

KC Streetcar Main Street Extension

The objective of the public and stakeholder engagement in this phase of the project was to provide the public with balanced and objective information to assist them in understanding the trade-offs involved with the various options so that the public could provide meaningful feedback on the alternatives considered. The public input gathered through this process helped inform the Project Management Team's selection of the station stop locations and lane placement. The Project Team engaged stakeholders and the public to obtain information through the following methods:

Working Group Meetings

Ten stakeholders along the extension route were invited to share their organizations' perspectives and participate with the project team by serving on the Main Street Extension Working Group. The group came together 4-5 times throughout the project development phase (November 2017 - June 2018) and helped the project team identify potential issues and explore solutions in a collaborative environment alongside the KCSA, KCATA, and consultant team.

One-on-One/Small Group Interviews

One-on-one meetings took place with key stakeholders along the alignment. The team gathered the stakeholder's general feedback and asked questions specific to their interests (location along the alignment, operations, etc.). One-on-one meetings were held with:

- American Century Investments
- Capitol Federal
- Children's Center for Visually Impaired
- Colonial Shops (Owned by UMKC Trustees)
- Community Christian Church
- Copaken Brooks - property manager of Colonial Shops
- Country Club Plaza/The Taubman Company
- Crown Center
- KC Art Institute
- KC Library - Plaza Branch
- Kemper Museum
- Mac Properties
- MainCor
- Nelson-Atkins Museum of Art
- St. Paul's Episcopal Church
- St. Paul's Episcopal Church / Day School
- TDD Board
- The Whole Person
- UMKC
- Union Hill Development Company
- VanTrust

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Small Group Presentations

Team members attended already scheduled meetings of community groups representing project stakeholders to increase awareness and gather feedback.

Open House #1

On Tuesday, April 3, 2018, the KC Streetcar Main Street Extension project held its first Open House at the Community Christian Church (4601 Main St. in Centennial Hall) from 4:30-6:30 p.m. More than 120 were in attendance; 14 attendees identified as business owners along the extension, 57 indicated they were residents along the extension (the remainder identified as “other”).

Participants were invited to take a self-guided tour through 18 informational boards that highlighted:

- The project’s purpose and need (connect, thrive, develop)
- The goal of the current project phase and project lifecycle
- The data-driven project process informed by public input
- Transit connections and modifications
- Proposed stop locations (and the high-level results of the criteria evaluation)
- Which lane(s) of the road should the streetcar run (inside vs. outside running)?



Images of participants at the April 3 Open House at Community Christian Church (located along the extension).

The public-input focus of the first Open House event was to receive feedback on:

1. Proposed stop locations & transit connections
2. Preference on a center vs. outside running streetcar for the three varying sections of the extension corridor (north, middle, south)

Project team members were stationed beside each board/section to prompt feedback and TDD Board Members were on-hand to answer questions. In general, participants were excited for the Main Street Extension. Some participants expressed an urgency and a “Let’s build it already!”

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sentiment. Several residents and business owners had key questions for the TDD Board, including the election process and the way the assessment area was drawn.

Only a few participants indicated they were bus riders; however, the riders who did discuss the proposed transfers and connections with project team members were satisfied with the project team's recommendations. The attendees who reported living south of 51st Street and are usual Main MAX riders seemed satisfied and excited about a high-frequency connector in place of the current Main MAX.

Proposed Stop Locations – Public Input Received

Of the 49 participants who provided comments on proposed stop locations, 19 expressed support for the recommendations as presented. Of the 29 proposed changes, 23 were specific to stop locations (vs. other items such as parking or route variations), seven of which could be considered/addressed in design when finalizing actual locations (vs. intersections) and/or mid-block stops.

The top three public-preferred stops were:

- 31st Street (5 comments)
- 49th Street/Plaza Library (5 comments)
- Westport Rd (4 comments)

Best-Lane Preference – Public Input Received

The majority of participating attendees preferred an outside-running streetcar option for all three sections of the extension (for the south section outside-running is in the Country Club Right-of-Way). The full results of the Best-Lane Alternatives exercise are below:

Alternative	Business Owner	Resident	Other	Total
North Section – Outside Running	7	27	10	44
North Section – Center Running	3	17	16	36
Middle Section – Outside Running	9	30	17	56
Middle Section – Center Running	6	16	11	33
South Section – CCROW	13	38	22	73
South Section – Center Running	2	5	2	9

**Feedback received via KCSA email during the event has been incorporated into the participant feedback above.*

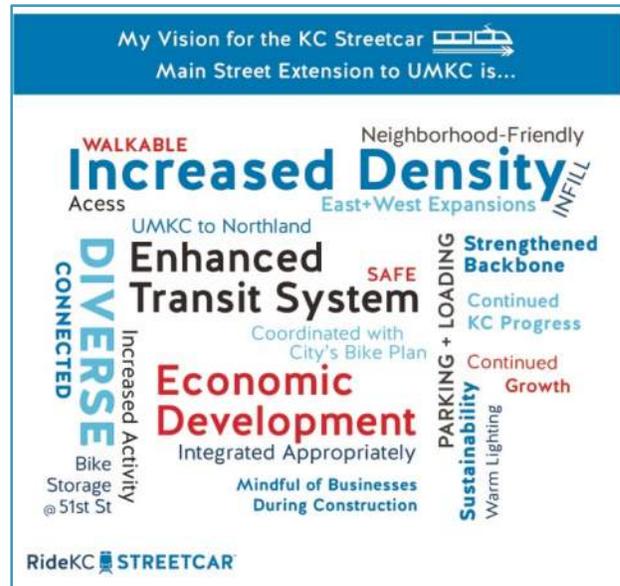
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“My Vision for Main Street Extension” Board – Public Input Received

The adjacent “word cloud” is the result of participant responses to the prompt, “My Vision for the KC Streetcar Main Street Extension to UMKC is...” The size of the words reflects the frequency of use.

Online Survey following Open House #1

Following the Open House on Tuesday, April 3, the project informational boards were posted online and invitations to provide feedback on stop locations and pros/cons of inside vs. outside running lanes were distributed via social media, email and the KC Streetcar Authority’s website. The online survey was open for two weeks – closing on Friday, April 20.



A total of 187 unique participants took part in the survey. Below is the breakdown of how respondents indicated their relationship to the KC Streetcar Extension:

- 69% residents in the TDD
- 5% were business owners
- 24% remainder indicated they were employees, RideKC users, residents in surrounding areas/parts of the city

Online Survey Stop Feedback

The majority of respondents who provided feedback on proposed stop locations strongly encouraged an additional stop at 30th or 31st Street; many respondents specifically indicated/referred to this addition as a “Union Hill” stop. This additional stop are was referenced 133 times; additional details include:

- 82 respondents indicated 30th St. and/or 31st – many specifically referencing Union Hill or (few references of Longfellow)
- 40 respondents specified only 31st Street as an additional stop location
- 11 respondents indicated a preference of 31st **over** Linwood
- 36 respondents were in support of the stops as presented/recommended; 3 of these specifically indicated a support for a Linwood stop
- 5 respondents recommended stop consolidation of 43rd/45th Street stops
- Additional Plaza Library was referenced twice

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Several respondents did not provide applicable comments; single comments received included a preference that all stops be located mid-block (away from intersection traffic) and that stops be available every two blocks (similar to Downtown starter line).

Online Survey Best-Lane Preference

The majority of respondents who indicated a preference in center vs. outside running lanes preferred an outside running streetcar. This was true for all sections of the extension; only nine (5%) of responders indicated varying or “mixed” responses to inside vs. outside running for specific segments.

- Neutral – 50% or 94 responses
- Center Running – 18% or 34 responses
- Outside Running – 27% or 50 responses
- Mixed – Inside/Outside for various sections of extension – 5% or 9 responses
 - North Section – 2 preferences for Center; 2 preferences for Outside
 - Middle Section – 4 preferences for Center; 2 for Outside
 - South Section – majority preference was for CCROW

Notably, for respondents who preferred Outside running, safety was one of the most frequently referenced reasons.

Email Feedback Received via KC Streetcar Authority

In addition to online survey feedback, 21 email comments were received via info@kcstreetcar.org. Of these email comments, 16 requested a stop at 31st Street (75%). Three responses preferred a center-running streetcar alignment; one response was concerned center-running would prevent needed left-hand turns along the extension. Additionally, one response preferred outside running and two recommended/requested stop names (*Unicorn Theater Stop/39th Street* and *Westport/39th Street*).

Letters of Support

Letters of Support were received on behalf of organizations, neighborhoods and businesses along the extension. Below is a list of letters received to-date:

- Ability KC Board of Directors in support of a Union Hill stop – specifically north of the 31st & Main St. intersection
- BMO Financial Group (on behalf of Ability KC via current chair of facilities committee) in support of an addition of a 31st Street stop
- Children’s Mercy Hospitals & Clinics in support of a 31st Street stop
- Fairfield Inn by Marriott in support of a stop north of 31st Street
- JE Dunn Construction Company in support of a 31st Street stop
- Kansas City KPS (KCPT) in support of a 31st Street stop

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- One Park place Homeowners Association in support for the addition of a 31st Street stop
- Shops at Union Hill in support for the addition of a 31st Street stop
- South Plaza Neighborhood Association, Inc. supporting the use of the Trolley Track Trail Right of Way
- Union Hill Properties in support for the addition of a stop north of 31st Street
- Co-signed on behalf of Union Hill Homes & the Union Hill Neighborhood requesting the addition of a 31st Street stop
- Co-signed on behalf of Nelson-Atkins Museum of Art, Kemper Museum of Contemporary Art, and the Kansas City Art Institute expressing support for the extension and re-enforcing a 45th Street stop – proposing a unique visual identity that would distinguish it as a gateway to the “Art Walk” initiative connecting the institutions

Petition for 31st Street Stop

A “Save Our Stop” petition was initiated by the Union Hill neighborhood with support from the nearby neighborhoods/residents. The petition requested the *addition* of a 31st Street stop. The petition included 370 signatures when it was delivered by hand to the KC Streetcar Authority on April 20, 2018.

Open House #2

On Tuesday, June 5, 2018, the project team hosted its second and final Open House at St Paul’s Episcopal Church (11 E 40th St.) 4:30-6:30 p.m. A total of 96 participants signed in; 10 attendees identified as business owners along the extension, 30 indicated they were residents along the extension (the remainder identified as “other”).

Similar to the first Open House, participants reviewed informational boards, each accompanied by project team members, which highlighted the following:

- The project’s purpose and need (connect, thrive, develop)
- The goal of the current project phase & project lifecycle
- The data-driven project process informed by public input
- Transit connections and modifications – updated to provide more detailed regional connections
- Stop locations – updated to reflect additional data and public feedback received
- Best-Lane Matrix – including characteristics for inside vs. outside running, criteria and tradeoffs

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Images of participants at the June 5 second Open House at St. Paul’s Episcopal Church (located along the extension).

The public-feedback focus of the second Open House was to receive input on **why** participants preferred a center vs. outside running streetcar for the entire length of the extension. Two roll-plot maps were on display – allowing participants to see the anticipated tradeoffs for each option. A key focus of many participants was access to driveways and/or left-hand turns at key intersections. Team members gathered feedback received via sticky-notes requesting participants describe “why” they prefer, placing their note on either the Outside- or Center-Running poster boards. Below are additional details from the comments received.

Outside Running Preference	Center Running Preference
46 participants	16 participants
20% referenced business operations (economic development, less disruptive to access/left-hand turns)	38% referenced being better for bicyclists
16% reference safety in some way (crowded platforms)	31% referenced an ability to dedicate lanes for streetcar, automobiles and bicyclists
Accessibility & Consistency were both referenced 13%	Safety, speed (faster running), and traffic calming were also noted
Better flow for both traffic and pedestrians, parking, and operations experience were also noted	

Online Survey following Open House #2

Following the second Open House on Tuesday, June 5, invitations to provide feedback on stop locations and pros/cons of inside vs. outside running lanes were distributed via social media, email and the KC Streetcar Authority’s website. The online survey was open for two weeks – closing on Sunday, June 17.

A total of 54 participants took part in the survey. Below is the breakdown of how respondents indicated their relationship to the KC Streetcar Extension:

- 32% of respondents *work* in the TDD (Transportation Development District)
- 28% of respondents *live* in the TDD
- 9% of respondents *own property* in the TDD

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- 31% “other” indicated living near the TDD, considering moving into the TDD or are frequent users/advocates of the KC Streetcar

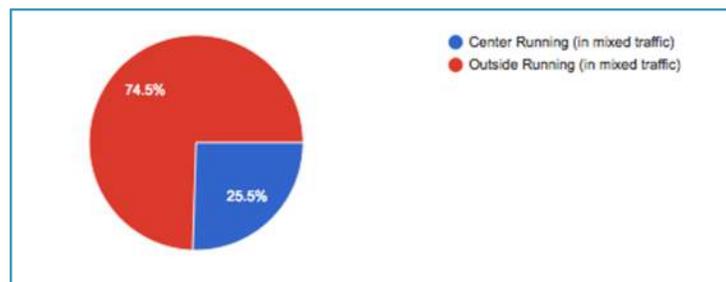
Online Survey Stops Feedback

Many participants responded positively to the updated presented stops, praising them as ‘logical’ and ‘well-spaced’. Few respondents expressed their preference for a previous version of the stop locations.

- 25 respondents approved of the current stop locations with no further comment
- Three respondents proposed moving the stop at 39th Street to Westport Road
- Four respondents appreciated the addition of a stop at 31st Street; however, three suggested moving the stop location back to Linwood Blvd.
- Several respondents commented on how the stops should be designed (i.e. more shelter from the elements, informational signage, etc.)

Online Survey Best-Lane Preference

The majority of respondents who indicated a preference in center vs. outside running lanes preferred an outside running streetcar. This is consistent with previous community meetings/surveys.



- **75% of respondents opted for outside running (in mixed traffic)**
 - The primary reason provided for outside running was safe and efficient access for riders
 - Few people added that outside running was more consistent with the current route, and thus, the logical choice
- **25% of respondents opted for center running (in mixed traffic)**
 - The primary reason for a center running lane was organizing traffic (8 respondents). Respondents were concerned about:
 - Left turning vehicles
 - Parked vehicles (“over the white line”) blocking traffic
 - Crossing the street
 - A secondary reason for a center running lane was cycling (1 respondent)