

## Appendix I: Mobility Toolkit

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The mobility toolkit is one of the deliverables from the consultant team. Its purpose is to provide local governments, neighborhood groups, and others interested in mobility solutions with a way to identify transit and mobility solutions that make sense for particular locations.

While it is meant to serve as a resource that these groups could use on their own, MARC and its partners will also use it in meetings with local governments and others to begin to identify solutions to mobility challenges.

## A Mobility Toolkit

The regional conversation about transit and mobility investments has great momentum. This plan emphasizes providing a family of services with the understanding that not all of the region's needs are the same.

*Smart Moves 3.0* has suggested 40 different strategies to improve regional mobility. The strategies are intended to be tailored to the type of area, businesses, and residents in a given part of the region.

This toolkit is intended to help stakeholders and decision-makers narrow down the strategies to a list that is more likely to work for them. It provides a starting point for a conversation about mobility options for your community.

### Step 1: Determine your typology



There is no one-size-fits-all mobility solution. Kansas City is a region of unique communities and needs. This transit plan recognizes and embraces those differences. The first step to narrow down the strategies that might work for your needs is to determine your community's typology. On the next page, you will find a simple step-by-step worksheet to identify your unique three-word typology.

### Step 2: Match your typology to effective strategies



The toolkit places the 40 mobility strategies into six categories: Fixed Route Services, Demand Response, Rideshare Programming, First/Last-Mile Bicycle and Pedestrian Connections, Carshare and Bikeshare, and Land Development/Urban Design Policies Response. The relative effectiveness of each strategy has been evaluated in the context of each typology and ranked high, medium, and low. As you work through the tool kit, if a strategy has three "high" (green dot) ratings, it is likely to be very effective for your community. A strategy with two "high" ratings is worth exploring. Strategies with less than two green dots is probably not a good solution for you.

### Step 3: Begin the conversation



After working through the toolkit in the following pages, you will have identified a set of strategies that may work for your community. This list of strategies is a place to start, but is by no means the final word. Transit and mobility options are a shared investment and require consensus and input. Use your list to begin the conversation with local stakeholders and regional partners.

Good luck! We stand ready to assist you as we reimagine regional transit together.

## Determine Your Typology

Select the **CONTEXT** that describes your community best: **PICK ONE**

- Urban**                      Gridded, small block, dense development pattern; walkable and well served by transit
  
- First Suburb**            Gridded, small block, established development, surrounding city core and connective, varied transit service
  
- Outer Ring**              Newer, more recent development, larger blocks, clustered development, auto-oriented, growing need for transit services
  
- Edge City**                Outskirt development; historic town center; potential for long term transit connection

Write the **CONTEXT** that describes your community best here:

Select the **ATTRACTION LEVEL** that describes your community best: **PICK ONE**

- Regional**                    An area or district with widespread draw of people who may live up to 2-3 hours away.
  
- Community**                A mixed-use area in which people generally can live, work go to school and go to the grocery store without leaving the area.
  
- Neighborhood**            A mostly residential area. Residents generally have to go elsewhere to work or go to the grocery store.

Write the **ATTRACTION LEVEL** that describes your community best here:

Select the **DESTINATION** that describes your community best: **PICK ONE**

- Focused Function**        Single, predominant use
  
- Major Multi-purpose**    Specific area visited for a mix of uses and activities over an extended amount of time during the day
  
- Diverse District**         A collection of day to day services and uses

Write the **DESTINATION** that describes your community best here:

**These three words are your typology. Use them together to select the transit strategies case that is right for you.**

Example: KU Medical Campus is Urban

Example: Independence Center is First Suburb

Example: Zona Rosa is Outer Ring

Example: Gardner is Edge City

Example: KU Medical Campus, Zona Rosa, College & Metcalf, and JCCC are Regional

Example: Independence Center is Community

Example: Squire Park is Local Based

Example: JCCC is Focused Function

Example: Downtown KCMO is Major Multipurpose

Example: KU Medical Campus, Zona Rosa, Independence Center College and Metcalf, are Diverse Districts



## Demand Response

- Demand response services provide a cost-effective way to serve areas and markets where the population density, jobs and transit demand are not sufficient to justify fixed-route services. These services are primarily comprised of paratransit operations targeted to user groups, such as seniors and persons with disabilities. These operations include a variety of public transit and human service transportation providers, many using dedicated vehicle fleets, such as the KCATA Share-a-Fare program. As a component of public transportation, on-demand services have primarily been used to meet the requirements of the Americans with Disabilities Act (ADA). By meeting the travel needs of those unable to use the fixed route system, these programs complement or approximate the services a rider could receive on a fixed route system. In addition, demand response services have long been available from private sector taxi companies.
- Over time, transit agencies have experimented with flexible route services and other forms of demand response services in an attempt to tailor transit services to the variety and diversity of markets they serve. The newest form of demand response services involve transportation network companies (TNCs), which use mobile apps to connect riders with drivers.

## Demand Response Strategies

Check the strategies with at least two high (●) relative effectiveness ratings for your typology.

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		Relative effectiveness by typologies: ● High ● Medium ● Low			CONTEXT				ATTRACTION LEVEL			DESTINATION		
					Urban	First Suburb	Outer Ring	Edge City	Regional	Community	Neighborhood	Focused Function	Major Multi-purpose	Diverse District
Strategy Number	Transit Strategy	11	Expand Bridj-like service	●	●	●	●	●	●	●	●	●	●	●
	12	Expand ridehailing	●	●	●	●	●	●	●	●	●	●	●	●
	13	Add demand response service during low-volume periods	●	●	●	●	●	●	●	●	●	●	●	●
	14	Encourage employer shuttles	●	●	●	●	●	●	●	●	●	●	●	●

## Rideshare Programming

- Carpooling and vanpooling are methods for sharing rides at a smaller scale than typically provided through traditional transit services. Carpools can be formed through casual means between family members, neighbors and co-workers, or through public services such as MARC’s Rideshare program, which helps riders find carpool partners. Vanpools are typically formed through a more structured process, often with employers and/or transit agencies assisting in the formation and ongoing support of the vanpool. While not limited to longer-distance commutes, carpooling and vanpooling can be attractive options for long-distance commuters, particularly when fixed route transit options are limited.

### Rideshare Programming Strategies

Check the strategies with at least two high (●) relative effectiveness ratings for your typology.

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		Relative effectiveness by typologies:			CONTEXT				ATTRACTION LEVEL			DESTINATION		
		● High	● Medium	● Low	Urban	First Suburb	Outer Ring	Edge City	Regional	Community	Neighborhood	Focused Function	Major Multi-purpose	Diverse District
Strategy Number	<b>15</b>	Implement rideshare preferential parking	●	●	●	●	●	●	●	●	●	●	●	●
	<b>16</b>	Implement and expand rideshare programs	●	●	●	●	●	●	●	●	●	●	●	●
	<b>17</b>	Encourage employer subsidies/incentives	●	●	●	●	●	●	●	●	●	●	●	●
	<b>18</b>	Provide employer vehicles for off-site meetings	●	●	●	●	●	●	●	●	●	●	●	●
	<b>19</b>	Target drivers with long commutes	●	●	●	●	●	●	●	●	●	●	●	●
	<b>20</b>	Expand vanpools	●	●	●	●	●	●	●	●	●	●	●	●
	<b>21</b>	Provide a guaranteed ride home	●	●	●	●	●	●	●	●	●	●	●	●

## First/Last Mile Bicycle and Pedestrian Connections

- Bicycling and walking are distinct transportation modes and should continue to be developed throughout the greater Kansas City region to expand travel choices.
- In the context of transit planning, bicycling and walking can extend the reach of transit services, providing connections between a variety of transit modes. Most transit riders begin and end their trips as pedestrians, but linking bicycling and transit (i.e., bike on bus) can make a greater range of destinations accessible by transit.

### First/Last-Mile Bicycle and Pedestrian Connections Strategies

Check the strategies with at least two high (●) relative effectiveness ratings for your typology.

Strategy Number	Transit Strategy	Relative effectiveness by typologies:			CONTEXT			ATTRACTION LEVEL			DESTINATION			
		● High ● Medium ● Low			Urban	First Suburb	Outer Ring	Edge City	Regional	Community	Neighborhood	Focused Function	Major Multi-purpose	Diverse District
		Urban	First Suburb	Outer Ring	Edge City	Regional	Community	Neighborhood	Focused Function	Major Multi-purpose	Diverse District			
22	Support transit Management Assoc. (TMA)	●	●	●	●	●	●	●	●	●	●	●	●	
23	Provide equipment for bike transport on transit vehicles	●	●	●	●	●	●	●	●	●	●	●	●	
24	Provide bike accommodation on street	●	●	●	●	●	●	●	●	●	●	●	●	
25	Provide secure bike storage	●	●	●	●	●	●	●	●	●	●	●	●	
26	Provide employee showers and lockers	●	●	●	●	●	●	●	●	●	●	●	●	
27	Provide park-and-ride lot bike accommodation	●	●	●	●	●	●	●	●	●	●	●	●	
28	Develop pathways to entrances	●	●	●	●	●	●	●	●	●	●	●	●	
29	Enhance features at park-and-ride lots	●	●	●	●	●	●	●	●	●	●	●	●	

## Carshare and Bikeshare

- Carshare and Bikeshare are first/last-mile options that extend the reach of the other mobility options, such as transit, carpooling and vanpooling by allowing users to borrow or rent a bike or car from point “A” and return it at point “B”. Carshare and Bikeshare services can also provide the means for completing mid-day trips, or trips to off-site destinations, which make transit, carpooling and vanpooling more attractive options for the commute.

### Carshare and Bikeshare Strategies

Check the strategies with at least two high (●) relative effectiveness ratings for your typology.

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Strategy Number

		CONTEXT			ATTRACTION LEVEL			DESTINATION				
											Urban	First Suburb
		Relative effectiveness by typologies:										
		<span style="color: green;">●</span> High <span style="color: yellow;">●</span> Medium <span style="color: red;">●</span> Low										
		<b>Transit Strategy</b>										
<b>30</b>	Expand bikeshare stations	●	●	●	●	●	●	●	●	●	●	●
<b>31</b>	Add bike/walk to work to employee wellness	●	●	●	●	●	●	●	●	●	●	●
<b>32</b>	Encourage bikeshare membership subsidies	●	●	●	●	●	●	●	●	●	●	●
<b>33</b>	Introduce carshare stations	●	●	●	●	●	●	●	●	●	●	●

## Land Development/Urban Design Policies Response

- The development pattern within the Kansas City region can generally be described as having relatively lower densities sprawling in all directions from Downtown Kansas City’s urban core, with pockets of more dense and diverse uses scattered throughout the region. This type of development is likely related to a lack of strong, defining natural or physical boundaries, which would otherwise limit the region’s ability to grow in any direction. This situation allows the land around the fringes of the urbanized area to remain readily available for continued growth and development. If the region continues to grow in this way, it will require further extensions of services, resources, and roadways, and the utility infrastructure may not prove to be efficient or sustainable in the long-term.
- This situation highlights an opportunity to further explore the connection between transit and land use, and examine how future development and growth patterns can be shaped to support improved community connectivity, accessibility and sustainability.

### Land Development/Urban Design Policies

Check the strategies with at least two high (●) relative effectiveness ratings for your typology.

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		Relative effectiveness by typologies:				CONTEXT			ATTRACTION LEVEL			DESTINATION			
		● High	● Medium	● Low		Urban	First Suburb	Outer Ring	Edge City	Regional	Community	Neighborhood	Focused Function	Major Multi-purpose	Diverse District
Strategy Number	<b>34</b>	<b>Transit Strategy</b>													
		Create transit-supportive dev. policies to achieve higher densities				●	●	●	●	●	●	●	●	●	●
		<b>35</b>	Revise local plans				●	●	●	●	●	●	●	●	●
		<b>36</b>	Explore underutilized/vacant land				●	●	●	●	●	●	●	●	●
		<b>37</b>	Encourage diverse, affordable housing initiative				●	●	●	●	●	●	●	●	●
		<b>38</b>	Implement reduced or shared parking				●	●	●	●	●	●	●	●	●
		<b>39</b>	Integrate transit stops/mobility hubs in new development				●	●	●	●	●	●	●	●	●
	<b>40</b>	Encourage new development to include connectivity				●	●	●	●	●	●	●	●	●	

Strategy Number

### Fixed Route Strategies

1

#### **Add/extend transit lines.**

Adding new fixed route transit service or extending a current route can be considered when there is demand for transit service throughout a corridor during different times of a day, or as more capacity is needed. Demand for new fixed route transit service can be identified by analyzing the number of potential users who live, work and seek services along all points of the route, not just at a single stop.

2

#### **Increase frequency of fixed route service.**

Increasing frequency of service (for example: transitioning a route that currently has 30 minutes between buses to 15 minutes) provides many benefits:

- It reduces the amount of time that riders have to wait.
- It allows users to transfer between routes without long wait times, thereby creating a transit network.
- It provides more capacity on the system for high-use times of day.

3

#### **Extend service hours of fixed route service.**

Increasing the hours of service for fixed route transit (for example: transitioning service from ending at 8pm to ending at 11pm) allows users who have shift work schedules to have better access to the system. This includes service and manufacturing sector employees. It also makes transit a more available and predictable use of transportation for all of an individual's needs, thereby allowing them to live a car-free or car-light lifestyle.

4

#### **Convert peak (traditional commuter time) fixed route service to all-day service.**

Generally, a peak-only service operates from 6-8am and 4-6pm. This service may operate one noon-time trip. If there is demand for trips along this route during non-peak periods, 8am-4pm and after 6pm, a conversion to all-day service can be considered. Limited service could be offered during the all-day periods until sufficient demand is shown during the non-peak time periods.

5

#### **Convert all-day service to peak (traditional commuter time) fixed route service.**

Generally, a peak-only service operates from 6-8am and 4-6pm. If a service that operates all day has limited demand outside of those periods, it may be worthwhile to consider converting that service to a peak-only service. Consider reducing service or providing flexible routing during the non-peak service to meet demand. Reducing service during the all-day period or providing flexible routing eliminates the federal requirement to provide complimentary paratransit service.

Strategy Number

## Fixed Route Strategies

6

### Add reverse commute (opposite direction of traditional commute) fixed route service.

Most peak-only services offer a reverse commute (a route operating in the opposite direction of the peaking traffic) but it may have reduced frequency or it may not pick up at locations that are convenient to those seeking a reverse commute. Adding a reverse commute should specifically consider the demands of the reverse commuters, including considerations for the first/last-mile needs at origins and destinations.

7

### Convert fixed route service to demand response service.

If a fixed route service is showing limited demand, transitioning the service to demand response may be a reasonable option for the area. This will require potential riders to call ahead to schedule a ride.

8

### Convert on-demand service to fixed route service.

If an area is currently being served by on-demand service, but has experienced increased demand, a transition to fixed route service should be considered. The fixed route service could be a deviated fixed route, which allows the service to deviate  $\frac{3}{4}$  miles off the route for those who request a pick-up or stop, or a traditional fixed route with complementary paratransit.

9

### Add express routes.

An express route is a fixed route that has limited stops. The addition of a fixed route can be considered if there is demand at a specific origin that terminates at the same destination.

10

### Add speed features.

Transit routes on congested streets may be a candidate for speed enhancements. Speed features can include the following:

- Bus-on-Shoulder: On a highway, a bus can use the shoulder to pass slow-moving traffic.
- Traffic Signal Prioritization: Traffic signals can be programmed to prioritize the movement of transit vehicles or to help with schedule adherence.
- Transit Priority Lanes: Travel lanes that are reserved for transit use all day or during specific periods of the day.

Strategy Number

### Demand Response Strategies

11

#### Expand Bridj-like service.

- RideKC: Bridj is a pilot project that began in 2016 and offers a service that mixes traditional demand response transit with contemporary ride-hailing services. To use the service, customers download a mobile application, and then enter their location and destination. The application then informs the user of the nearby rally point where they will meet the vehicle and the trip is provided. The current service area includes downtown Kansas City, River Market, Hospital Hill, University of Kansas Medical Center, Rosedale, Westwood, Roeland Park and the Historic 18th and Vine District. The service operates Monday through Friday, 6:30-9:30 am and 3:30-6:30 pm.
- The flexibility of the RideKC: Bridj service makes it an attractive option for first/last mile situations and in high growth markets where origins and destinations are in close proximity. Once the pilot period is concluded, the opportunities for growth in the region will be evaluated.

12

#### Encourage ridehailing.

The newest form of demand response services involve transportation network companies (TNCs), such as Uber and Lyft, which use mobile apps to connect riders with drivers.

13

#### Provide demand response service during low-volume periods.

Transitioning a fixed route service to deviated fixed route or demand response during times of low demand allows the service to be more flexible to individuals needing the service during those times.

14

#### Encourage employer shuttles.

There is an emerging trend in transit for employers to sponsor their own shuttles or vanpools to make it easier for their employees to commute to work. In recent years, programs encouraging distribution of transit passes by employers have also become increasingly popular. Employers tend to view the programs as a low-cost way to provide employees with a very desirable benefit. Since transit/vanpool benefits are tax-free transportation fringes, employers can save money on payroll taxes when they offer these programs. These services range from providing the last-mile connection to a fixed-route transit stop to providing door-to-door service.

Strategy Number

## Rideshare Programming Strategies

15

### Implement rideshare preferential parking.

Allowing employees who participate in rideshare programs (carpool or vanpool) to have parking spaces closer to their office, or providing free or reduced cost parking can create incentives for the use of rideshare programs.

16

### Expand rideshare programs.

Providing a formal rideshare program allows potential users to match with other users, either through a digital match system, such as the one used by MARC, or through a bulletin board or staff support.

17

### Encourage employer subsidies/incentives.

The federal tax code allows the use of tax-free dollars to pay for commuting by transit through employer-sponsored programs. Commuter tax benefits are regulated by the Internal Revenue Code, Section 132(f), Qualified Transportation Fringe. For the 2016 taxable year, the tax code allows tax-free transportation fringe benefits of up to \$255 per month per employee for transit expenses.

Companies can offer:

- A tax-free employer-paid subsidy
- A pre-tax employee-paid payroll deduction
- A combination of the above

18

### Provide employer vehicles for off-site meetings.

A frequent reason individuals don't take transit to work is that they need to use their car for work during the day. Employers can provide employees with vehicles for off-site meetings, thereby making transit commuting more convenient.

19

### Target long-distance commuters.

Employees with the longest commutes (over 30 miles) are the most likely to identify with the benefits of a rideshare program. Employers who draw employees from throughout the region will have the most success targeting the employees with the longest trips.

20

### Expand the use of vanpools.

Vanpooling is an arrangement where six or more commuters ride together in a van. A vanpool provider takes care of maintenance, insurance and fuel. The passengers each pay a monthly fee, and the commuter who volunteers to drive does not pay a fee. KCATA contracts with VRide as the vanpool contractor in the Kansas City Metro region. More information about this service can be found at <http://www.vride.com/locations/missouri/kansas-city>.

Strategy Number

## Rideshare Programming Strategies

21

### **Provide a guaranteed ride home.**

A common reason for not participating in ridesharing programs or taking public transportation is a concern about becoming stranded at work in the event of illness, accident or emergency. RideshareKC offers a Guaranteed Ride Home service for eligible commuters. It provides a free taxi ride home from work in case of an emergency.

Strategy Number

## First/Last-Mile Bicycle and Pedestrian Connection Strategies

22

### **Support Transportation Management Associations (TMAs).**

TMAs provide transportation services and education to businesses and employees in a particular area, combining the efforts of many employers to reduce program costs. Most TMAs are non-profit collaborations of private and public sector employers working together toward common goals, such as congestion mitigation or pollution reduction. TMAs typically serve employers in congested urban areas with rideshare matching, marketing travel options, employer traveler surveys, and developing trip-reduction plans. TMAs also help with parking management, flexible work hours, vanpools, special events management and freight transport movements.

23

### **Provide equipment for transporting bicycles on transit vehicles.**

Most transit vehicles in the Kansas City metropolitan area are equipped with bicycle racks either in front of the vehicle or on-board. Many potential users are unsure about how to use the bicycle racks and would benefit from travel training.

24

### **Provide bicycle accommodation on streets, or sidewalks/pathways with appropriate crosswalks/signage.**

Creating bicycle routes between mobility hubs/transit stops and end destinations will allow more users to feel comfortable riding their bikes from home to transit and then to their work places. This includes identifying appropriate routes, signing those routes, providing on-street or off-street facilities (depending on the environment) and adding features at intersections that make bicyclists and pedestrians more visible.

25

### **Provide secure bicycle storage.**

An impediment to bicycling to work is the ability to store the bicycle in a safe and convenient location. Employers can offer bicycle lockers at their job sites that can hold the users bicycle and other equipment and keep it out of inclement weather.

26

### **Provide employee showers and lockers.**

An impediment to bicycling to work is that employees are concerned they will sweat or not feel clean during the workday. Offering showers and lockers allows the employee to have a place to clean up after their commute and a place to store their commuting clothes.

27

### **Provide bicycle accommodations at park-and-ride lots.**

Providing bicycle parking (either bicycle racks or bicycle lockers) at park-and-rides lots allows transit riders to travel by bicycle to these locations to access transit, giving them the option of a car-light or car-free lifestyle.

Strategy Number

## First/Last-Mile Bicycle and Pedestrian Connection Strategies

28

### **Develop pathways to entrances.**

Parking lots can be challenging for bicyclists or pedestrians to navigate. Developing pathways through the parking lot will provide non-motorized users with a more comfortable travel option.

29

### **Enhance features and security at park-and-ride lots.**

Outfitting park-and-ride lots with lighting, security features and waiting areas will make users feel more comfortable using those locations. Locating these lots in areas that are adjacent to places with all-day activity will reduce the likelihood of vandalism or theft.

Strategy Number

## Carshare and Bikeshare Strategies

30

### **Expand and encourage use of bikeshare stations.**

The Kansas City metropolitan area has a growing B-cycle bikeshare program with bikeshare stations around the metro. Users, who may purchase a membership or be one-time users, choose a bike from any B-station and then return it to any B-station. In order to develop a new station, a location can contact BikeWalkKC.

31

### **Add bicycling and walking to work to employee wellness programs.**

Many companies offer employee wellness programs. Opening these wellness programs to include bicycling and walking to work and incentivizing these activities with prizes or reduced health insurance costs will encourage employees to participate in programs.

32

### **Encourage bikeshare membership subsidies.**

Employers can incentivize active transportation and wellness by subsidizing bikeshare memberships for their employees. This will encourage employees to use bikeshare for short trips instead of using their vehicle.

33

### **Introduce carshare stations.**

Carsharing allows users to rent cars on a short-term basis and pay only for the time they use the car and the mileage they drive. The program operators provide vehicle maintenance, repair and insurance. Those renting a carshare vehicle pick up and return those vehicles at specifically identified spaces. When done with the car, the user returns the car to its parking space, locks it, and leaves it for the next carsharer.

Strategy Number

## Land Development/Urban Design Strategies

34

**Create transit-supporting development policies that achieve higher densities and a mix of uses within fast and frequent corridors and transit station/mobility hub areas.**

Providing unique density bonuses or other special economic development incentives specifically focused on these areas will promote a dense development pattern and mixture of housing to support sustainable transit ridership. There are numerous examples of this pattern of development occurring in both urban and suburban locations throughout the metropolitan area – many in locations having limited to no connection to transit. More needs to be done to encourage a “corridor-centric” development approach that reinforce the region’s long-term transit goals.

35

**Revise local area and neighborhood plans to integrate transit strategies in support of regional efforts to improve connectivity and mobility.**

Updating the comprehensive and strategic plans of individual communities to align with the recommended regional transit network will help achieve higher densities and transit-supportive development patterns, while also creating a stronger correlation between long-term regional transit initiatives and local land use planning efforts.

36

**Explore opportunities and development strategies for vacant, underutilized or underperforming properties along or near the identified regional transit network.**

Identifying and evaluating opportunities for development to transform the most challenging properties along these corridors can help attract additional redevelopment and revitalization activity. These can include utilization of targeted economic development policies and incentives for specific properties or larger districts surrounding these identified catalytic projects.

37

**Encourage diverse housing types that are affordable to a wide range of incomes within transit communities.**

While encouraging higher residential densities throughout the region’s identified transit corridors is a key component in achieving more transit-supportive development patterns, it is important to also consider a balanced approach regarding the types of housing provided. Successful transit corridors need to serve a variety of users, from those that are transit-dependent to those that use transit by choice. For any residential project seeking density or development incentives along these corridors, an affordable housing program should be created whereby a portion of the units are provided at less than market rates. These types of housing programs have been successfully implemented in cities throughout the United States and support the ability of workers to live in close proximity to jobs and transit services.

Strategy Number

## Land Development/Urban Design Strategies

38

### **Reduce or share parking for areas with higher intensity/density land use designations.**

Municipalities should review their local land use regulations and parking requirements, especially along identified transit corridors and mobility hub areas. Current development trends in areas with strong transit connectivity encourage shared parking and a reduced need for providing traditional parking ratios. As transit connectivity increases along these identified corridors, a corresponding reduction in parking requirements can result in increased density and development intensity, while also potentially reducing development parking costs.

39

### **Integrate future transit stations, mobility hubs and other multi-modal facilities into the design of proposed development projects to encourage ridership and access to amenities and services.**

Future development activity should consider the region's long-term transit vision and integrated planning as part of its respective development plans – both in areas along these identified corridors and especially at proposed mobility hub locations. In further support of the region's recommended "corridor-centric" growth strategy, local municipalities should proactively engage area property owners and the development community to better understand the opportunities associated with higher densities, improved transit and development connectivity, and access to both fixed and non-fixed transit services available. This activity could range from providing educational outreach and planning assistance to the adoption of specific land use regulations requiring integrated planning for future development proposals.

Providing unique density bonuses or other special economic development incentives specifically focused on these areas will promote a dense development pattern and a mixture of housing to support sustainable transit ridership throughout these corridors. There are numerous examples of this pattern of development occurring in both urban and suburban locations throughout the metropolitan area – many in locations having limited to no connection to transit. More needs to be done to encourage a "corridor-centric" approach to attract development in areas that reinforce the region's long-term transit goals.

40

### **Promote new development and revitalization projects to include multi-modal connectivity by providing sidewalks, bicycle facilities, and pedestrian amenities.**

Improving development connectivity through integrated pedestrian and bicycle infrastructure is an essential component of providing accessibility throughout our region. All new development projects should integrate appropriate multi-modal facilities that support circulation and movement both to and through their respective project areas. This approach will provide flexibility and equitable mobility opportunities that strengthen connectivity to available local and regional bicycle/pedestrian/transit networks.

## Strategies for your typology

For more information contact:

Karen Clawson

(816) 474-4240  
help@marc.org

Mid-America  
Regional Council

**Use this page to write down the strategy numbers you checked for your typology throughout the toolkit. Remember, these are the strategies with at least two high (●) relative ratings for your typology:**

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**These are the strategies with which you could begin your transit discussion. This list may not be all-inclusive. While not all of these strategies may work for you, this list is a place to start as you look to improve your community's transit options.**