

# KC STREETCAR AUTHORITY™

## Meeting of the Marketing Committee of the Kansas City Streetcar Authority

Wednesday, January 8, 2020, 9:30 a.m.  
Singleton Yard, 600 East 3<sup>rd</sup> Street.

### Agenda

1. Welcome and Recap
  - a. Safe Place
  
2. Sponsorship & Advertising Guidelines
  - a. Sporting KC
  - b. Visit KC proposal
  - c. Streetcar stops
  - d. Branding Guidelines
  
3. Ridership Survey
  
4. Service Alerts
  - a. Alert Media collaboration with KCATA
  - b. Smart City Media