Agenda

U.S. 71 Transit Study

Stakeholder Advisory Panel

9 a.m. – 10:30 a.m.

June 27, 2012

Mid-America Regional Council, 600 Broadway, KCMO

Westview Room

Welcome, Introductions and Meeting Objectives — 9 a.m.
Tom Gerend, MARC

Project and Process Overview — 9:10 a.m.
Lisa Koch, Parsons Brinckerhoff

Stakeholder Advisory Panel Role and Public Involvement Plan — 9:20 a.m.
Patty Gentrup, Shockey Consulting Services

Purpose and Need — 9:35 a.m.
Lisa Koch, PB

A critical role of the Stakeholder Advisory Panel is to assist the consultant team and the Project Partnership Team in identifying the need for an enhanced transit system in the corridors and ways in which the spectrum of alternatives should be evaluated. The Project Partnership team has developed preliminary needs statements; the advisory panel will be asked to consider whether they are appropriate and rank their level of importance.

U.S. 71 Transit Study

Alternatives Screening **9:55 a.m.**
Lisa Koch, PB

Based upon the considerable work already completed in the corridor, the consultant team and project partnership team have conducted an initial screening of alternatives. They will be outlined, and the advisory panel will be asked to identify critical issues along them.

Next Steps **10:25 a.m.**
Shawn Dikes, PB

Adjourn **10:35 a.m.**

Attachments:

- Purpose and Need Statements Memo
- Stakeholder Participation Guide
- Public Involvement Plan

U.S. 71 Transit Study

To:	**U.S. 71 Transit Study Stakeholder Advisory Panel**
From:	**Shawn Dikes, Parsons Brinckerhoff**
	Lisa Koch, Parsons Brinckerhoff
Subject:	**Purpose and Need Statements**
Date:	**June 22, 2012**

Attached is a draft Purpose and Need document. Such a document establishes the mobility problems to be addressed; serves as the basis for project goals, objectives, and evaluation measures; and provides a starting point for identifying and evaluating alternative strategies and investments in the study corridor. It also serves as an introduction for local decision makers and the Federal Transit Administration (FTA) to the study area, its mobility issues and other related challenges and needs.

The document is comprehensive in that it provides context for the U.S. 71 Transit Study, outlining how this work fits with the overall vision for enhanced transit in the region; related work done in the corridor and throughout the region. The purpose and need statements are detailed beginning on Page 10, but they are summarized here for easy reference.

Purpose of the Project

The purpose of a proposed transit investment within the U.S. 71 study area is to improve transit system performance and usage, thereby addressing the identified transportation needs in the study corridor. The project should provide a viable alternative to operating transit vehicles on congested roadways, improve system reliability, reduce transit trip duration, and increase speed resulting in increased desirability and competitiveness of transit for commuting and other trip purposes and added mobility options for the region. This project should also catalyze redevelopment in and near transit centric activity centers (current and future) and increase the regional transit mode share fulfilling the goals and objectives of MARC and its partners as they seek to implement the Adaptive Land Use and Growth Scenarios articulated in *Transportation Outlook 2040*.

Need for the Project

Project stakeholders have identified three categories of need for a major transit investment in the U.S 71 study area: Transportation, *Land Use / Economic Development, and Sustainability / Livability.*

Transportation Need Statements

- *Improve travel time for travelers, making transit time competitive with the automobile and enhance the transit users' travel experience.*
- *Connect the U.S. 71 Study area with the greater Kansas City metropolitan area via multimodal transportation options.*
- *Serve and enhance the mobility of transit dependent users in the study area.*

Land Use / Economic Development Need Statements

- *Connect key activity centers in the study area with enhanced transit as a strategy for enticing development and redevelopment of these areas.*
- *Support local planning initiatives that call for enhanced transit for their residents.*

Livability / Sustainability Need Statements

- *Increase transportation options for study area residents and reduce dependence on automobiles.*
- *Promote the protection, preservation and access to key environmental assets in the study area.*
- *Promote workforce development in the study area through better job access and through direct jobs offered by enhanced transit.*

The Mid-America Regional Council (MARC), the Kansas City Area Transportation Authority (KCATA), the City of Kansas City, Missouri, and Jackson County, Missouri are sponsoring an Alternatives Analysis (AA) for the U.S. 71 Corridor with the intention of exploring increased transit service opportunities parallel to this U.S. highway route. The proposed study corridor originates in downtown Kansas City, Missouri and extends south of the downtown area, terminating in Belton, Missouri. The corridor generally parallels U.S. 71 crossing Kansas City (MO), Grandview and Belton and is being evaluated as a potential addition to the Jackson County Commuter Corridors Alternatives Analysis, a transit options study that has been in progress since 2011.

MARC is an association of city and county governments serving as the metropolitan planning organization (MPO) for the Greater Kansas City region. The metropolitan area it serves includes two states, nine counties and a population of nearly two million people. KCATA is the primary transit service provider on the Missouri side of the Kansas City metropolitan area.

Overview of the Purpose and Need Document

The Purpose and Need Document is a critical initial step in the AA process. It establishes the mobility problems to be addressed; serves as the basis for project goals, objectives, and evaluation measures; and provides a starting point for identifying and evaluating alternative strategies and investments in the study corridor. The document also serves as an introduction for local decision makers and the Federal Transit Administration (FTA) to the study area, its mobility issues and other related challenges and needs.

Project Study Area

The AA will examine transportation alternatives for the U.S. 71 corridor connecting downtown Kansas City with communities to the south of downtown. The term “study area” refers to the geographic area encompassing the corridor being studied. The boundaries were delineated to capture areas currently generating a considerable number of transportation trips as well as sections that are projected to yield increased transportation trips in the future.

Study Context

This section presents a summary of planning efforts that have led to the initiation of the U.S. 71 corridor AA. It also describes relevant regional goals and objectives that will inform the development of the purpose and need for the AA.

Project Background

The need for transit improvements in this corridor has been identified in numerous planning documents. In recent years, the following transit studies have identified this corridor as a priority for enhanced transit service.

The **Smart Moves Regional Transit Vision** (Mid-America Regional Council, 2002 & 2008) serves as the defining transit vision for the Kansas City Metropolitan Area. MARC initially developed the Smart Moves vision in 2002, with a substantial update in 2007/2008 as part of the region's long range transportation plan. This AA study area includes a corridor identified in this plan. The Smart Moves Regional Transit Vision and its implementation plans envision a transit system offering three categories of service:

Urban Corridors - Designed to move people across long corridors while also providing access to local destinations and activity centers along the length of the corridor. Recommended transit improvements included a seven corridor regional Bus Rapid Transit (BRT) network.
Commuter Corridors – Designed to provide less local access along the corridors with stops restricted to increase speed. Recommended transit improvements included commuter rail service along seven corridors utilizing rail assets to the extent possible.
Major Fixed-Route Service – Designed to provide connections to and extensions of urban and commuter corridors.

The Smart Moves system conceptual map identifies the corridor being analyzed in this study as a Commuter Service Corridor, with Troost and Prospect to the west, which serve as Major Fixed Route Service Corridors. Smart Moves also identified current and future park and ride locations and activity centers along the corridor. The public involvement process identified this corridor, and the two corridors studied in the Jackson County Commuter Corridors Alternatives Analysis as the top-priority corridors for service enhancements because of high levels of roadway congestion, available right-of-way, non-competitive travel times, and low cost per mile.

Figure *1* shows the current Smart Moves conceptual map.

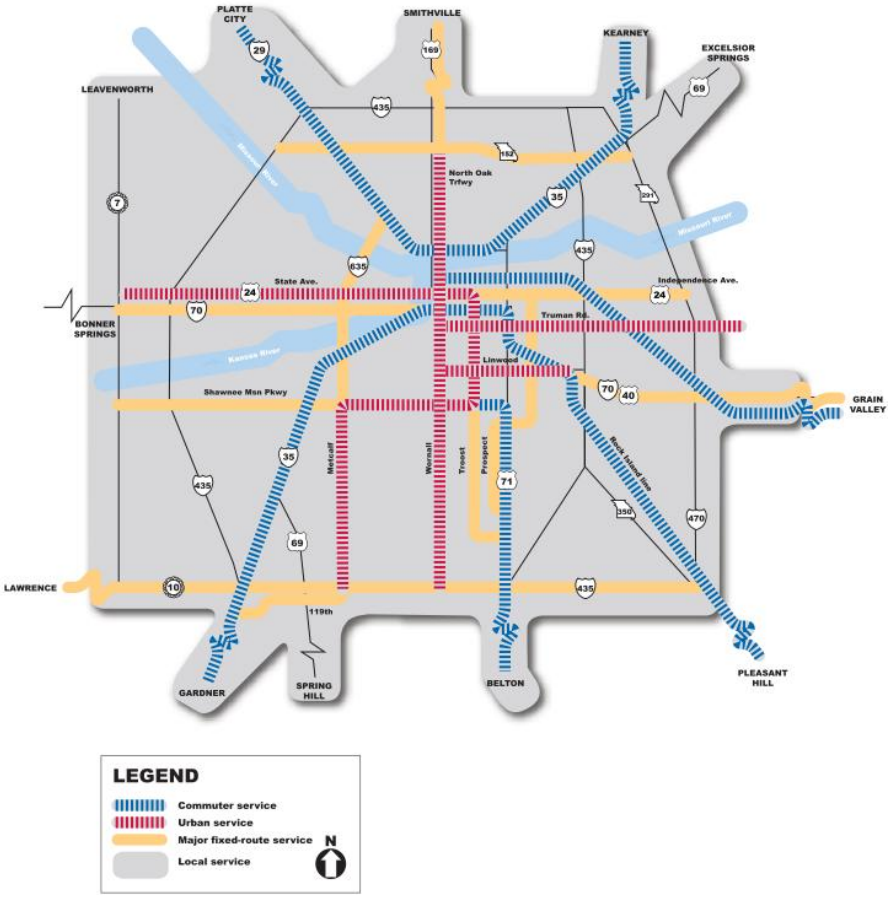


Figure 1: Smart Moves Conceptual Map
Source: Mid-America Regional Council

The **Troost MAX Alternatives Analysis** evaluated the feasibility and appropriateness of a mixed-traffic Bus Rapid Transit (BRT) service along Troost Avenue between downtown KCMO and 95th Street. This study measured the effectiveness of the proposed mixed-traffic BRT service against existing line-haul service along the corridor and found that the BRT service was a cost effective and beneficial alternative. This service, which opened in late 2010, serves a north/south route parallel to U.S. 71. Since its inception, the Troost MAX service has been very successful at attracting ridership and could serve as the urban transit route affiliated with the commuter routes studied in the U.S. 71 Alternatives Analysis.

The **KCATA Comprehensive Service Analysis**, completed in 2012, evaluated KCATA's transit service in Kansas City, Missouri, including routes that serve southwest Jackson County. Numerous recommendations for route-level service modifications were provided, many of which will be implemented in the summer of 2012. These service changes will be included as part of the planning work for the U.S. 71 Alternatives Analysis.

The Missouri Department of Transportation (MoDOT) has studied and implemented projects along the U.S. 71 corridor that are important to the planning of the U.S. 71 Alternatives Analysis. The **South Midtown Roadway Restudy**, completed in 1984, served as a response to a lawsuit filed by Citizens Environmental Council regarding environmental justice complaints regarding plans associated with U.S. 71. As a result of this case, right of way was preserved for fixed guideway transit from approximately 55th Street to 75th Streets. In addition to this study, MoDOT has studied U.S. 71 south of I-470 as part of a transition of this portion of U.S. 71 to I-49. For the most part, this portion was already built to interstate standards. "As builds" of the entirety of the study area will be used to determine availability of right of way and right of way constraints for enhanced transit.

Jackson County initiated the **Kansas City Regional Rapid Rail Project** to identify potential routes and existing rail lines for the development of an interconnected regional rapid rail system. The study recommended a concept called "Regional Rapid Rail," capitalizing on existing, out of service or abandoned rail or right–of-way and using transit technologies characterized by relatively high speeds and short headways linking central cities to suburban centers. The term "Regional Rapid Rail" refers to a modal hybrid of commuter rail and light rail transit where the technology is a traditional rail-based system using Federal Railroad compliant diesel motor units. These motor units provide a travel experience similar to a light rail vehicle. Goals of the regional rapid rail system include transporting people to employment, supporting event center transportation, promoting localized economic development, creating a system that is affordable and accessible, and developing environmentally friendly transit.

Relevant Goals

Regional goal setting provides a foundation for identifying needs for this AA. A number of previously completed studies provide a context for further study of transit alternatives in this corridor. The goals defined in these studies set a context used in this AA to evaluate current system performance and to identify the need for potential transportation improvements. As a project that precipitated from long-range regional planning, the goals surrounding the Jackson County Commuter Corridor AA are cohesive, yet very broad. This section presents the goals that help to define the regional need for improvements.

Transportation Outlook 2040, Mid-America Regional Council

MARC's Long-Range Transportation Plan, *Transportation Outlook 2040*, defines the transportation vision for the Kansas City Metropolitan area. The plan sets forth transportation system goals and corresponding objectives relevant to this AA. The goal statement of this plan is as follows:

"The Smart Moves Plan envisions a Kansas City region where public transit is a viable and cost-effective transportation choice for all citizens, and where public transit investments help shape the form of a regional community that is more accessible, walkable, healthy, efficient and attractive." (Source: Smart Moves Regional Transit Vision, Mid-America Regional Council, 2008).

Smart Moves identifies four specific goals and corresponding objectives for attaining its vision:

1. *Expand and enhance* multi-modal transit service throughout the metropolitan region. Seek to make public transit as attractive a form of mobility as driving a personal automobile.

2. *Strengthen communities* and improve the quality of life of residents and visitors throughout the region by making transit an equal or better option to automobile travel. Provide services that are timely, reliable, convenient and safe. Enhance connectivity within and between communities.

3. *Support the economy* through accessible transportation options. Increase access to major destinations, employment centers and activity centers. Encourage community revitalization and economic development.

4. *Safeguard the environment* and improve public health through increased transit ridership. Improve air quality through reduced energy consumption.

Clean Air Action Plan, Mid-America Regional Council

In 2011, the Mid-America Regional Council updated their Clean Air Action Plan. The plan emphasized the importance of a multifaceted approach to improving air quality and included strategies for transportation, landscaping/green infrastructure, green buildings/site design and energy efficiency for renters and homeowners. The connection between all of these issues is described in this quote from the plan:

"Promoting sustainable growth and development is essential if the region is to address its ozone problem in the long term. Land-use policies that promote a decreased reliance on the automobile, planning practices that place greater emphasis on a truly multimodal transportation network, natural resource conservation techniques that reduce the urban heat island effect, and green-building practices that increase resource efficiency would make clean air easier to achieve." (Source: Clean Air Action Plan, Mid-America Regional Council, 2011)

The strategy outlined for transportation is to promote options that are pedestrian, bike, and transit friendly for communities, including MetroGreen, the proposed regional greenway for the Kansas City metropolitan region, and incentives for compact development. The plan includes three levels of goals – Basic Goals set for a three year horizon, Mid-Range Goals with a five year horizon, and Stretch Goals with a 10 year horizon. Goals include establishing transit-oriented development (TOD)

guidelines for two of the seven BRT corridors identified in the Smart Moves Plan and increasing the mode share for bike, walk, and transit trips.

City of Kansas City, Missouri Area Plans

Numerous Area Plans have been completed by the City of Kansas City, Missouri for the study area. Described below are some of these plans and relevant goals associated with enhanced transit:

The **Greater Downtown Area Kansas City Plan** serves as the area plan for the downtown portion of Kansas City, Missouri and informs the comprehensive plan for the City of Kansas City. The plan outlines the following vision for downtown Kansas City: *"We must focus on connecting our neighborhoods to create a strong urban community, flourishing with diversity, fostering business, maintaining historic neighborhood identities, and sustaining a safe, vibrant, and healthy Greater Downtown Area for current and future generations."* (City of Kansas City, MO, May 2011)

- The goals articulated to support the vision include:
- Create a walkable downtown
- Double the population downtown
- Increase employment downtown
- Ensure an adequate transportation system for all modes to accommodate existing and future population and employment growth)
- Retain and promote safe, authentic neighborhoods
- Promote sustainability
- Increase transportation options
- Promote alternative modes of transportation; and decrease dependency on single occupancy automobiles.

In addition to the specific acknowledgement of supporting multimodal transportation options, the goals to create walkable areas and pedestrian friendly networks to destinations are supportive of a successful commuter system.

The **Heart of the City Area Plan** serves as the area plan for the area just southeast of the Central Business District. Its boundaries are I-70 on the north, Emanuel Cleaver II Boulevard on the south, the Blue River on the east and Woodland Avenue and the Paseo on the west. The goals for the plan are: People First, Create Jobs, Promote Sustainability, and Repopulation. It identifies the need for commuter bus service on U.S. 71, as part of a multimodal strategy, as a transit goal.

The **Hickman Mills Area Plan** serves as the area plan for the southeast portion of Kansas City. Its boundaries are Raytown to the north, Grandview to the south, U.S. 71 to the west and Raytown Road to the east. The plan identifies a Rapid Transit corridor along U.S. 71 with major transit centers at 3-Trails Village and a new mixed-use district at Ruskin Center (intersection of Blue Ridge Boulevard

and Ruskin Road). The 3-Trails Village Community Improvement District has also done analysis to identify the economic benefit to enhanced transit adjacent to their site.

Related Ongoing Studies

This study is coordinating with two additional ongoing planning efforts:

Downtown Streetcar Implementation

A Downtown Corridor AA was conducted in 2011 to identify enhanced transit opportunities in downtown Kansas City. The study area stretched from River Market in the north, through the Central Business District and the Crossroads areas, to Crown Center on the south. The purpose of the project was to *"provide an attractive transit option that will more conveniently connect people and places within the Downtown Corridor, and support regional and city efforts to develop downtown Kansas City and the Downtown Corridor as a more attractive and successful urban center."* (Downtown Corridor Alternatives Analysis, Purpose and Need, June 14, 2011). The goals drafted to accomplish this mission are: c*onnect; develop, thrive, and sustain*. At the conclusion of the study, it was determined that a streetcar on Main Street would be the preferred alternative. The project is now in the NEPA stage and will continue project development, with a potential opening day in 2015.

Jackson County Commuter Corridors Alternatives Analysis

The Jackson County Commuter Corridors Alternatives Analysis was started in 2011 to analyze enhanced transit options in two key corridors in the Kansas City Metropolitan Area: the East Corridor – aligned with I-70 and the Southeast Corridor – aligned with the Rock Island Railroad. This project is near completion and data associated with this project will be used to enhance the study on the U.S. 71 Corridor.

Creating Sustainable Places: a Strategy for Regional Sustainability, Mid-America Regional Council

Creating Sustainable Places: a Strategy for Regional Sustainability seeks to identify more efficient ways to grow while realizing that the region will continue to grow most at the urban fringes. An overall goal of the effort is to move toward a development pattern which builds around clusters of vibrant mixed-use centers of housing and commerce connected by public transit. The plan also encompasses a goal to repopulate large portions of the central city that were originally projected to continue to lose population. The plan, which is funded by the US Department of Housing and Urban Development, emphasizes three key land-use goals for the future (Source: Mid-America Regional Council, Creating Sustainable Places, 2011):

- Identify and support vibrant activity centers throughout the region and along strategic transportation corridors offering multiple travel options.
- Reinvest in existing communities.
- Conserve natural systems.

To support these three key land use goals, six key transportation corridors were identified in the region for reinvestment, including Troost, which is parallel to U.S. 71. Additional work will be done in

these corridors associated with the Creating Sustainable Places process to identify locations where activity centers can be revitalized through the support of enhanced transportation investments.

U.S. 71 Transit Study Purpose and Need Statements

This document presents the purpose and need for a transit investment in the U.S 71 study area. The purpose and need summarizes mobility and other related challenges and needs that could be addressed by substantially enhanced transit service. A sound purpose and need and supporting goals and objectives derived from the local planning objectives and the existing and future trends and conditions documented in this report guides the development and evaluation of alternatives.

Purpose of the Project

The purpose of a proposed transit investment within the U.S. 71 study area is to improve transit system performance and usage, thereby addressing the identified transportation needs in the study corridor. The project should provide a viable alternative to operating transit vehicles on congested roadways, improve system reliability, reduce transit trip duration, and increase speed resulting in increased desirability and competitiveness of transit for commuting and other trip purposes and added mobility options for the region. This project should also catalyze redevelopment in and near transit centric activity centers (current and future) and increase the regional transit mode share fulfilling the goals and objectives of MARC and its partners as they seek to implement the Adaptive Land Use and Growth Scenarios articulated in *Transportation Outlook 2040*.

Need for the Project

Project stakeholders have identified three categories of need for a major transit investment in the U.S 71 study area: Transportation, Land Use / Economic Development, and Sustainability / Livability. Each category and related needs is described in greater detail below.

Transportation

The Kansas City metropolitan area is expected to add 738,560 people and 384,568 jobs by 2035. This growth is expected to generate increased demand on the existing transportation system, necessitating a variety of modal options, including transit, to accommodate the growth and meet the current and future mobility needs within the corridor.

Need to improve travel time for travelers, making transit time competitive with the automobile and enhance the transit users' travel experience.

U.S. 71 is one of the most congested corridors in the Kansas City metropolitan area. Most portions of U.S. 71 in Jackson County operate at level of service D-F in the peak hour. Specifically, the portions of US 71 between 51st and 75th are very congested and traffic speeds are low.
Current transit service on U.S. 71 operates in mixed traffic and is therefore inconsistent because of the level of service, and has variable travel times. Current transit service on U.S. 71 and parallel service on Prospect provide transit access for the area, but scheduled travel times are almost double the travel time of the automobile.

Additionally, the vehicles, stops and park- and- ride lots do not offer amenities such as real travel time information, lighting, shelters and other facilities that would enhance the users' transit experience.

Need to connect the U.S. 71 Study area with the greater Kansas City metropolitan area via multimodal transportation options.

The U.S. 71 corridor has strong population and employment that seek to travel both within the study area and throughout the corridor. In order to have a successful enhanced transit service on U.S. 71, the service must connect with transit options throughout the region. East/West connectivity is needed from I-470 on the south to downtown Kansas City on the north to provide meaningful transit trips for potential passengers. Specifically, riders need to be able to connect with transit services to Johnson County, Kansas, major employers throughout southeast Jackson County and employment centers in the Plaza, Midtown and downtown Kansas City areas.

Additionally, riders need convenient and reliable transfer opportunities to destinations in eastern Jackson County as well as Wyandotte County in Kansas. These trips also need to be as time competitive as possible with the automobile to make using transit attractive.

Enhanced transit in the U.S. 71 corridor must also be linked with a non-motorized bicycle and pedestrian network that gets the users from their transit stop to their final destination. This network should include sidewalks, off-street multi-use trails and on-street bike facilities, as well as bike parking and storage.

Need to serve and enhance the mobility of transit dependent users in the study area.

The U.S. 71 corridor, both in Kansas City and Grandview, has a large percentage of residents that might be transit dependent due to income, lack of car ownership, or age. To best serve these populations, enhanced transit service must provide:

- East/West connectivity: Many of the most impoverished areas of the corridor are adjacent to U.S. 71, but areas like Hickman Mills, with nearly 40% of its population in poverty, are not within a convenient walking distance to U.S. 71. To best serve this population, there must be convenient and efficient local bus connectivity with neighborhoods in which those that are transit dependent live.
- All-day service: Currently, the KCATA 471 service on U.S. 71 only operates in the peak hour (in the peak direction). The parallel KCATA 71 service on Prospect provides all-day service, with convenient connections to employees who work at major employment locations along the corridor, such as Research Medical Center. To best serve the transit dependent population, all-day service is needed for the enhanced transit option, and this service must have destinations close to employers with a large transit dependent workforce.

Land Use / Economic Development

The Kansas City metropolitan area is not as densely populated as some of its eastern and western counterparts in the US. This is largely because the city does not have natural boundaries or policies that can restrain outward growth or mitigate decentralization and urban sprawl. Similar to other American cities, the decline of streetcars, rise of the automobile, and advent of the interstate highway system resulted in decentralization and a sprawling, automobile-oriented landscape.

Currently, the Kansas City metropolitan area has one of the highest ratios of freeway lane miles per capita in the United States. (Source: Texas Transportation Institute, http://www.aaroads.com/forum/index.php?topic=349.0) The corollary to the suburban growth and decentralization of urban areas is the high consumption of land in the Kansas City region relative to the population growth. In the 1980s and 1990s, the region converted nearly 200 square miles of open land to new suburban uses, more than double its rate of population growth.

Regional planning efforts recognize that continuing this growth pattern is unsustainable because of the financial strain of providing new infrastructure to an ever expanding urban area as well as the ensuing degradation of the natural environment. For example, MARC forecasts indicate that if current growth patterns continue, 275 square miles of additional "greenfields" will be developed, increasing infrastructure development and maintenance costs by $8.8 billion. Curbing this trend by focusing growth along existing centers and corridors will reduce new land consumption by 43 percent and save the region an estimated $2.1 billion in infrastructure costs. (Source: Transportation Outlook 2040, Adopted Forecasts, Mid-America Regional Council).

Conventional bus service will not influence land use and development patterns to the extent needed to help reverse the dominant growth trends in the study area. The region is currently developing policies and plans that set a framework for more sustainable growth, but an investment in a fixed-guideway transit option that has demonstrated ability to influence compact growth patterns and stimulate economic development is critical for the region to realize these objectives. Land use and economic development needs center on supporting these regional planning efforts.

Need to connect key activity centers in the study area with enhanced transit as a strategy for enticing development and redevelopment of these areas.

Regional planning initiatives aimed at development or redevelopment of activity centers and corridors using transit oriented development (TOD) strategies benefit from enhanced transit to catalyze future economic growth and maximize public investment. The MARC 2040 plan specifically outlines improving access to jobs, education centers, shopping and entertainment and improving connectivity between activity centers and existing transportation resources as objectives for increased accessibility and economic vitality. The current system does not provide connections to all centers, nor does it connect enough of the origins and destinations in the U.S. 71 corridor. Activity centers in close proximity to the CBD are located near existing bus routes, but the local conventional

bus services will likely not be enough to catalyze redevelopment of these centers. Improved transit services, in the form of fixed-guideway options as well as feeder systems, will do a better job of guiding development and provide connectivity to activity centers located in the U.S. 71 corridor and beyond.

In addition, the nature of the travel demand in the study corridor and the locations of key activity centers are changing. As shown by travel demand patterns presented by MARC for other transportation planning activities, key employment and other types of activity centers are no longer concentrated solely in downtown Kansas City but extend southward to the I-470 area and along M-150 in Grandview. An analysis of travel demand recently commissioned by MARC found that by 2030 population growth is expected to continue in Transportation Analysis Zones (TAZs) further from the central core of the city. (Source: Travel Market Analysis, Initial Demographic Review, MARC) In addition, MARC and its sponsor communities have identified activity centers the U.S. 71 corridor where redevelopment should be focused to be consistent with the MARC 2040 Regional Forecast.

Outside of downtown, the current transit system offers limited peak period service and heavily used line haul bus service. The peak services, however, tend to focus on the traditional commute patterns that bring people from suburban areas into downtown Kansas City with limited service to intermediate destinations. These line haul services have numerous stops and are typically not convenient for a user wanting to make a longer distance trip. Improved connectivity between activity centers and redevelopment sites is critical for realizing long-term economic development goals.

Need to support local planning initiatives that call for enhanced transit for their residents.

The U.S 71 corridor is the focus of several transportation and land use planning efforts. Transportation plans seek to develop an integrated transit system that maximizes use of available resources and provides sustainable alternatives to increasingly congested roadways. Future land use plans in the region generally allow for greater densities in areas targeted for mixed use redevelopment. Many of the City of Kansas City's Area Plans that serve this study area specifically identify how future transit enhancements would support redevelopment.

Existing plans and ongoing planning efforts need improved public transportation services as a means to achieving the long-range growth and development patterns.

Livability / Sustainability

The Kansas City metropolitan region is committed to creating quality places for people to live, work, and play. As discussed under the land use and economic category of needs, current land use growth trends are unsustainable not only because of the financial strain of maintaining new infrastructure but also because of the ensuing degradation of the natural environment. Air quality is also an important consideration for the Kansas City metropolitan area and the U.S. 71 corridor. Additionally, there are numerous ecological resources adjacent to U.S. 71 that need to be celebrated and protected. Much of the population in this corridor is lower income.

Need to increase transportation options for study area residents and reduce dependence on automobiles.

The Kansas City metropolitan area is currently designated as an attainment area for one-hour and eight-hour air quality standards. In addition, the US Environmental Protection Agency (EPA) strengthened the national air quality standards for ground-level ozone in 2008 and is expected to designate the Kansas City region as a nonattainment area after the agency issues more stringent eight-hour standards in the near future. Although not currently required to develop a maintenance plan, local government officials, business leaders, and community group representatives have committed themselves to a serious effort to reduce emissions voluntarily. As noted in the 2011 Clean Air Action Plan, implementing land use policies that foster sustainable growth and development and emphasize development of a truly multi-modal system that reduces reliance on the automobile and transportation-related greenhouse gas emissions is critical for the region to meet its air quality goals.

Daily vehicle miles traveled (VMT) is one measure that can be used as an indicator of vehicle emissions; as VMT increases, there is generally increased congestion and decreased vehicle speeds, both of which can result in higher vehicle emissions. Regionally, daily VMT has increased more than 13 percent since 1995 and daily VMT per capita has increased 32 percent since 1989. However, recent trends indicate a decline in daily VMT, likely attributable to rising gas prices that resulted in less travel in 2008. (Source: Transportation Outlook 2040, Performance Measures, Progress Report Summary, June 2011) Nonetheless, declining air quality will continue to be an issue if viable transit alternatives are not developed and the study area levels of congestion and decreased speeds continue to worsen. The promotion and enhancement of regional transit is needed as a method for improving the region's air quality and fostering environmentally sensitive travel alternatives.

Need to promote the protection, preservation and access to key environmental assets in the study area.

There are numerous environmental features in the U.S. 71 study area that should be celebrated and protected through this project. The Blue River runs through this corridor, starting in north-central Jackson County where it connects with the Missouri River and travels southwest, crossing under U.S. 71 adjacent to 85th Street. The Blue River is an important water system in the region and is also a celebrated scenic feature. Longview Lake and the Little Blue River also serve the southern portion of the U.S. 71 corridor. Longview Lake is a very important visitor destination in the region and is also very popular with bicyclists. The enhanced transit system should offer access to visitors of these features, but the transit services' alignment should also not negatively impact them.

Need to promote workforce development in the study area through better job access and through direct jobs offered by enhanced transit.

As mentioned in the earlier sections, the U.S 71 corridor has a large low-income population. In order to best enhance this population's livability, the improved ability to provide access to work opportunities is an important goal of the enhanced transit system. This should be through both

providing expanded origins and destinations, but also through the construction and operations of the enhanced transit.

Goals and Objectives

Project goals and objectives describe the desired outcomes of a transit investment that might result from the U.S. 71 transit study and provide a basis for evaluation to narrow the number of transit alternatives under consideration.

Goals	Objectives
Improve travel time for travelers, making transit time competitive with the automobile and enhance the transit users' travel experience.	Improve transit travel times and speeds within study area.
	Provide transit capacity needed to meet future travel demand. Provide service levels and amenities that can provide a travel experience that is competitive with the automobile.
	Provide amenities on the transit vehicle, at stops and park and ride lots than enhance the user experience.
Need to connect the U.S. 71 Study area with the greater Kansas City metropolitan area via multimodal transportation options.	Provide enhanced East/West connectivity throughout the route.
	Provide enhanced regional connectivity.
Need to serve and enhance the mobility of transit dependent users in the study area.	Provide enhanced East/West connectivity throughout the route to areas where transit dependent populations live and work.
	Provide all-day service to areas where transit dependent populations live and work.
Need to connect key activity centers in the study area with enhanced transit as a strategy for enticing development and redevelopment of these areas.	Provide a level and quality of transit service that can influence more compact growth patterns.
	Provide station locations at or near areas identified as key activity centers.
Need to support local planning initiatives that call for enhanced transit for their residents.	Service should be consistent with Kansas City area plans that call for enhanced transit.
Need to increase transportation options for study area residents and reduce dependence on automobiles.	Reduce air pollutant emissions, fuel consumption, VMT / Vehicle Hours Traveled (VHT), and travel delay.
Need to promote the protection, preservation and access to key environmental assets in the study area.	Provide access to key environmental features for visitors.
	Avoid negative impacts to key environmental features
Need to promote workforce development in the study area through better job access and through direct jobs offered by enhanced transit.	Provide all-day service to areas where transit dependent populations live and work.
	Provide workforce options through the implementation and operation of the transit project for those that need employment in the study area.

MEMORANDUM

TO: Stakeholder Advisory Panel

FROM: Patty Gentrup, Shockey Consulting Services

DATE: June 24, 2012

RE: **U.S. 71 Transit Study Stakeholder Participation Guide**

Thank you for agreeing to participate on the Stakeholder Advisory Panel for the U.S. 71 Transit Study. This document is intended to provide:

- An overview of the project;
- An outline of public involvement efforts;
- An explanation of the role of this group and others;
- The project schedule; and
- Tips for effective participation.

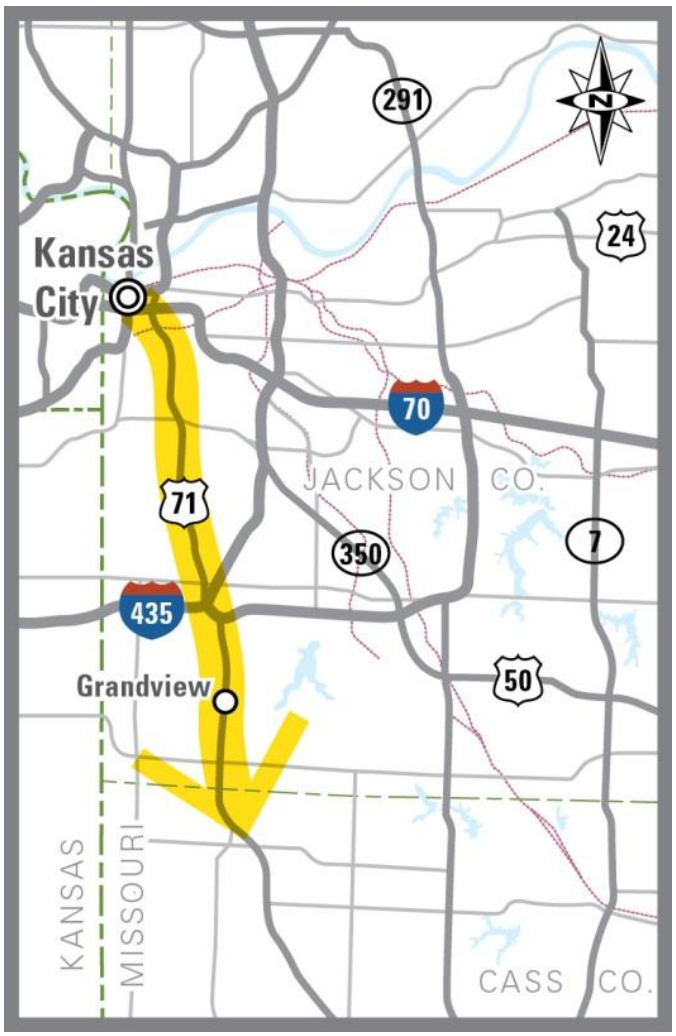
We very much appreciate your time and energy, and we look forward to working with you.

Study Background

The Mid-America Regional Council (MARC), the Kansas City Area Transportation Authority (KCATA), the City of Kansas City, Missouri, and Jackson County, Missouri are sponsoring an Alternatives Analysis (AA) for the U.S. 71 Corridor with the intention of exploring increased transit service opportunities parallel to this U.S. highway route. The proposed study corridor originates in downtown Kansas City, Missouri and extends south of the downtown area, terminating in Belton, Missouri. The corridor generally parallels U.S. 71 crossing Kansas City (MO), Grandview and Belton and is being evaluated as a potential addition to the Jackson County Commuter Corridors Alternatives Analysis, a transit options study that has been in progress since 2011.

Ultimately, the team hopes to identify a Locally Preferred Alternative (LPA)-the route, mode and financing that best fits our community. In identifying an LPA, the study team hopes to secure federal funding through the federal New Starts Program, which is administered by the Federal Transit Administration (FTA). The program is designed for fixed-guideway transit

projects or new systems and extensions to existing systems. Projects financed through FTA's New Starts Program generally receive 50 percent of the capital costs necessary to begin the project.



Roles and Responsibilities

Several groups are being convened to ensure a wide range of information is collected. While each of these groups was designed to reflect a balance of interests, *you are encouraged to consider all the perspectives and region as a whole.* The meetings will be designed to create an open dialogue and will be structured as opportunities for deliberation, not debate.

Project Partnership Team

The Project Partnership Team (PPT) comprises staff from Mid-America Regional Council (MARC), FTA, Kansas City Area Transportation Authority (KCATA), Kansas City, Missouri, and Jackson County, Missouri. This technical team, led by MARC and Jackson County, will work with the consultant team on a daily basis and will provide overall coordinating guidance on the U.S. 71 Transit Study. The team will ultimately make a recommendation to the MARC board regarding the Locally Preferred Alternative.

The following are the primary members of the Project Partnership Team.

Tom Gerend	Mid-America Regional Council
Calvin Williford	Jackson County, Missouri
Dick Jarrold	Kansas City Area Transportation Authority
Sherri McIntyre	City of Kansas City, Missouri

Consulting Team

The consultant team for the JCCCAA is led by Parsons Brinckerhoff (PB). Also on the PB team are Olsson Associates, TranSystems, Taliaferro & Browne, KOA, and Shockey Consulting Services. Key staff members for each organization are as follows.

Shawn Dikes	PB Project Manager
Lisa Koch	PB Assistant Project Manager
Clyde Prem	Olsson Associates
Sara Clark	TranSystems
Meg Babani	Taliaferro & Browne
Jimmy Lin	KOA
Patty Gentrup	Shockey Consulting Services

Stakeholder Advisory Panel

The Stakeholder Advisory Panel (SAP) will help guide the project. It includes representatives from affected jurisdictions, transit advocacy groups, transit riders, economic development agencies and the general public. It will meet three times over the course of the process to assist in identifying the goals of the project; evaluating the alternatives and considering the Locally Preferred Alternative.

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Stakeholder Advisory Panel Members

Last Name	First Name	Organization
Austin	Lou	Three Trails CID
Bonar	Ken	Southern Communities Coalition
Dennis	Steve	City of Grandview
Deselich	Rianna	Kansas City Neighborhood Advisory Council
Frankin	Lisa	KCPL
Graf	Michael	Three Trails CID
Hand	Gunnar	South Kansas City Alliance Group
Ivey	John	Lee's Summit resident
Kell	Lee Ann	Missouri Department of Transportation
Kerr	Whitney	Three Trails CID
McCoy	Kitty	Regional Transit Alliance
O'Connor	Danny	KCATA
Potter	Steve	Mid-Continent Public Library
Randolph	Dennis	City of Grandview
Reed	Jermaine	City of Kansas City, Mo.
Rogers	Janet	Transit Action Network
Sharp	John	City of Kansas City, Mo.
Singleton	Kite	Regional Transit Alliance
Smith	Cory	City of Grandview
Zafft	Allan	Missouri Department of Transportation

Stakeholder Involvement

A variety of stakeholders and methods to involve them will be employed during the JCCCAA.

Stakeholder Groups

In addition to the Project Partnership Team and the Stakeholder Advisory Panel, the following groups of stakeholders will be involved.

Regional Transportation Leaders: MARC has many transportation policy and technical committees that will need to be included in the process including: Smart Moves Technical Committee, MARC Transit Committee, Special Transportation Advisory Committee Job Access and Reverse Commute (STAC-JARC), Total Transportation Policy Committee, and the MARC Board.

Elected Officials and Local Staff: City and county elected officials will be briefed throughout the process so they can be informed about the project and speak with their constituents about it.

Potential Riders: Public meeting notices will be distributed to the KCATA.

Major Employers: Major employers might benefit from the development of transit in these corridors. Major employers may be contacted as part of the stakeholder interview process. They will also be contacted and asked to distribute information about upcoming public meetings to their employees.

Advocacy Groups: Transit advocacy groups are key stakeholders in the JCCCAA process. The Kansas City Regional Transit Alliance and the Transit Action Network will be engaged in this process.

Adjacent Property Owners: Property owners along the proposed corridors will have a stake in the outcome of the U.S. 71 Transit Study. Property owners adjacent to the corridors will be invited to the public meetings.

Chamber of Commerce and Economic Development Agencies: Chambers of commerce and local economic development agencies have a stake in the outcome of this process. Some will be involved in stakeholder interviews, others as representatives on the Stakeholder Advisory Panel,

Railroads: The following railroads will be involved: KC Southern, Union Pacific, Burlington Northern Santa Fe and the owners of the Kansas City Terminal Railway.

General Public: Any interested party should have the opportunity to become informed about the study process and provide input into the decisions. Public notices of meetings will be included in the local newspapers, including the minority newspapers. Website, social media outlets and notices on government access

channels will be used to notify the general public about the project and encourage participation. Notices will be distributed to the public libraries along the corridor.

State & Federal Agencies: One of the key stakeholders is the Federal Transit Administration (Region 7 office and national headquarters office). The Missouri Department of Transportation (MoDOT) will be a key stakeholder in the process as it will be affected by decisions that could affect its roadway system. The Federal Highway Administration (FHWA) and the United States Environmental Protection Agency (EPA) might have an interest in the project. State agencies that might have an interest are: Missouri Department of Conservation, Missouri Department of Natural Resources, and the Missouri State Historic Preservation Office.

Economically & Socially Disadvantaged Populations: Special outreach methods will be used to engage those groups typically under-represented but impacted by transportation decisions (socially, environmentally, and economically). To seek out these groups, public notices will be purchased in minority newspapers, targeted mailings will be sent to neighborhood associations, and churches will be contacted to help spread the word.

Media: The decisions around enhanced transit in the Kansas City region generally and Jackson County specifically are of major interest to the news media. A comprehensive media strategy will be developed and become part of this plan as an Appendix.

Methods of Communication

A variety of methods will be used to communicate our messages to the targeted audiences. With one-way communication methods, information will be provided with the purpose of informing. Two-way communication methods will allow for stakeholders to provide input. The communications methods will include:

<u>One-Way Communication</u>

- ***E-newsletters and list-serve:*** E-newsletters will be developed for distribution through a variety of databases already developed, including MARC's transit list-serve.
- ***Information sheets:*** Information sheets (fact sheets) will be developed over the course of the study for those who do not use the internet and to also have material readily available at public meetings or presentations.
- ***Frequently Asked Questions:*** It will be important to develop collateral material that serves as easy reference for interested parties. An FAQ is one such way to do that.

- ***Website:*** Details about the study will be posted on the KC Smart Moves website, which can be found at: http://www.kcsmartmoves.org/projects. Project partner and Jackson County municipality websites will also be used when appropriate.

Two-Way Communication

- ***Open house/public meetings:*** Up to four public meetings will be conducted to educate the public as well as to solicit feedback regarding all alternatives. Each meeting will be in a different community within the study area.
- ***Speakers' Bureau:*** A presentation will be developed to be given to area groups interested in the study.
- ***Stakeholder interviews:*** Interviews with key stakeholders will be conducted early in the process with members of the Project Partnership Team, municipalities, transit advocacy groups, major employers and other organizations as deemed appropriate.
- ***Social media (i.e. Facebook, Twitter):*** The team will seek to use existing social media sites to educate the community. A specific Facebook site will not be established for the U.S. 71 Transit Study.

Effective Participation Tips

1. *Your role:*
   You are being asked to share information and provide feedback about information presented and discussed. You are also asked to allow the members of the Project Partnership Team to be the voice(s) of the project.

2. *To do that:*
   a. Read materials in advance of meetings;
   b. Come prepared to ask questions;
   c. Participate in discussions; and
   d. Share information with stakeholder groups you represent.

3. *Your tools:*
   a. Meeting dates and locations will be determined well in advance so you can plan your schedule.
   b. Agendas and background materials will be provided in advance of meetings.
   c. The Project Partnership Team is always available to answer questions and explain anything that you don't understand or that isn't clear.

4. *Meeting ground rules:*
    a. Share your best thinking;
    b. Share and explore differences;
    c. Agree to disagree, but don't be disagreeable;
    d. Be respectful of other's perspectives by listening first for understanding, and then speaking so that your perspective is understood; and
    e. Think about what is best for the study area and beyond your own interests.

5. *Your contacts:*
    a. Please contact Patty Gentrup, Shockey Consulting Services, LLC, whenever you have questions or concerns. She can be reached at patty@shockeyconsulting.com or (816) 217-9397.
    b. Or you may contact a member of the Project Partnership Team.

U.S. 71 Transit Study

Public Involvement Plan

Prepared by

Shockey Consulting Services, llc

PB 125 YEARS PARSONS BRINCKERHOFF

Draft June 27, 2012

Sponsored by:

MARC Mid-America Regional Council

FTA

ESTABLISHED 1826 JACKSON COUNTY MISSOURI

kcATA Kansas City Area Transportation Authority

I Plan Purpose

The goal of the public involvement plan for the US 71 – Grandview Corridor Alternatives Analysis is to develop relationships with stakeholders, instilling trust in and support for the decision-making process. We will do so through a program that recognizes the unique circumstances of the project, provides for continuing substantive input by stakeholders, ensures that stakeholder concerns get fair consideration and meets state and federal requirements. The Federal Transit Administration's (FTA) prescriptive New Starts AA process will be followed in order to arrive at a consensus decision on a Locally Preferred Alternative (LPA). The next step would be to receive FTA approval to enter into Preliminary Engineering (PE). This process must result in acceptance by the local community which, in the end, will pay for and use any identified project.

The approach is to bring the right people together, educate them regarding the various options and gather input in a structured, inclusive and transparent process consistent with the goals, strategies and techniques described in Mid-America Regional Council's (MARC) Transportation Department Public Participation Plan, updated December 21, 2010.

The public involvement plan will employ a variety of methods for communicating with stakeholders and will be coordinated appropriately with ongoing technical activities. The plan will comprise communication strategies, including a stakeholder advisory panel, newsletters, appropriate media strategies, a road show/speakers' bureau, and public meetings.

This document includes:

- an overview of the project
- the objectives for communication and public involvement
- key messages
- the strategic approach for communication and public involvement
- methods of communications

II Project Overview

The process will result in a Locally Preferred Alternative (LPA) that satisfies the Federal Transit Administration (FTA) requirements and is acceptable to the community. Some key issues are:

- Addressing rail access to refine the fixed guideway bus and/or rail alternatives, maximizing ridership through travel time savings and convenience while working through operational issues for the freight rail lines;
- Identifying the capital costs associated with improvements, minimizing the up-front capital and on-going operations and maintenance costs through value engineering and innovative design without sacrificing quality, aesthetics or safety;
- Refining a ridership forecasting process with the FTA, taking full advantage and accounting for travel time savings and the capture of new choice transit riders to meet FTA's criteria for cost-effectiveness; and

- Examining financing strategies to support the FTA New Starts application, ensuring that the LPA does not divert resources from the existing KCATA system.

Public involvement discussions will result in potential transportation system improvement options to a consistent standard that would address:

- General alignment definition (both horizontal and vertical).
- Generalized service plan (frequency of service and stop pattern of new/enhanced service, other associated required transit service changes.)
- Interaction with other existing systems and services.

III Objectives for Communication and Public Involvement

The objectives for communication and public involvement include:

- *Inform* the stakeholders by providing balanced and objective information to assist them in understanding the problems, alternatives, opportunities, and solutions.
- *Consult* the stakeholders by obtaining feedback on analysis, alternatives and/or decisions, following the process outlined by the FTA.
- *Involve* the stakeholders by working directly with them throughout the process to ensure that concerns and aspirations are consistently understood and considered, ensuring all stakeholder groups are included and consulted.
- *Develop* an informed group of stakeholders.
- *Enlist* stakeholders in evaluating alternatives.
- *Build* partnerships with other agencies and stakeholders, recognizing the effect this effort has on the region and that it complements other regional public transportation initiatives.

IV Key Messages

A primary component of our approach is to craft consistent messages to educate and inform stakeholders throughout the course of the process. These messages likely will be similar to those developed for the Jackson County Commuter Corridors AA; however, the consultant team will meet with the project partners to develop messages unique to this project.

- This corridor is a significant element of a regional transit system. Improvements to it can provide better access to regional destinations, enhance multimodal connectivity, serve transportation dependent populations, and maximize the use of existing infrastructure in neighborhoods.

- The U.S. 71 Transit Study will provide local decision-makers with detailed information about the options available and which would most likely be eligible for federal funding.

- This effort supports metropolitan Kansas City's vision for expanded and enhanced transit service to enhance economic development and quality of life. Specifically,

improvements would promote transit oriented development; promote redevelopment, encourage density; and provide connectivity among neighborhoods.

- This project does not take away resources from existing projects and routes.
- Area residents have an opportunity to be part of the decision about how best to move people throughout the corridors.
- This study will result in the right choice being selected for the Kansas City region.

V Identity

To maintain continuity and recognition, the project will have a unique identity developed. In addition, previous MARC branding will be used for certain components of the project when applicable.

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VI Topics Where Input is Needed

There are many questions to be answered in order to determine LPA. They include:

- What information needs to be gathered to adequately assess the issues?
- What is the purpose and need? (transportation issues, opportunities, goals and objectives)
- What are the possible alternatives to address corridor needs?
- What screening criteria should be used to select the preferred alternative?
- How do the alternatives rate using the screening criteria?
- How should the LPA be funded?
- And, ultimately, what is the LPA?

VII Targeted Audiences

The following is a listing of the audiences to involve in the alternatives analysis.

Project Partnership Team

The Project Partnership Team will include staff from MARC, FTA, KCATA, Kansas City, Missouri, and Jackson County, Missouri. This technical team, led by MARC and Jackson County, will work with the consultant team on a daily basis and will provide overall coordinating guidance on the AA.

Stakeholder Advisory Panel

A Stakeholder Advisory Panel (SAP) will be formed to help guide the project. It is expected to include appropriate representatives from affected jurisdictions, transit advocacy groups, transit riders, economic development agencies and the general public. It will meet four times over the course of the process.

Regional Transportation Leaders (MARC Technical Committees)

MARC has many transportation policy and technical committees that will need to be included in the process including: Smart Moves Technical Committee, MARC Transit Committee, Special Transportation Advisory Committee Job Access and Reverse Commute (STAC-JARC), Total Transportation Policy Committee, the MARC Board. The Project Partnership Team/Consultant Team will make presentations to these groups at their regular meetings. This feedback will inform the work of the Project Partnership Team. Members of these committees could also be part of the stakeholder interview process and will be invited to all public meetings.

Elected Officials and Local Staff

City and county elected officials will be briefed throughout the process so they can be informed about the project and speak with their constituents about it. Separate briefings will be scheduled with the Jackson County Legislature and KCATA Board of Commissioners in order to give them an opportunity to discuss the study first-hand with project team members. Other elected officials and governing bodies will be briefed as needed. The Project Partnership Team/Consultant Team will make presentations to these groups at their regular meetings. This feedback will inform the work of the Project Partnership Team. Members of these committees could also be part of the stakeholder interview process and will be invited to all public meetings. Additionally, key local staff members from the public works, planning, and economic development departments will be consulted by the Project Partnership Team.

Potential Riders

Public meeting notices will be distributed to the KCATA. The ATA can post them where bus riders can see them.

Major Employers

Major employers might benefit from the development of transit in this corridor. Major employers may be contacted as part of the stakeholder interview process. They will be contacted and asked to distribute information about upcoming public meetings to their employees.

Advocacy Groups

Transit advocacy groups are key stakeholders in the AA process. The Kansas City Regional Transit Alliance and the Transit Action Network will be engaged in this process. Environmental groups will be involved early in the process, not waiting for the formal NEPA process to begin. The Project Partnership Team/Consultant Team will make presentations to these groups at their regular meetings. This feedback will inform the work of the Project Partnership Team. Members of these groups may also be part of the stakeholder interview process and will be invited to all public meetings.

Chamber of Commerce and Economic Development Agencies

The Chamber of Commerce and local economic development agencies have a stake in the outcome of this process. All of these agencies have regular e-newsletters and meetings. The Project Partnership Team/Consultant Team will make presentations to these groups at their regular meetings. This feedback will inform the work of the Project Partnership Team. Members of these groups may also be part of the stakeholder interview process and will be invited to all public meetings.

Railroads

The following railroads will be involved: KC Southern, Union Pacific, Burlington Northern Santa Fe and the owners of the Kansas City Terminal Railway. Stakeholder interviews will need to take place to gather information and discuss options.

General Public

Any interested party should have the opportunity to become informed about the AA process and provide input into the decisions. Public notices of meetings will be included in the local newspapers, including the minority newspapers. Website, social media outlets and notices on government access channels will be used to notify the general public about the project and encourage participation. Notices will be distributed to the public libraries along the corridor.

State & Federal Agencies

One of the key stakeholders is the Federal Transit Administration (Region 7 office and national headquarters office). The Missouri Department of Transportation (MoDOT) will be a key stakeholder in the process as it will be affected by decisions that could affect its roadway system. The Federal Highway Administration (FHWA) and the Environmental Protection Agency might have an interest in the project. State agencies that might have an interest are: Missouri Department of Conservation, Missouri Department of Natural Resources, Missouri State Historic Preservation Office.

Economically & Socially Disadvantaged Populations

Special outreach methods will be used to engage those groups typically under represented but impacted by transportation decisions (socially, environmentally, and economically). Public notices will be purchased in minority newspapers. A special effort will be made to work with the minority media to cover this story.

Media

The decisions around a commuter corridor along US 71 is of major interest to the news media. A comprehensive media strategy will be developed and become part of this plan as an Appendix. Stories will be pitched and press releases issued regarding this project. The editorial boards of the major papers will also be briefed early in the process and in conjunction with the announcement of a Locally Preferred Alternative.

VIII Methods

The following methods will be used to meet the study goals:

- Build basic information about the Alternatives Analysis in a number of formats using a consistent identity and key messages.
- Tailor the messages and methods for each audience.
- Distribute materials and make contacts in a targeted way.
- Provide participants with the information that they need to participate in a meaningful way.
- Respect diversity among participants.
- Let stakeholders know how their input influenced decisions.
- Demonstrate and celebrate successes and progress.

Methods of Communication

A variety of methods will be used to communicate our messages to the targeted audiences. Two-way communication methods will allow for stakeholders to provide input. With one-way communication methods, information will be provided with the purpose of informing. The communications methods will include:

- One-Way Communication
    - E-newsletters and list-serve
    - Fact sheets
    - Frequently Asked Questions
    - Media relations (press releases)
    - Website
- Two-Way Communication
    - Open house/public meetings
    - Media relations (media briefings & meetings with the editorial boards)
    - Speakers bureau input sessions (government officials & key stakeholder groups)
    - Online questionnaires
    - Stakeholder interviews
    - Social media (i.e. Facebook, Twitter)

Shockey Consulting Services will coordinate these efforts. However, implementation is a mutual effort of the entire PB and Project Partnership teams, with specific responsibilities outlined in individual scopes. ***Table 1*** outlines a timeline, recommended tools, techniques and stakeholder groups to involve.

Table 1. Process Steps, Tools, Techniques and Stakeholders

Timeline	Process Step	Stakeholders & Level of Involvement	Tools & Techniques
May – July 2012	Review the Corridor and Indentify Transportation Issues and Opportunities Develop Project Goals, Objectives, Purpose and Need	*Consult* with the interested stakeholders to identify transportation issues and opportunities and to develop project goals, objectives, purpose and need. *Collaborate* with the Project Partnership Team to finalize the goals, objectives, purpose and need. *Inform* the general public about the project goals, objectives, purpose and need.	***One-way communication tools to inform:*** *distribute fact sheet, frequently asked questions/fact sheet No. 1, launch website, publicize public meeting, issue press release No. 1.* ***Two-way communication tools to gather input****: reach out to stakeholders at regularly scheduled meetings to brief them and gather input (speaker's bureau); conduct stakeholder interviews, launch social media; facilitate SAP meeting No. 1 regarding purpose and need and preliminary alternatives.* ***Public Meeting #1*** *Gather input into the project goals, objectives, purpose & need & alternatives screening criteria.* ***Project Partnership Team Work Sessions:*** *Conduct work sessions with the Project Partnership Team to identify issues and opportunities, project goals, objectives, purpose and need.*

June – August 2012	Identify Alternatives to Address Corridor Transportation Needs	*Consult* with the interested stakeholders about potential alternatives to address corridor transportation needs and local screening criteria. *Collaborate* with the Project Partnership Team to finalize the list of alternatives to screen. *Inform* the general public about alternatives.	***One-way communication tools to inform:*** *frequently asked questions/ fact sheet No. 2, update website, publicize public meeting, issue press release No. 2.* ***Two-way communication tools to gather input:*** *meet with editorial boards, use social media, reach out to stakeholders at existing meetings to brief them and gather input (speaker's bureau); conduct stakeholder interviews. Stakeholder Advisory Panel Meeting No. 2.* ***Project Partnership Team Work Sessions:*** *Conduct work sessions with the Project Partnership Team to identify alternatives.*
August – Sept. 2012	Screening of Project Alternatives	*Collaborate* with the Project Partnership Team to screen the project alternatives. Gather *input* on screening from other interested stakeholders. *Inform* the interested stakeholders regarding the screening results.	***One-way communication tools to inform:*** *update website. update website* ***Project Partnership Team Work Sessions:*** *Conduct work sessions with the Project Partnership Team to screen alternatives.* ***Public Meeting #2*** *Present alternatives and gather feedback.*
Sept – Oct. 2012	Detailed Alternative Assessment	*Inform* the interested stakeholders regarding the screening results.	***One-way communication tools to inform:*** *update website, fact sheet, frequently asked questions No. 3; issue press release No. 3, seek publicity for public meeting.* ***Two-way communication tools to gather input****: reach out to stakeholders at regularly scheduled meetings to brief them and*

			gather input. ***Project Partnership Team Work Sessions:*** *conduct work sessions with the Project Partnership Team to conduct detailed alternative assessment.*
May – Dec. 2013 **August – December 2012**	Ridership Forecast Technical Methods Operational Plans	*Gather* input on study methods, assumptions and data.	***One-way communication tools to inform:*** *update website.* ***Project Partnership Team Work Sessions:*** *conduct work sessions with the Project Partnership Team to develop the ridership forecast, operational plan & technical methods. This group might be expanded for this portion to include the systems analysis committee at MARC.*
August – Nov. 2012	NEPA Compliance and Environmental Analysis	NEPA requirements will be followed but we will work to involve agencies and advocacy groups early on as this supports making infrastructure more sensitive to wildlife and ecosystems.	***Two-way communication tools to gather input****: meet with various environmental groups and agencies to discuss potential barriers and opportunities (stakeholder interviews & speaker's bureau).*
Oct. – December 2012	Financial Assessment	The result of this work is very important to partner participation. Therefore, partner agencies will need to *collaborate* to determine the sources of funding and assess financial feasibility.	***Two-way communication tools to gather input****: meet with various elected officials and local government staff to discuss potential funding sources (stakeholder interviews & speaker's bureau).* ***Project Partnership Team Work Sessions****: conduct work sessions with the Project Partnership Team re: financial assessment.*
Oct. – December 2012	Identification and Refinement of Preferred Alternatives	*Collaborate* with the Project Partnership Team to identify and refine preferred alternatives.	***One-way communication tools to inform:*** *FAQ/fact sheet No. 4; Issue press release No. 4, update website,*

		Inform the interested stakeholders regarding the results & solicit *input*.	***Two-way communication tools to gather input****: meet with editorial boards, meet with various elected officials and local government to discuss the preferred alternatives; facilitate SAP meeting No. 3 to discuss the LPA.* ***Project Partnership Team Work Sessions:*** *conduct work sessions with the Project Partnership Team to identify and refine preferred alternatives.* ***Public Meeting #3*** *Conduct public meeting to inform the public about the Locally Preferred Alternative and how their input was used to select it.*
December 2012	FTA Documentation	Working with project sponsors to get the project documentation completed. It will need to be endorsed by stakeholder agencies.	***Project Partnership Team Work Sessions*** *Conduct work sessions with the Project Partnership Team to get final endorsement of documentation.*

IX Public Involvement Detailed Schedule

Successful stakeholder engagement requires active and regular communication with stakeholders using multiple methods and providing multiple opportunities for participation. Messages must be crafted to educate and inform the stakeholders. The messages must also be delivered in a targeted way that will most effectively reach the targeted audiences and the process should include multiple opportunities to provide input. The following schedule details the months each type of method is scheduled to support technical decision-making.

US 71- Grandview Corridor Alternatives Analysis Public Involvement Schedule	May - 12	Jnue - 12	July - 12	Aug - 12	Sept. -12	Oct. - 12	Nov. - 12	Dec. - 12
Prepare Public Involvement Plan								
Meet with client to develop plan								
Develop a detailed planning document								
Prepare Printed Pieces for Targeted and General Distribution								
Develop logo								
Prepare templates using logo and branding								
Prepare FAQ/fact sheet								
Update FAQ/fact sheet								
Use Websites								
Develop basic website content								
Update website								
Develop & Implement Comprehensive Media Strategy								
Draft press releases								
Meet with media and brief on project								

Seek placement of public notice in newspapers (Jackson County)								

MARC Commuter Corridors Alternatives Analysis Public Involvement Schedule	May - 12	Jnue - 12	July - 12	Aug - 12	Sept. -12	Oct. - 12	Nov. - 12	Dec. - 12
Facilitate SAP								
Identify and recruit SAP members								
Conduct Meeting No. 1 regarding Purpose and Need and preliminary alternatives								
Conduct Meeting No. 2 regarding screening of alternatives								
Conduct Meeting No. 3 regarding LPA								
Hold Public Meetings								
Meeting #1: Opportunities, Purpose & Need, Alternatives Under Consideration, Local Evaluation Criteria								
Meeting #2: Gather input about alternatives								
Meeting #3: Gather input about Locally Preferred Alternative, Funding Source and Next Steps								
Prepare and distribute meeting input summaries								
Employ Regularly scheduled Social Media of Project Partners (through MARC staff)								

MARC Commuter Corridors Alternatives Analysis Public Involvement Schedule	May - 12	Jnue - 12	July - 12	Aug - 12	Sept. -12	Oct. - 12	Nov. - 12	Dec. - 12
Facilitate Project Partnership Meetings								
Kickoff Meeting								
Gap Analysis Workshop								
Initial Corridor & Alternative Identification								
Level I Screening Presentation								
Detailed Alternatives Workshop								
Level II Screening Presentation								
LPA & Next Steps Discussion								
Conduct Stakeholder Interviews								
Identify stakeholders to interview								
Develop interview tool								
Schedule interviews								
Conduct interviews								
Summarize Interviews								
Conduct Speakers Bureau & Input Sessions (PPT members)								
Identify groups to present road show & schedule for presentations								
Develop presentation materials								