VIII. Implementation

This section provides guidance on carrying out the strategies outlined in Section 7 of this plan. Guidance in this section includes the following components:

- Recommended phasing of fixed-route and demand response services.
- Recommended phasing of mobility hubs.
- Costs summaries of service by phase.
- Cost summaries of service by jurisdiction.
- Funding opportunities.
- Implementation strategies in the areas of leadership, staffing, service standards, marketing and education, engagement, partnerships, and funding.

Phasing of Services

The service recommendations outlined in this plan are extensive and it is important to recognize that it is not feasible to carry out all recommendations at once. Instead, this plan proposes a three-phase implementation approach that will assist the Smart Moves planning team and local governments in determining which projects should be advanced first. This approach will ensure that projects are implemented based on data and on priorities identified by the public, stakeholders and transit providers.

The first phase contains projects for immediate implementation in years 0-5. The second phase (5-10 years) contains mid-term projects that build on the projects implemented in the first five years to expand the network and provide greater regional outcomes. The final phase contains projects for implementation in years 10-20, which reflects full build-out of the *Smart Moves 3.0* system. Included in each phase are fixed-route services, demand response (ADA and non-ADA), community-based services, and mobility hubs. Each phase includes the network of projects that precede it. These services are described as "carryover" and evolve over the three phases as some of these routes or services are expanded. More information on each phase and the projects it contains can be found in Appendix A. Detailed costs for projects by phase can be found in Appendix B.

Fixed-Route and Demand-Response Projects

Fixed-route implementation by phase is described below. The planning team recommends that the fixed-route strategies with the largest potential impact on job accessibility, and those currently underway, be implemented first.

Phase One: 0-5 Years Implementation

The first five years of *Smart Moves 3.0* primarily focuses on expanding and enhancing fast-and-frequent corridors and enhancing frequencies and connectivity within the existing network. This strong foundation will set the stage for the success of new transit routes in the following 10 years. New or enhanced services in the first five years are focused in areas with high transit propensity, where

outcomes related to job access and general enhanced mobility can achieve the most gains. Because of increased service hours, the annual operating costs for ADA paratransit increase

Phase Two: 5-10 Years Implementation

Implementation in years 5-10 of *Smart Moves 3.0* focuses on building out the supporting network. With the strong foundation of core fast-and-frequent routes and cross-town 30-minute routes in place, the next five years focus on bringing transit to new parts of the metro, which begins to change the urban and suburban mobility landscape.

With the Kansas City, Missouri system almost completely built out in the first five years, projects considered in the second five years are focused on Johnson, Wyandotte, Clay, Jackson, and Platte counties. Additions to the Fast-and-Frequent network further from the urban core are implemented during this time frame and supporting (30-minute) service upgrades and new routes bring additional mobility to a majority of the Kansas City metropolitan area.

Phase Three: 10-20 Years Implementation

The final phase of implementation of *Smart Moves 3.0* focuses on express bus services that will connect the far reaches of the Kansas City metropolitan area with the developed transit system via all day service. Additionally, expansion of the 30-minute, supporting network into Johnson, Clay and Platte counties will enhance east/west connections regionally.

While many of these express services currently exist in some form, *Smart Moves 3.0* suggests optimizing these routes through capital improvements such as slip ramps and priority lanes/shoulders where congestion exists to provide a travel-time benefit to the transit user. These specific enhancements are not included in cost estimates because they are not tied to specific projects. Operationally, these services would transition from peak hour to all day. The new 30-minute services will bring cross-town transit to high-growth areas of the region, further connecting the network and following through on the strategy of frequency and predictability.

Mobility Hubs

Unlike transit and demand response projects, specific mobility hub projects are not identified in this plan. Instead, mobility hub locations, their typologies and desired components for each typology are identified. Each hub location will require further study and planning by local governments to determine needs. The phasing of mobility hubs suggests a general priority, but this plan acknowledges that planning and implementation of projects at mobility hub locations can occur sooner or later than the phase indicates, as desired by, and led by, community-based planning projects. A list of proposed mobility hubs by phase is located in Appendix A. Estimated costs for mobility hubs is located in Appendix B.

Phase One: 0-5 Years Implementation

The first phase includes 21 mobility hubs. These selected locations either build on existing transit centers, have been identified for near-term implementation through recent studies, or are already

mobility hubs that need only small investments. In several cases, these Phase One mobility hubs exist in areas that already include transit-supportive densities and may only require transportation and technology infrastructure to facilitate coordination among — or the addition of new — mobility options.

Phase Two: 5-10 Years Implementation

The second phase includes 26 mobility hubs. These hubs primarily fall along fast-and-frequent routes, and would likely serve more riders. Most of these hubs function as Destination or Junction hubs.

Phase Three: 10-15 Years Implementation

The third phase includes 16 mobility hubs and primarily serves corridors with 30-minute service or express routes. Most of these hubs function as Gateway or Local hubs.

Summary of Cost Estimates

The *Smart Moves 3.0* plan includes major investments in mobility throughout the metropolitan area. The following tables outline estimated costs by phase. The total costs are cumulative, including the totals from previous phases. The cost methodology can be found in Appendix C.

Summary: Operating Cost

Operating costs include costs for general public transit, RideKC Freedom paratransit (ADA and non-ADA) and community-based transit services. Jurisdictions include all seven counties within the transit service area and the city of Kansas City, Missouri. The breakdown of costs by jurisdiction can be found in Appendix B.

Figure 21 : Cost Summary

IMPLEMENTATION PHASE	ANNUAL OPERATIONS COST
Existing Services	$112M
Phase 1: 0-5 years	$120.7 - 138.8M
Phase 2: 5-10 years	$163.2 - 196.7M
Phase 3: 10+years	$236.9 – 268.8M

Summary: Rolling Stock Cost

In addition to existing vehicles, which have their own existing capital replacement cycles, additional vehicles will be needed to implement the routes in the *Smart Moves 3.0* network. Vehicle types included in these estimates include over-the-road coaches, bus rapid transit vehicles, large buses, small buses and mini buses.

Figure 25: Rolling Stock Cost Summary

IMPLEMENTATION PHASE	ROLLING STOCK COST
Phase 1: 0-5 years	$6.1M
Phase 2: 5-10 years	$7.7M
Phase 3: 10+years	$19.9M

Summary: Mobility Hub Cost

Mobility hubs will be implemented as routes are developed, and will be right-sized to meet the needs of each specific location. The following tables provide high-level cost ranges based on estimated average costs for components of mobility hubs, including planning, design, and supervision; land, site improvements and utilities; construction; and amenities. Mobility hub cost detail can be found in Appendix B.

Figure26: Destination Mobility Hub Cost Ranges

MOBILITY HUB ELEMEMT	ELEMENT COST RANGE
Planning, Design, and Supervision	$200K-1M
Land	$250K-1.2M
Site Improvements and Utilities	$400K-2M
Construction	$1-5M
Amenities	$150-750K

Figure27: Junction Mobility Hub Cost Ranges

MOBILITY HUB ELEMEMT	ELEMENT COST RANGE
Planning, Design, and Supervision	$150-600K
Land	$187-750K
Site Improvements and Utilities	$300K-1.2M
Construction	$750K-3M
Amenities	$112-450K

Figure27: Gateway Mobility Hub Cost Ranges

MOBILITY HUB ELEMEMT	ELEMENT COST RANGE
Planning, Design, and Supervision	$50-200K
Land	$62-250K
Site Improvements and Utilities	$100-400K
Construction	$250K-1M
Amenities	$37-150K

Figure28: Local Mobility Hub Cost Ranges

MOBILITY HUB ELEMEMT	ELEMENT COST RANGE
Planning, Design, and Supervision	$25-50K
Land	$31-60K
Site Improvements and Utilities	$50-100K
Construction	$125-150K
Amenities	$18-37K

OTHER COSTS ASSOCIATED WITH TRANSIT IMPLEMENTATION

Beyond operations and rolling stock costs, other costs related to the implementation of transit and mobility services will need to be assessed through further study. These costs include any amenities needed for stops and stations, such as shelters, bus pads, information kiosks, fiber installation, lighting, signage, and bike racks.

Upgrades to regional technology systems will also be essential to the growth of the network. These upgrades will include dispatching and GPS technologies that connect vehicles with customer service, asset management software that optimizes maintenance of fleet and facilities, and all methods for communicating and transacting with the customer, including digital message signs, websites, mobile applications, fareboxes, media and mobility hub kiosks. The initial capital outlay, implementation, operating costs and replacement of these items will be a considerable cost regionally.

Funding

The Kansas City metropolitan area is challenged by its numerous boundaries — two states, seven counties and more than 100 cities — and local transit funding typically follows municipal boundaries. The services identified in *Smart Moves 3.0* focus on regional connectivity by crossing these boundaries, so the funding of this system will also need to involve multiple jurisdictions. A long-term strategy based on a county-by-county funding structure, will have the highest likelihood of acquiring sufficient funds to implement *Smart Moves 3.0*. Until then, the Smart Moves partners should work with local governments and the private sector to explore new funding opportunities.

Choosing an Appropriate Funding Mechanism

There are a variety of important considerations in the selection of potential revenue sources for transit and mobility operations and capital investments. Transit system managers often use some form of the following criteria to select from alternative revenue sources:

- Revenue yield — a measure of the level of revenues that can be generated from a given increment of a tax or charge (e.g., dollars per sales tax percentage or dollars per penny of a gas tax).
- Ease and efficiency of collection —net revenues are affected by costs associated with implementing the new or supplemental charge.
- Equity — a measure of the degree to which those who are subject to the new charge are those who will benefit from the investment, either directly or indirectly.
- Legal and institutional barriers — the extent to which there are statutory or administrative impediments to implementing a particular tax or charge.

Below are several funding mechanisms that can be used to implement elements of the Smart Moves Plan.

Figure27: Funding Mechanisms

Funding Opportunities	Fixed Route (capital)	Fixed Route (operating)	Mobility on Demand	Technology	Mobility Hubs (Capital)	Mobility Hubs (Operating)	Planning	Marketing. Outreach, & Education
Local – General Revenues	○	○	○	○	○	○	○	○
Local – Sales Tax	○	○	○	○	○	○	○	○
Local – Property Tax	○	○	○	○	○	○	○	○
State – General Revenues	○	○	○	○	○	○	○	○
Federal – Discretionary Grants	○		○	○	○		○	○
Federal – MARC Sub-Allocated	○	○	○	○	○		○	○
Federal – FTA 5307 Formula Funds	○		○	○	○		○	○
Federal – FTA 5310 Formula Funds	○	○	○	○	○	○	○	○
Federal – FTA 5311 Formula Funds	○	○	○					○
Transit-Generated Revenues		○	○			○		○
Public-Private Partnership	○	○	○	○	○	○	○	○
Special Taxing District	○	○	○	○	○	○		○
Development Impact Fees	○		○	○	○			
Vehicle Registration and Rental Fees	○	○	○	○	○	○		
Parking Fees	○	○	○	○	○	○		
Tax Increment Financing	○			○	○			

Local General Revenues

These local revenues pay for functions of a public entity, usually with little or no restriction. Revenues can come from sales and property taxes and other sources. Cities and counties allocate funds in their budgets and contract for transit services. Sustaining this type of local funding to maintain a steady level of transit service from year to year can be challenged by other priorities. For local governments that use general funds to buy transit service, it is recommended that transit service be moved to a separate line item in the budget with revenue generated from a source dedicated to transit.

Sales Tax

Dedicated sales taxes are widely used as a funding source for transit services, typically at a levy of one-cent or less. Currently, Kansas City, Missouri, is the only jurisdiction in the region that collects sales tax revenues dedicated to transit. While this funding tool can yield high revenues, sales taxes can fluctuate from year to year depending on the state of the economy and are considered regressive. State or local governments may impose limitations on sales taxes, including caps or restrictions on uses.

Property Tax

Property tax is assessed by local governments on real estate and personal property, such as automobiles. Property tax is usually expressed as a mill levy or amount of tax per hundred currency units of property value, and usually contributes to local general funds which are widely applied to transit. This type of tax is generally considered regressive.

State General Revenues

Like city or county general revenues, state general revenues come primarily from sales and property taxes and other sources. These funds are mostly flexible and are budgeted through state legislative processes. Currently, state funding provided for transit in the region is very limited.

Federal Funding – Discretionary Grants

The New Starts/Small Starts Program is the traditional funding program for transit capital projects. It relies on transit propensity indicators, which can be challenging for regions that do not currently have high ridership or rail-based service. The Kansas City region has been successful in securing this funding for the MAX bus rapid transit services.

In addition to the traditional federal funding sources through the Federal Transit Administration (FTA), the U.S. Department of Transportation (USDOT) has implemented unique funding programs to support projects that can be difficult to fund through traditional USDOT funding programs. The TIGER program, Transit Investments Generating Economic Recovery, has successfully funded transit projects across the country and here in the Kansas City region, including a portion of the KC Streetcar, as well as enhanced bus stops and transit centers on major bus corridors. If TIGER grants are continued in the future, developing a regional strategy to apply for funding for future transit projects will provide more likelihood for success. FTA and USDOT continue to pilot new funding programs related to technology, transit-oriented development and mobility. Those regions that can demonstrate a shared vision are more likely to benefit financially from these sources.

Federal Funding – MARC Sub-allocated Funds

Using USDOT funds that are sub-allocated to MARC through the Kansas and Missouri Departments of Transportation (KDOT and MoDOT) for multimodal projects is a good way to pilot new projects or build capital improvements. These programs include the Surface Transportation Program (the most flexible of all USDOT programs), Congestion Mitigation/Air Quality (CMAQ), and Transportation Alternatives (TA). *Smart Moves 3.0* recommends that municipal partners be deliberate and ambitious in pursuing these funds for the implementation of these projects.

Federal – FTA 5307 Funds

The FTA 5307 Urbanized Area Formula Grants are allocated to designated recipients in each urbanized areas based on a formula. The Kansas City region includes two urbanized areas, and therefore two designated recipients: KCATA and the city of Lee's Summit. These funds are primarily used for capital projects but can, in limited cases, be used for operations. The funding formula includes existing ridership so increasing ridership will increase the 5307 funds that come into the region.

Federal – FTA 5310 Funds

Like 5307 funds, 5310 funds are allocated to designated recipients based on a formula. These funds are for capital vehicle acquisition and operating projects that support mobility for seniors and individuals with disabilities. KCATA, as the designated recipient, has the flexibility to determine how these funds are distributed to subrecipient projects throughout the region. KCATA works with MARC to administer a competitive process for allocating these funds to local private nonprofits or local government projects that support the implementation of Smart Moves.

Federal- FTA 5311 Funds

The FTA 5311 Formula Grants for Rural Areas funds are allocated to states and may be useful for express or employer shuttle connections to outlying non-urban areas within the region.

Transit-Generated Revenues

These are revenues generated directly by the transit service or business activities of the transit provider. Traditionally, these include farebox and advertising revenues; however, revenues can also be generated through partnerships with private-sector businesses seeking direct access to transit riders and the lease or sale of capital assets.

Public-Private Partnerships

Other options for financing of transit could come from public-private partnerships. Participating in joint development ventures allows transit organizations to benefit from development near transit, as well as increased income for the agency. This works well with the mobility hub concept, which could be incorporated in a joint development on transit property. Additionally, mobility hubs, stops or other passenger amenities could be financed by the private sector as part of a development.

Special Taxing Districts

Taxing districts, such as Community Improvement Districts (CID) or Transportation Development Districts (TDD), can be used to pay for the upfront capital or ongoing operations of transportation projects in a given area. The success of the Kansas City Downtown Streetcar as a TDD showcases how this type of financing can be used to support multimodal investments.

Development Impact Fees

Impact fees are fees imposed by local governments on new or proposed developments to help pay for public services that serve the development, such as transit service that improves job access.

Vehicle Registration and Rental Fees

These fees are additional fees applied to the registration or rental of vehicles. The states of Kansas and Missouri collect vehicle registration fees and may have limitations on the use of these funds. Rental fees can be collected by local governments and states.

Parking Fees

Parking fees can be levied on users or parking space owners. For spaces owned by the transit agency, the full revenues can be applied to transit service. In other cases, an incremental tax could be applied on city-owned spaces, especially in areas where discouraging vehicle use is needed to relieve congestion or increase safety for pedestrians.

Tax Increment Financing

Tax Increment Financing (TIF) is used as subsidy for redevelopment and infrastructure projects. Future property tax revenues are diverted within a defined area to help pay for an economic development project. TIF should be used in areas where economic development supports and uplifts existing neighborhoods and builds vibrant places that integrate transit and mobility services.

Implementation Strategies

The following section provides strategies to support the implementation of the strategies and recommendations in Section 7 of this plan. Specifically, these strategies provide guidance in the areas of leadership, service standards, engagement, marketing and education, engagement, partnerships, funding and accountability. Carrying out these strategies will require the continued collaboration and coordination of the Smart Moves partners and oversight of the Regional Transit Coordinating Council.

Leadership

Leadership strategies focus on mobilizing relevant committees to oversee and/or guide elements of Smart Moves implementation. In addition, this section recommends growing leadership in transit and

mobility within other existing regionally-focused organizations, potential partners in the private sector, and at the neighborhood level.

Strategy: Charge the Regional Transit Coordinating Council (RTCC) with oversight and accountability of Smart Moves implementation.
The RTCC, established in 2013, and the growing partnerships among KCATA, Johnson County Transit, Unified Government Transit, Kansas City Streetcar, and the city of Independence demonstrate increasingly effective models for agency coordination. The RTCC will be charged with implementation of the Smart Moves plan, including periodic review of the recommended investment strategies, and ensuring continuous progress. This responsibility will necessitate an evaluation of the council's current membership, agenda structure, and general administration. The RTCC will continue its important role in regional coordination with a focus on identifying strategies to optimize transit administration, operations and services across municipal boundaries.

Responsibility: MARC and KCATA

Strategy: Broaden the scope of the Mobility Advisory Committee (MAC).
The MAC supports the work of the RTCC and provides guidance on matters related to older adults and individuals with disabilities. The scope of this committee should be expanded to include coordination of other mobility services, like Rideshare, vanpool and RideKC Freedom, and focus on issues related to innovative service coordination and models, funding, education and marketing. Broadening of the MAC's scope will require evaluating and aligning the membership structure to adequately take on this charge.

Responsibility: MARC and KCATA

Strategy: Charge the Sustainable Places Policy Committee (SPPC) with advisory oversight into land use and development-related elements of implementing the Smart Moves plan.
The SPPC was formed in 2015 as an outgrowth of the four-year Creating Sustainable Places initiative. It provides leadership and policy advice to MARC's Board of Directors on regional sustainable development. Under the guidance of the SPPC, MARC works with local communities to update and implement land-use strategies that support transportation, equity, environment and conservation principles. The SPPC and its members will be instrumental in developing a mobility hub planning model as well as developing new resources to encourage and promote transit-oriented development.

Responsibility: MARC

Strategy: Identify local champions of transit within local government, civic organizations and the business community and engage as projects are developed for implementation.
In order for the Smart Moves plan to be successful, the RTCC and planning team should identify new influential leaders who can act as advocates, generate new support for transit and mobility,

and clearly communicate transit priorities. These champions will support and elevate the transit conversation within the region.

Responsibility: Smart Moves partners

Strategy: Develop a leadership academy for area residents to nurture effective grassroots leadership.
The Smart Moves planning team should collaborate with local transit advocacy or other groups to develop a transit-based leadership development program that builds deeper awareness of regional transit governance, operations, planning processes and regional challenges, and provides guidance on promoting and communicating about the Smart Moves plan.

Responsibility: MARC and KCATA

Service Standards

Service standards help transit agencies make sure that the fixed-route and other services they provide run in the areas, for the times of day, and at the frequency that is warranted by demand, need, and other factors.

Strategy: Employ established standards and benchmarks to guide the evolution of transit service and technologies.
KCATA has developed service standards that govern the growth of routes in its system. These standards serve as the benchmarks for determining if a route is ready to add frequency or hours of service. Below is a table that defines the KCATA's current service types, as they are described in the Service Standards, and a comparison to the closest *Smart Moves 3.0* service type.

Figure 28: Service Type

KCATA's Service Guidelines Service Type	Smart Moves 3.0 Service Type
Key Corridor Routes	Fast and Frequent
Urban Local Routes	30-Minute Network
Suburban Local Routes	30-Minute and Local Network
Commuter Routes	Express Service
Lifeline Services	Mobility On Demand

New services should be implemented following the guidelines in the KCATA Service Standards, based on service type, for service routing and route spacing. Considerations for service enhancements should be based on the benchmarks for each service type related to span of service, service frequency and passenger loadings. Following these parameters allows for a consistent and technical approach to introducing and enhancing services in the system.

Responsibility: KCATA

Engagement, Marketing and Education

The following strategies were identified by the Smart Moves planning team to respond to the need to create a strong, educated base of support for transit and mobility in the region. These strategies constitute action that will take place within the first 10 years of the plan with the intention to further engage with local leadership to refine the plan, engage in outreach activities, educate the community about the importance of transit, as well as how transit and mobility services can be tailored to meet specific needs in the region.

Strategy: Develop a coordinated marketing and education effort among Smart Moves partners.

Information about the Smart Moves plan should be readily available and regularly presented through a variety of channels and formats in order to build broad understanding of the vision and build support. The Smart Moves team should jointly develop messaging that will resonate with target audiences including local leadership, businesses, civic groups and the public. These jointly-developed educational materials should be consistently used by Smart Moves partners at meetings and for outreach.

Responsibility: Smart Moves partners

Strategy: Establish an Engagement and Outreach Workgroup to oversee and execute an outreach and engagement plan that supports the implementation of Smart Moves.

A new workgroup will be developed to audit and coordinate existing outreach and engagement efforts and implement new outreach strategies for Smart Moves. Members of this workgroup should include MARC, KCATA, and other members of the Smart Moves team. This work group will also identify new partnership opportunities through engagement activities.

Responsibility: MARC and KCATA

Strategy: Convene local leadership through workshops or similar forums to advance the implementation of Smart Moves.

Local government leaders will be convened to develop consensus on near-term priorities and begin developing a local funding roadmap to implement these priorities. The near-term roadmap for funding will include advancing projects through MARC's competitive programming of sub-allocated funds, which will be coordinated through the Regional Transit Coordinating Council.

Responsibility: MARC

Strategy: **Develop and implement a series of transit field trips for elected officials and civic leaders.**

MARC and KCATA will develop informative field trips that will help inform elected and civic leaders about the benefits of transit in a hands-on setting. These leaders will learn about transit

governance and operations, regional and local needs, and directly interact with the system by riding the bus.

Responsibility: MARC and KCATA

Strategy: Continue and coordinate outreach and engagement with major employers or employer groups in the region.
MARC and KCATA have regular contact with local employers, primarily to share information about programs, new services or service changes. When appropriate, MARC and KCATA should jointly participate in meetings with employers and regularly inform one another of upcoming employer engagement opportunities. Meeting outcomes should be shared with the Smart Moves team partners at technical team meetings.

Responsibility: Smart Moves partners

Strategy: Continue to engage and inform civic organizations.
The Smart Moves planning team will continue to work with the civic and non-profit communities to encourage organizations to advocate for mobility solutions that benefit the people and organizations they serve.

Responsibility: Smart Moves partners

Strategy: Continue to share information about the Smart Moves 3.0 vision and recommendations, and seek feedback on new concerns and priorities from the public.
MARC and KCATA will seek opportunities to share information about the Smart Moves 3.0 plan and other transit initiatives with the public. These opportunities may include piggy-backing on other public participation or outreach activities (e.g. during metropolitan transportation planning, employments fairs), in-person and online Transit Stakeholder Forums, pop-up engagements along transit routes, etc. Smart Moves partners will continue to solicit feedback on transit and mobility needs in the region and on specific projects from users of public transit and other interested parties.

Responsibility: Smart Moves partners

Partnerships

Strategy: Build new partnerships with educational institutions to identify new mobility solutions.
KCATA will continue to work with local universities, colleges and other places of education to maintain existing and build new programs that provide mobility options for current and future students.

Responsibility: KCATA

Strategy: Explore partnerships with transportation networks companies (TNCs) and other private for-profit providers.
KCATA should look for opportunities to partner with TNCs, such as Uber and Lyft, to fill niche mobility demand in areas where traditional bus service is not efficient or appropriate.

Responsibility: KCATA

Strategy: Continue building partnerships with private nonprofit transportation providers.
The Smart Moves planning partners should continue to build partnerships with private transportation providers in order to fill gaps in the system (e.g., first- and last-mile options and geographic gaps in service) and/or increase efficiency in areas where public and private service may overlap.

Responsibility: MARC and KCATA

Strategy: Participate in and partner with employer and human resources roundtables throughout the region.
The Smart Moves partners will continue to participate in employer roundtables to learn about mobility challenges and work to build partnerships with employers in ways that address those needs with innovative mobility solutions.

Responsibility: Smart Moves partners

Funding

Strategy: Coordinate and develop a list of project priorities to submit for MARC's sub-allocated program funds.
The Smart Moves team partners, with input from the RTCC, will develop a list of project priorities. Priorities should be derived from the Smart Moves plan and in coordination with local governments. Staff should communicate this list of transit and mobility priority projects to the appropriate MARC programming committees.

Responsibility: MARC and KCATA

Strategy: Increase general ridership and expand services for which ridership is counted and reported to increase formula funds coming in to the Kansas City region.
The regional Smart Moves transit partners should work towards improving the accessibility, utility and ease of use of existing services in order draw new riders to the system. Additionally, KCATA should begin including the ridership of private, nonprofit transportation providers in reports to the National Transit database in order to increase federal formula funds allocations.

Responsibility: KCATA

Strategy: Establish a funding taskforce to develop a roadmap for a sustainable funding structure to support near- and long-term public transit and mobility needs.

MARC and KCATA will create a taskforce in cooperation with the Core 4 Initiative (a collaboration of Johnson County, the Unified Government of Wyandotte County/Kansas City, Kansas, Jackson County and Kansas City, Missouri) that will be charged with developing realistic funding scenarios to support the implementation of the Smart Moves 3.0 plan.

Responsibility: MARC

Accountability

Strategy: Track and report progress made toward implementing the Smart Moves plan.
MARC and KCATA will track the implementation of important elements of the Smart Moves plan using metrics identified in *Section VI. Defining the Smart Moves 3.0 System*. These metrics will be reported to the Regional Transit Coordinating Council annually.

Responsibility: MARC and KCATA