



Singleton Yard
600 E 3rd Street
Kansas City, MO 64106

kcstreetcar.org
f t i @kcstreetcar

Connect

Develop

Year 1 in Review

Kansas City Streetcar Authority



Thrive

Sustain



1,959,809

KC  STREETCAR™ Trips

May 6, 2016 - April 25, 2017



Moving Kansas City Forward



Singleton Yard in Columbus Park

The Kansas City Streetcar Authority (KCSA) is a not-for-profit organization that manages, operates and maintains the KC Streetcar. Additionally, the KCSA supports system branding, marketing, public communication, and community engagement. Headquartered in the Singleton Yard in Columbus Park, the KCSA works closely with the City of Kansas City, Missouri, as well as the downtown Transportation Development District (TDD) to coordinate service deployment and long-term streetcar management.

Connect. Develop. Thrive. Sustain.

I find it hard to believe that twelve months ago the KC Streetcar team, along with our partners, were excitedly preparing for the opening of the KC Streetcar system, the first system of its kind to operate in the region since 1957. Together, we have reimagined how people access, enjoy, and feel about Downtown Kansas City. The KC Streetcar has made its mark in a big way and set a new trajectory for Downtown Kansas City. What an amazing year it has been.

This annual review serves as a reminder of the four goals that drive our mission: to **Connect, Develop, Thrive, Sustain**. These goals are the metrics that we use to assess our performance and plan for success. While there is important work left to do, we complete our review of year one with a sense of pride, appreciation, and gratitude.

Connect. The KC Streetcar completed 1.8M passenger trips, 5.5K daily average trips, exceeding forecasts, and has connected our downtown districts in a new and exciting way. **Develop.** The KC Streetcar has contributed to a record setting resurgence of more than 3,000 residential units and nearly \$2 billion in development within the downtown Transportation Development District (TDD) and is helping to turn vacant lots into productive, vibrant space. **Thrive.** The KC Streetcar has supported increased foot traffic and sales growth for downtown businesses, resulting in 58% sales tax growth within the TDD from 2014 to 2016. **Sustain.** The KC Streetcar has operated under budget with revenue growth outpacing operating expenses and has fully funded operation's reserves, positioning the system for a long-term, fare free operation.

“...twelve months ago the KC Streetcar team, along with our partners, were excitedly preparing for the opening of the KC Streetcar system...”

These outcomes are the direct result of hundreds of stakeholders who care deeply about the future of Kansas City, working tirelessly to make



the KC Streetcar system the very best. Special thanks to the following: the KC Streetcar Authority Board of Directors and staff for your years of service to this endeavor; the City of Kansas City, Missouri elected officials and staff for your leadership and professional expertise; RideKC (Kansas City Area Transportation Authority) for your incredible operational support; and the Downtown Kansas City residents, advocates, businesses and community organizations for your continued support, enthusiasm, and vision for tomorrow.

It is hard to imagine Downtown Kansas City without the KC Streetcar. The KC Streetcar has made its mark but we are just getting started and important work remains. In the near term, we have plans to further improve existing service, lengthen service hours, and expand our fleet to support increased frequencies and system redundancy. There are also important plans underway to expand service to the Riverfront and the University of Missouri, Kansas City... investments that will extend the impact of the KC Streetcar to new neighborhoods and position Kansas City for future success.

Thank you for your support and most of all, Thanks for Riding. Ride KC!

Tom Gerend
Executive Director, KC Streetcar Authority

[Connect]ing Kansas City

The KC Streetcar serves as a connector, while supporting the health and vibrancy of existing businesses and residents.

With a two-mile route running along Main Street, the KC Streetcar connects people and places... districts such as Union Station, the Crossroads Art District, Power and Light District, the city's central business district, and the historic River Market. The starter line has 16 stops spaced apart every two-three blocks and contains a fleet of four streetcars.

The KC Streetcar is ADA-compliant and offers level boarding at all stop platforms to ensure easy access for those with wheelchairs, bicycles and strollers.

Creating Excitement

During the first year, we went the extra mile to help the community enjoy, take advantage of, and experience the streetcar. These events helped build interest, ownership and pride in what the streetcar means for Kansas City. Special events and activities included:

- Filming of Kemet the Phantom's music video on-board the Streetcar
- Grand opening weekend celebration
- 1,000,000 ride party
- Community sponsorships
- Support of special events downtown
- Live music performances on-board the Streetcar
- Art in the Loop + Art on the Line
- Crossroads Academy fundraising events
- Tours of the Singleton Yard and Streetcar route



Mill¹onTH ride!

On October 7, 2016, 5 months after streetcar operations began, the KC Streetcar reached this milestone.

KC STREETCAR™

Ridership by the numbers



1.4 million
trips in 2016



Daily average ridership for 2016:

5,830 rides!

Forecast daily was 2,700.

Largest ridership day to date:

July 16, 2016

15,780 rides!



Largest weekend ridership was during the 4-day Labor Day weekend with

42,913 rides!

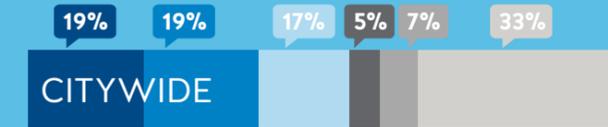
Ridership by Month

The KC Streetcar Authority monitors and tracks daily ridership, also known as Unlinked Passenger Trips.



Satisfaction with KC Streetcar

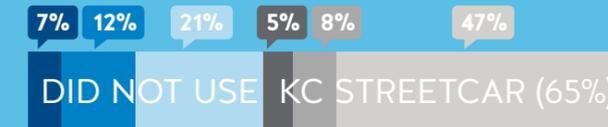
Satisfaction was up citywide from Q1 (47%) and Q2 (52%).



When excluding "Don't Know," **56% of citizens citywide are satisfied with KC Streetcar**



When excluding "Don't Know," **78% of riders are satisfied with KC Streetcar**



When excluding "Don't Know," **36% of non-riders are satisfied with KC Streetcar**



Media Hits: 3,361
(May 2016 - March 2017)

Twitter Followers: 12,315

Facebook Likes: 11,427

Instagram Followers: 5,561

Supporting the Efforts

The KC Streetcar provides opportunities to sponsor the streetcar vehicles and/or stops, giving local businesses and organizations a chance to elevate their brand or mission in a whole new way. The sponsorship dollars gained go back to funding the necessary operations and maintenance of the streetcar system. As of March 2017, the KCSA has partnered with four different organizations for sponsorship opportunities, with the most visible being Sprint, the sponsor of all four streetcar vehicles. Others include Park University, UMKC Athletics and Visit KC.

Getting the Word Out

The KCSA strives to connect with Kansas Citians on a consistent and transparent basis. Through open meetings, social media, traditional media and direct communication with our riders, KCSA works with the local media to tell the KC Streetcar story. From ridership milestones to community events and winter weather, KCSA takes a proactive approach in getting this information out to the media, public, and streetcar riders.

River Market North
3RD & GRAND



River Market West
4TH & DELAWARE

City Market
5TH & WALNUT

I-70

I-35

North Loop
7TH & MAIN

Library
9TH & MAIN



10TH ST
TRANSIT HUB

Metro Center
12TH & MAIN

Power & Light
14TH & MAIN

I-670

Kauffman Center
16TH & MAIN

Crossroads
19TH & MAIN

Union Station
PERSHING & MAIN



RideKC STREETCAR Route Map

**Streetcar stop boarding numbers:
May 6, 2016 – March 31, 2017**

Streetcar Stop	Boarding %	Boarding Numbers
City Market	10.2%	184,071
River Market North	9.5%	170,356
River Market West	7.7%	138,271
North Loop NB	7%	12,434
North Loop SB	1.4%	24,345
Library NB	2.6%	47,240
Library SB	4.1%	73,629
Metro NB	5.5%	99,380
Metro SB	4.5%	80,309
Power & Light NB	5.1%	91,342
Power & Light SB	7.1%	128,501
Kauffman NB	4.2%	75,607
Kauffman SB	1.5%	27,005
Crossroads NB	6.8%	122,245
Crossroads SB	1.6%	29,270
Union Station	27.4%	492,722
TOTAL	100%	1,797,727

**On time performance by service day:
May 6, 2017 – March 31, 2017**

Weekday (Monday – Friday)	90.36%
Saturday	80.32%
Sunday	93.55%



Hours of Operation:

Monday – Thursday:
6am – Midnight

Friday: 6am – 2am

Saturday: 7am – 2am

Sunday: 7am – 11pm



BEFORE



AFTER



DURING



Continuing [Develop]ment of Downtown

Kansas City has more than \$1.8 billion in economic development underway within the boundaries of the KC Streetcar TDD (Transportation Development District).

The KC Streetcar system does more than simply improve mobility. It benefits everyone by promoting development, raising property values, attracting businesses and residents, and helping to redefine the city.

For every new housing unit built, the KC Streetcar gains additional riders. With residential units being built in the River Market (2nd & Delaware), Central Business District (Commerce Tower), Power & Light District (Two Light), and the Crossroads (1721 Walnut), there's projected to be a 32.4% near-term increase in residential density. More streetcar riders mean more downtown activity and, thus, increased economic impact.



Residential

- **24,000** downtown residents
- **2,500** residential units under construction
- **3,900** residential units planned



Hotel

- **348** hotel rooms under construction
- **1,300** hotel rooms planned



Office

- **\$114 million** completed or under construction in office investment
- **\$182 million** planned in office investment



Parking

- **10** vacant surface parking lots undergoing transformation, bringing an improved sidewalk and pedestrian environment

Partnerships that **Thrive**

The KC Streetcar team is made up of more than just the KC Streetcar Authority. In addition to the staff and board members of the KCSA, the team consists of members from the City of Kansas City, Missouri, Herzog Transit, the KC Area Transportation Authority (KCATA), CAF, and the Downtown Council.



The City of Kansas City, MO, is the owner of the streetcar system and the recipient of federal grant funding. The City provides important project support to ensure that the streetcar system meets all required safety and federal regulations.

Herzog Transit holds the contract to operate and maintain the streetcar service, and reports to the executive director of the KCSA. In addition to the directors of operations, maintenance and safety/security, the Herzog team consists of 15 operators, 5 maintenance members, as well as administrative staff. CAF is the manufacturer of the streetcar vehicles, and a local CAF team works side-by-side with the streetcar team in the Singleton Yard on the regular maintenance needs of the fleet.

The KCSA and the KC Area Transportation Authority (KCATA) are part of the overall Ride KC brand and team: One KC. One Transit System. The vision of Ride KC is a seamless, efficient transit system that is easy to use no matter where you live, taking you where you need to go. The KCSA partners with the KCATA to provide a variety of services including

- Inclusion of KC Streetcar into KCATA regional radio operations
- Inclusion of KC Streetcar in KCATA's Regional Call Center Passenger Information Hotline
- Federally Required ADA Complementary Paratransit Service
- On-Request Safety Oversight Assistance
- On-Request Bus Bridge Services
- On-Request Technical and Operations Support Services

Providing a Safe and Sound Experience

The KC Streetcar has spurred new-found excitement in public transit and connectivity to downtown neighborhoods. Through a partnership with the Downtown Council's Community Improvement District, the KCSA is able to provide additional security on-board the streetcars and at streetcar stops with the presence of streetcar ambassadors. These ambassadors assist riders with basic streetcar information, as well as keeping all passengers safe while riding. The Kansas City Police

Department also assists with the early morning, late night and special event runs with presence on-board the streetcars and at streetcar stops.



Safety Stats: (May 2016 - March 2017)

Rider injuries	2
Employee injuries	0
Reportable events	5

“The sales tax numbers confirm what we already knew: that our downtown streetcar has been catalytic in spurring \$1.8 billion in downtown development and is serving as an economic engine for downtown business. Our city and our downtown is on a roll, and our task now is to keep it moving.”

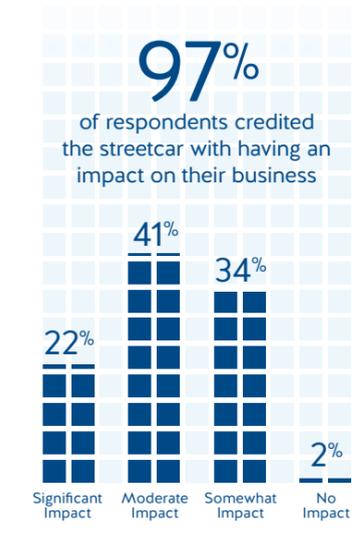
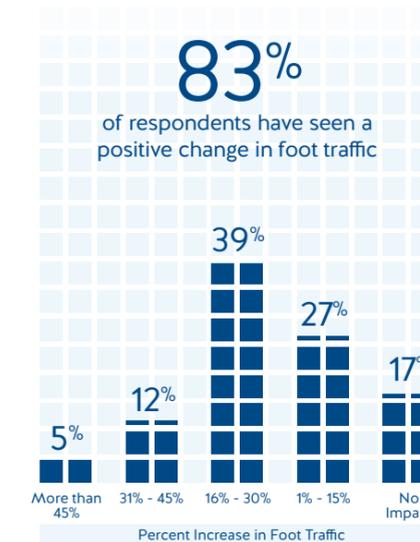
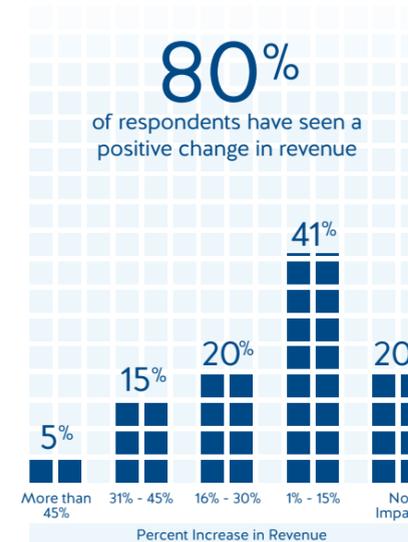
– Mayor Sly James

Bringing Home the Gold

The list of awards and accolades for the KC Streetcar project continues to grow. These awards are a testament to the hardworking teams that made this project a reality, as well as those who keep the streetcar operating on a daily basis.

- EDC-KC Cornerstone Award (2016)
- Envision Platinum Sustainable Infrastructure Award (2016)
- Best Regional Project in Transit by Engineering News-Record (2016)
- Sustainable Success Story, Mid-America Regional Council (2016)
- MOVITE Transportation Achievement Award (2016)
- KCATA Rosa Parks SPIRIT Community Partner Award (2016)
- Singleton Yard Designated with LEED Gold Certification (2016)
- ACEC of Missouri Grand Conceptor Award (2017)
- Kansas City Business Journal Capstone Award: Judges Special Recognition (2017)

Streetcar route business survey results





[Sustain]ing the Vision

The KC Streetcar Authority is pursuing two streetcar extension studies: the Main Street southern extension and the Riverfront Park multi-modal feasibility.

Southern Extension: University of Missouri, Kansas City

The Main Street extension proposal advances implementation of the strongest streetcar expansion corridor and long-standing regional transit vision as indicated in Kansas City Region's Long-Range Transit Vision, "Smart Moves." This proposal also builds upon the success of the downtown streetcar starter line, while further strengthening the route and extending its benefits to a larger population and job centers.

Riverfront Extension

The KCSA, along with Port KC and the KCATA, embarked on a preliminary study to assess general feasibility, potential, and merit for northern extension to connect to Berkley Riverfront Park. This study is also looking at all transit options to connect downtown to the Riverfront, including biking, walking and on-demand transit.

A northern streetcar extension would link the downtown core at 3rd and Grand directly to the historic Riverfront, providing valuable recreation and quality of life benefits, plus serving as a catalyst for activating, densifying, and expediting development plans that are already currently underway.

Financial Outlook Remains Strong

The financial position of the KC Streetcar system continues to be strong. Operations and maintenance expenses have come in below budgeted levels. Sales tax revenues into the Transportation Development District (TDD) continue to outpace original revenue forecasts as a result of increased levels of downtown growth. The strong financial position has allowed the partnership between the KCSA, the City of Kansas City, Missouri, and the TDD to fully fund and expand designated program reserves and to position the system for continued fare-free service for the coming years. It also permits the KCSA to evaluate investment in service improvements such as expanded streetcar service hours and long-term system needs such as fleet expansion, which will be necessary to allow for improved system redundancy and service growth over time.

Streetcar Operating Budget

FY 2018 (May 1, 2016- April 30th, 2017)

	Dollars	Percent
INCOME		
Streetcar Fund (TDD)	\$4,816,980	97%
Sponsorship Revenue (Est)	\$150,000	3%
Total Income	\$4,966,980	100%

EXPENSE		
Administration	\$1,095,224	22%
Professional Services	\$102,250	2%
Marketing & Communications	\$115,000	2%
Insurance	\$379,450	8%
Administrative	\$69,204	1%
Payroll	\$354,320	7%
Management & Admin Contingency	\$75,000	2%

Operations and Maintenance	\$3,621,757	73%
O&M Contract	\$2,839,919	57%
Utilities	\$166,088	3%
Safety and Security	\$283,250	6%
External Operations Support (KCATA)	\$132,500	3%
- General On-Call	\$20,000	
- Regional Call Center	\$7,500	
- Paratransit	\$15,000	
- Bus-Bridging Service	\$30,000	
- Radio System	\$60,000	
Operations & Capital Contingency	\$200,000	4%

Capital Program	\$250,000	5%
Spare Parts/Capital Replacement	\$250,000	5%
Total Expense	\$4,966,980	100%



Back row: Jon Copaken, Michael Collins, David Johnson, Mike Hagedorn, Russ Johnson
 Front row: Jim Miller, Teri Rogers, Jan Marcason, Jeff Krum, Matt Staub
 Not pictured: Jason Swords and Susan Ford Robertson

Board of Directors

Private Directors

Mike Hagedorn, Chair (UMB Bank)
 Jon Copaken, Treasurer (Copaken Brooks)
 Teri Rogers, Secretary (HINT)
 George Guastello (Union Station)
 David Johnson (TranSystems)
 Jim Miller (DST Realty)
 Jason Swords (Sunflower Development Group)

Public Directors

Susan Ford Robertson, Vice Chair
 Michael Collins
 Russ Johnson
 Jan Marcason

TDD Directors

Jeff Krum
 Matt Staub



In Memoriam **Tom H. Trabon,**
 Chairman Emeritus,
 KC Streetcar Authority