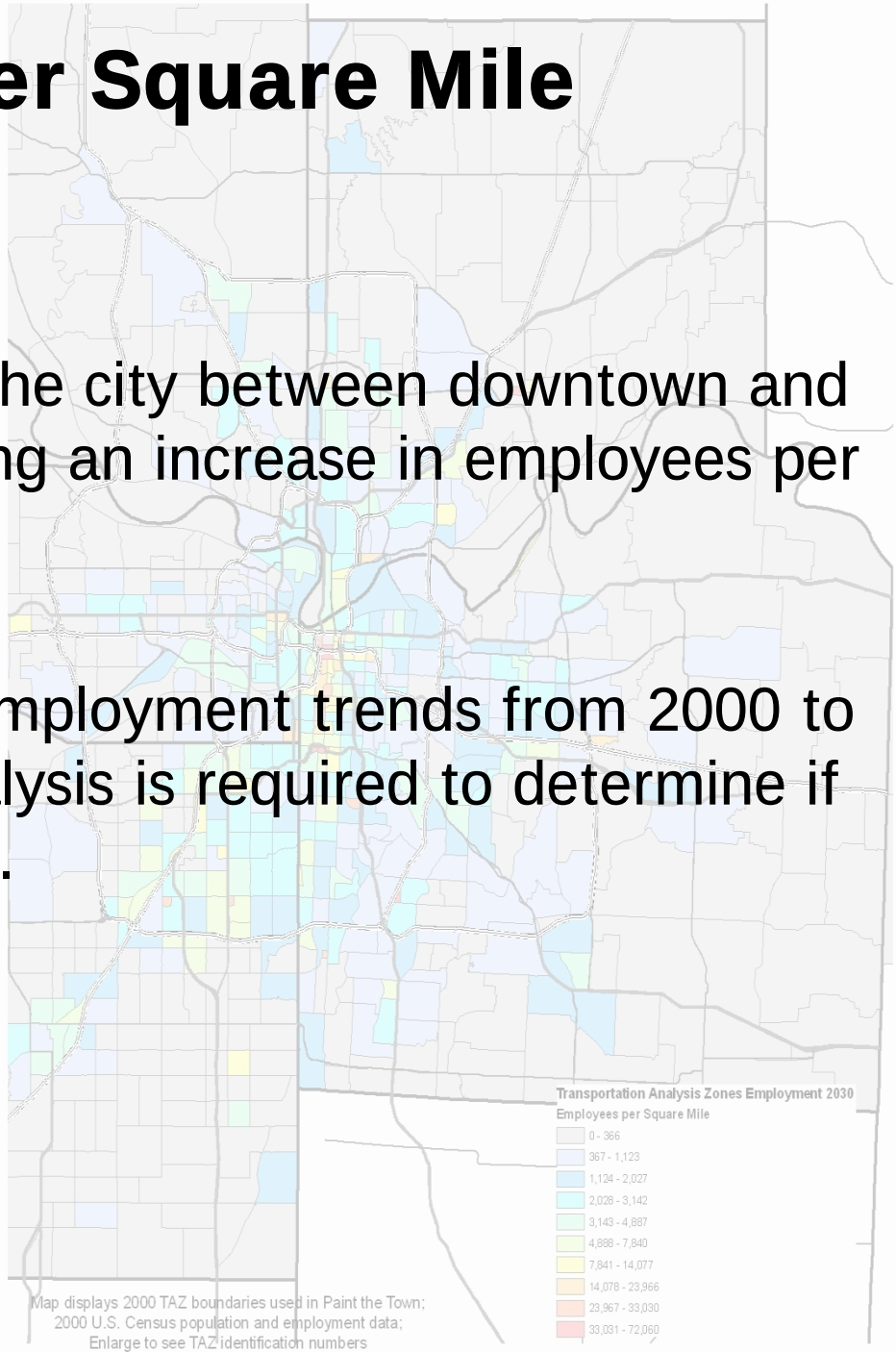


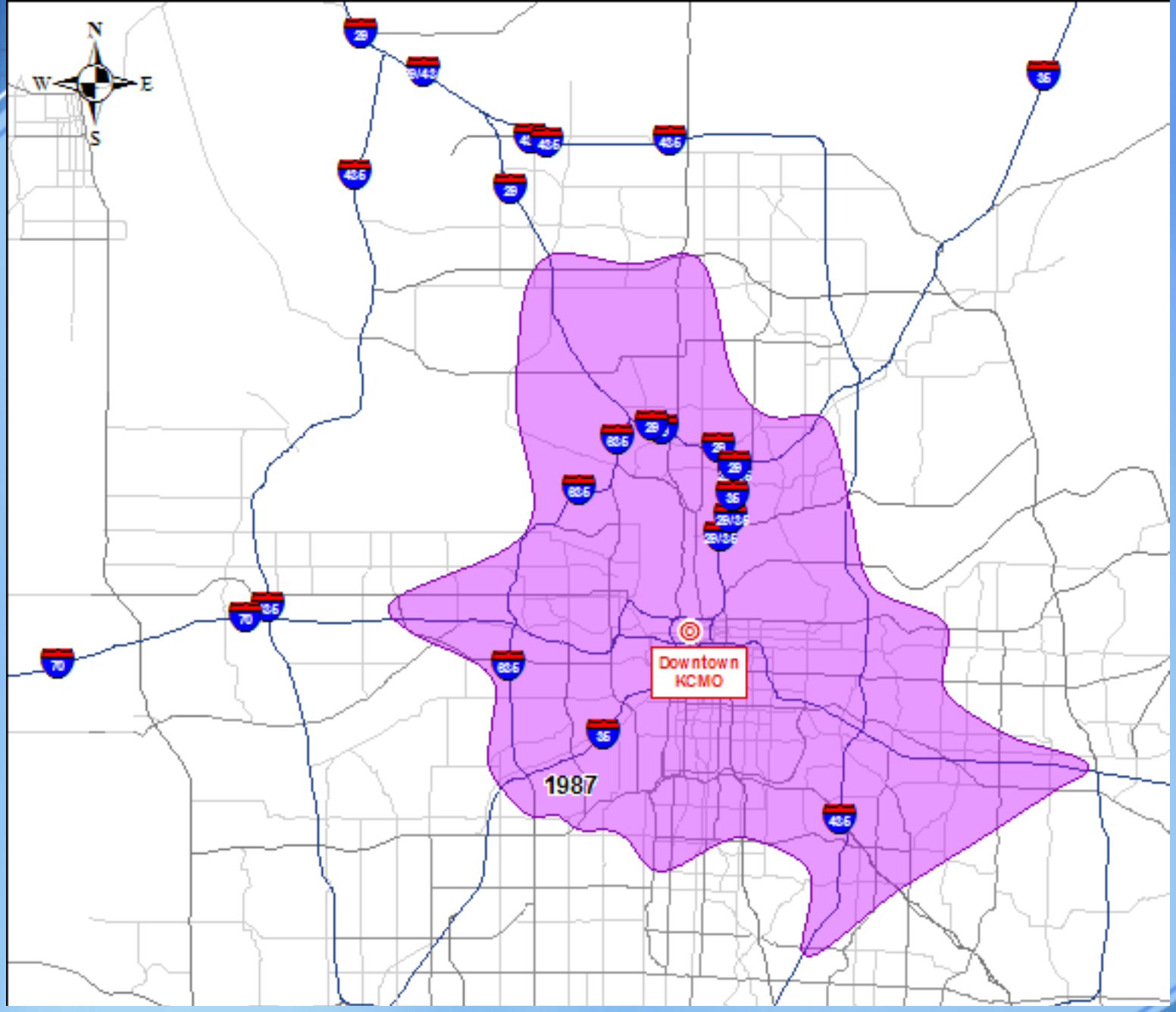
Employees per Square Mile

- Within the central core of the city between downtown and the Plaza, TAZ's are showing an increase in employees per square mile.

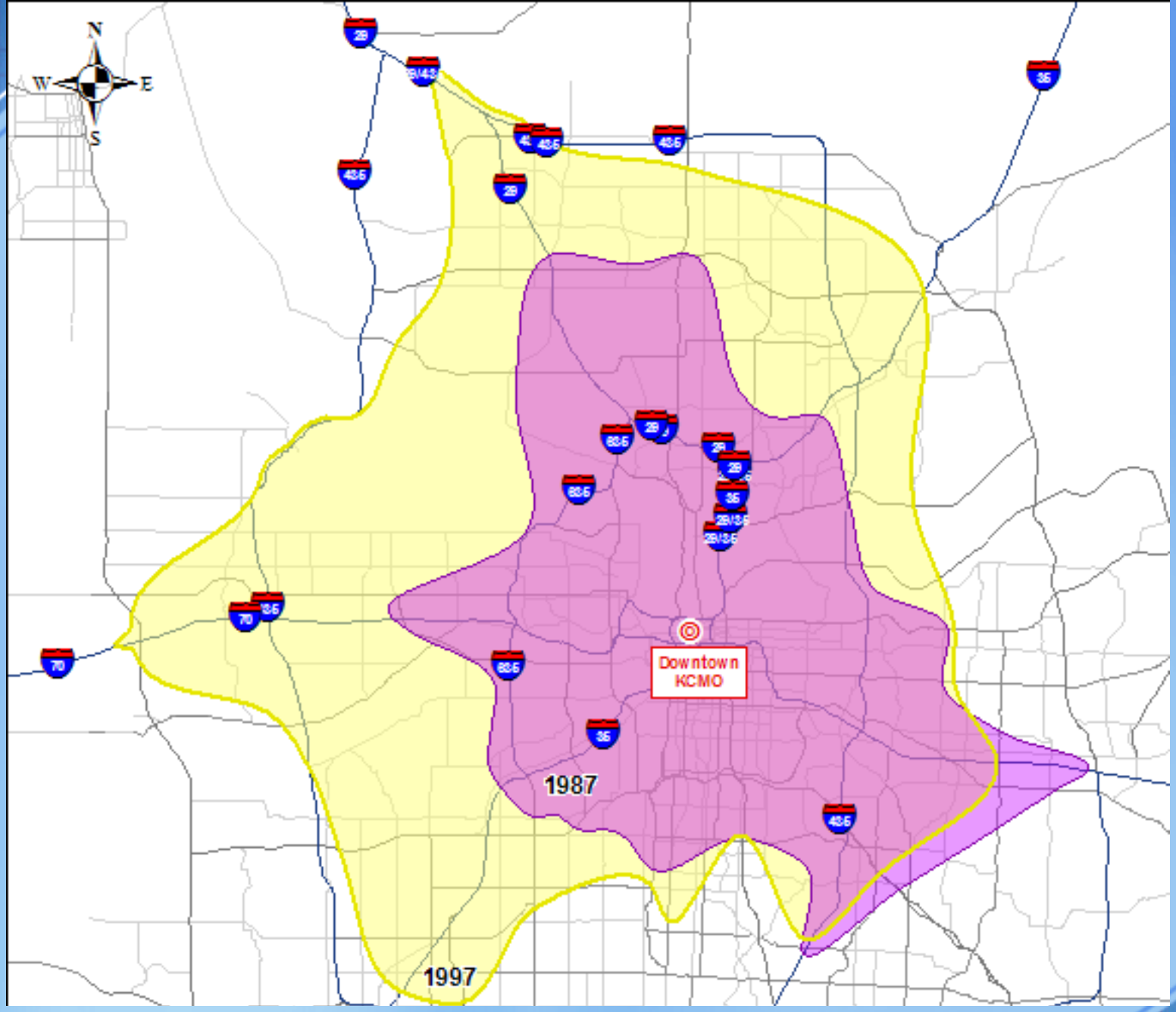
- Outside the central core, employment trends from 2000 to 2030 are mixed. More analysis is required to determine if there is a trend in the data.



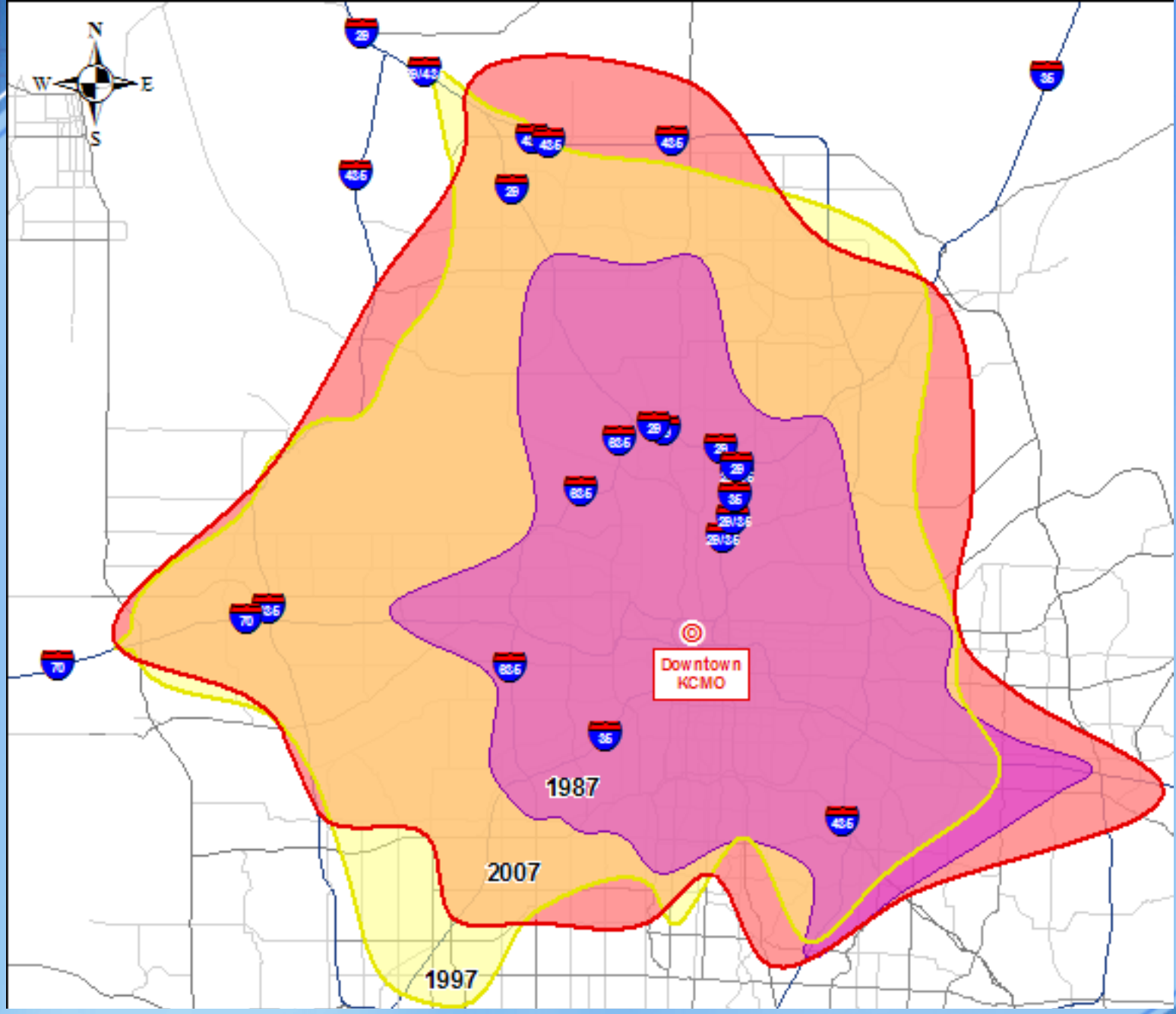




20 Minute Commute



20 Minute Commute



20 Minute Commute

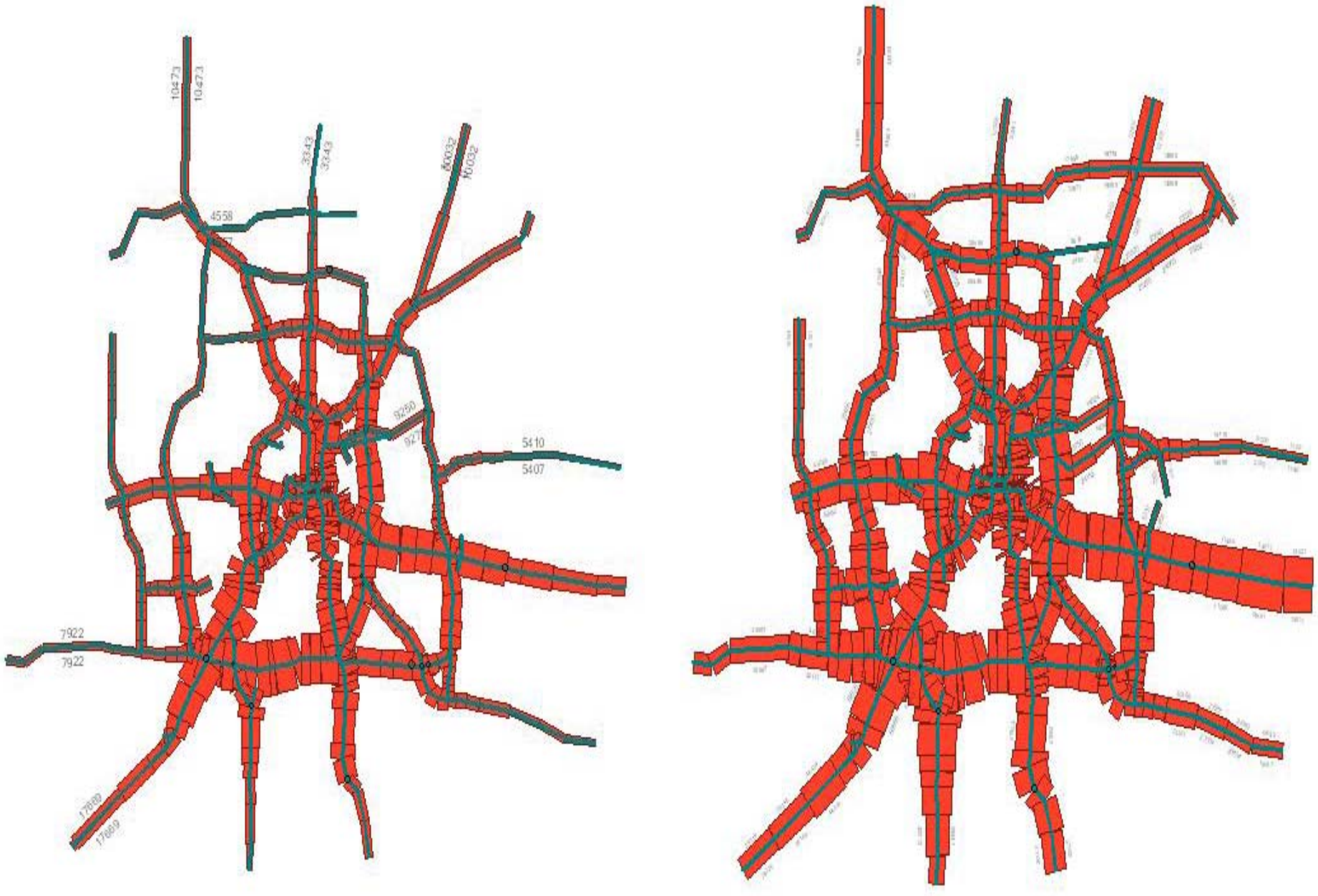
3 Key Points:

1. Regionally, travelers experience some slow spots, but congestion has not caused travel time to decrease overall throughout most of the region on highway facilities.

2. The region has done a very good job adding capacity and implementing engineering solutions.

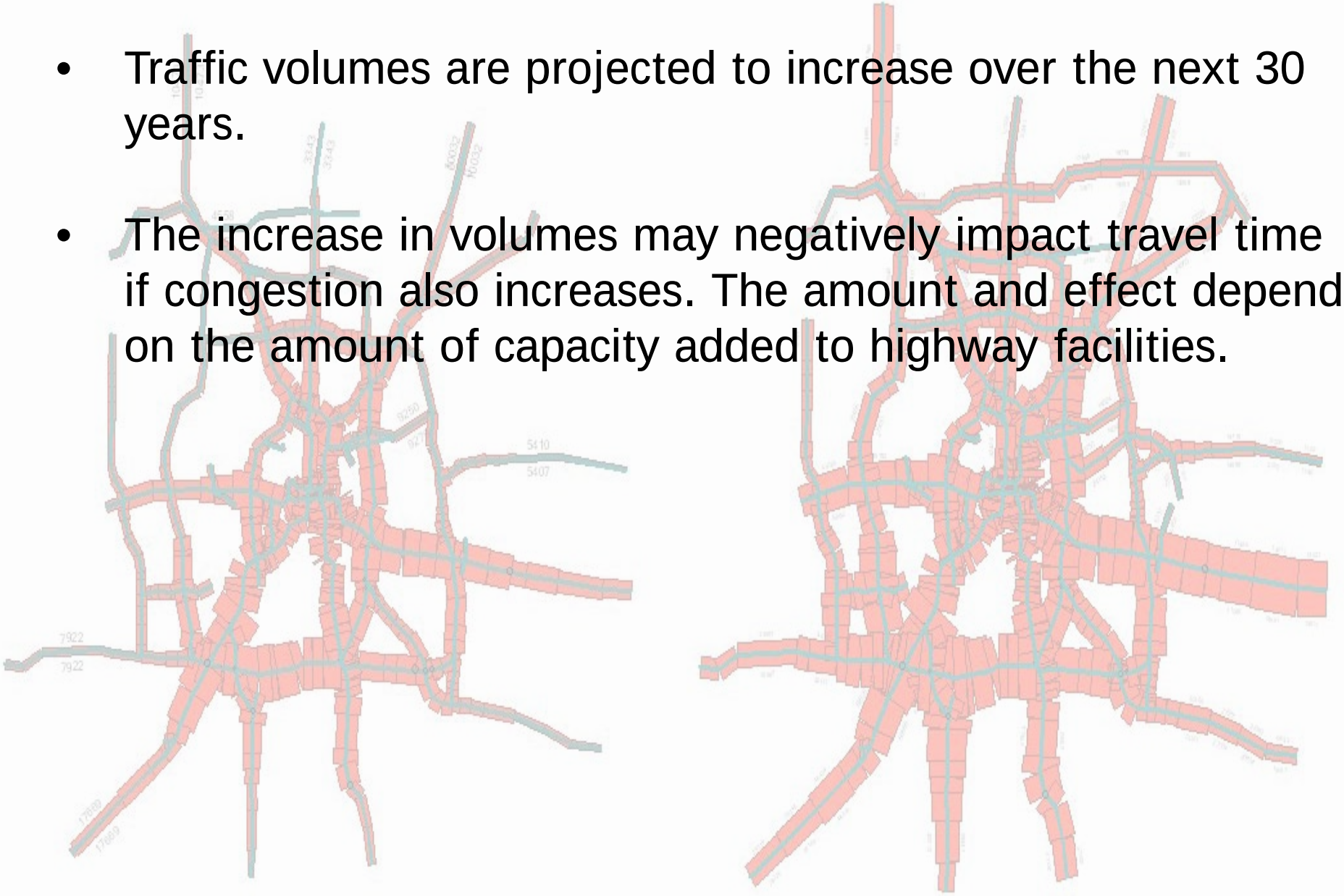
3. Because congestion is light, it is more difficult to use travel time as an inducement to switch modes.

Interstate Volumes



Interstate Volumes

- Traffic volumes are projected to increase over the next 30 years.
- The increase in volumes may negatively impact travel time if congestion also increases. The amount and effect depend on the amount of capacity added to highway facilities.



Next Steps

- Review Adaptive Land Use Scenarios and the effect on population and employment densities around the region.
- Review and incorporate emerging population and employment centers into analysis.
- Begin more detailed demographic analysis of characteristics of people and employees to begin to map travel markets.