

Board of Directors of the Kansas City Streetcar Authority
January 16, 2020 at 12:00 p.m.
Meeting Summary Minutes
Singleton Yard
600 E. 3rd St, Kansas City, Missouri 64106

1. Call to Order

Jeff Krum called the meeting to order. The Board recognized Ebony Jackson's 5-Year Anniversary. Tom Gerend thanked Ms. Jackson and flowers were presented to her.

2. Approval of Previous Meeting Summary Minutes

Jan Marcason moved to approve the November 14, 2019 meeting summary minutes, Jon Stephens seconded and the motion unanimously carried.

3. Public Comment

Robbie Makinen, President/CEO KCATA, gave an update on the KCATA's maturation. He said he understands the purpose of the Kansas City Streetcar Authority and that the KC Streetcar's success is the KCATA's success. He appreciates Tom Gerend and Dick Jarrold working together methodically toward a successfully regional transit system. He wanted it to be clear that the KCATA is not coming after the City of Kansas City's \$2 million obligation to the Downtown TDD.

He mentioned that the Prospect Max no fare for a month has been a success with 100,000 rides and no incidents.

Tom Gerend said that the KCATA is a major part of the expansion executive team and also contributes financially to the expansion planning efforts. KCSA depends on the KCATA for Bus Bridge and Paratransit support. Mr. Gerend thanked Robbie and his team for a successful partnership.

4. Board Appointment

Tom Gerend introduced Stacey Payne, President, Crown Center Redevelopment Corp. He said that he and Jeff Krum met with Ms. Payne and that they believe she will be a great fit as a Private Director. He mentioned that Hallmark is the biggest rate payer in the TDD.

Charles Miller said that we need a majority of the Private Directors vote only. Michael Collins moved to approve Stacy Payne as a Private Director, David Johnson seconded, and a unanimous voice vote by David Johnson, Michael Collins, Edward Merriman, Jason Swords carried. Jeff Krum welcomed Ms. Payne to the KCSA Board of Directors.

5. Stakeholder Education Update

Jeff Krum said he and Tom Gerend have reached out to new elected officials to provide Streetcar education and background. It has been 8 years since the formation of the TDD and there has been a significant transition of key parities (Mayor, City Council, City Manager) to the original agreement. There is a need for education on streetcar formation background, financial arrangements and project success. He shared the same detailed presentation with the Board of Directors that he is sharing in the meetings with the elective officials and their staff to bring them up to speed.

The Board of Directors were appreciative that Mr. Krum took the time to create the presentation and to meet with the elected officials.

6. Main Street Extension Update

Tom Gerend gave an update on the progress of the Main Street Extension. Mr. Gerend said The Capital Investment Grant Program has released the FY2020 project ratings. The project received Medium-High rating (best) with low overall cost.

The team is supporting the Federal grant making process. The project is awaiting approval from the FTA to go into engineering phase. The anticipated approval date is March 2020. The team received encouraging news from the "Draft Readiness Report Opinion: *It is the PMOC's opinion that the Project Delivery and Contracting Plan is sufficiently developed at this stage to allow the project to proceed into Engineering.*" Full Funding Grant Agreement is scheduled for Q1 2021.

- Real estate negotiations are going on.
- Procurement of final design team is near completion and in negotiations.
- Procurement of CM at Risk (construction contractor) is in progress.
- Procurement of Rail Cars – RFP is being developed.
- Public Engagement- A Stakeholder Advisory Committee has been formed and Neighborhood Outreach meetings are being held.

Mr. Gerend showed a slide that had the agreed upon Station Stop Names and locations along with a route map.

1. Liberty Memorial at 27th St.
2. Union Hill at 31st St.
3. Armour at Armour Blvd.
4. Westport at 39th St.
5. Southmoreland at 43rd St.
6. Art Museums at 45th St.
7. Plaza at Ward Pkwy
8. UMKC at 51st St.

Project Schedule

- | | |
|---|-----------------------|
| • FTA Entry into Engineering Approval | March 2020 |
| • CMAR- Notice to Proceed, Phase 1 | April 2020 |
| • Advance Utility Work (water/sewer) | Q3/Q4 2020 |
| • Vehicles-Notice to Proceed | February 2021 |
| • Start Track Construction | April 2022 |
| • Delivery of 7 th Streetcar | January 2024 |
| • Construction Substantially Complete | March 2024 |
| • Revenue Service | Late 2024, Early 2025 |

7. Committee Reports

Operations Committee

Daniel Gates said there were no reportable security events. The team is working well together.

Mr. Gerend said winter weather has been a challenge and the ice cutters are working.

2019 KC Streetcar Ridership Facts:

2019 Average Daily Ridership	6,107
Total Ridership	7,808,818
2019 Total Ridership	2,228,942
2018 Total Ridership	2,114,717
2017 Total Ridership	2,072,367

Marketing Committee

Matt Staub and Donna Mandelbaum gave the marketing update. Matt Staub said that the Marketing Committee is working on updating sponsorship guidelines including KC Streetcar wrap guidelines.

Donna Mandelbaum reported on the Ridership Survey results. In the fall of 2019, the KC Streetcar Authority, along with ETC, conducted a customer satisfaction survey. The primary objective of the survey was to collect and analyze customer opinions regarding all aspects of service. The information collected is intended to serve multiple objectives, including to measure overall satisfaction with KC Streetcar services and whose, riding and how, and why riders are using those services.

The 2019 KC Streetcar Onboard Customer Satisfaction Survey was conducted during September 2019. The survey was administered on-board KC Streetcar service on both weekdays and weekends. More than 340 weekday riders and 375 weekend riders completed the survey. The results for the random sample of 722 KC Streetcar customers show a 95 percent level of confidence with a precision margin of error (MOE) of at least +/-3.5 percent (weekday +/- 5.5 percent; weekend +/- 5.5 percent).

The results can be found on the KC Streetcar website https://kcstreetcar.org/wp-content/uploads/2020/01/RideKC_2019Survey_StreetcarReport_Rev3_Combined.pdf

Tom Gerend said the official KC Streetcar tracker on the Smart Media platform is underperforming. Staff is looking into options of creating an app that would be beneficial to our riders.

Ms. Mandelbaum reported that the 3rd Annual Holiday Jam was a success. There were 10 live performances, Nov. 30-Dec. 14. In 5 days, there were a total of 46,128 rides.

Ms. Mandelbaum reported that on Jan. 8th from 11:30-1:00, KC Streetcar partnered with KC Chiefs, KC Wolf, Rumble Drumline and Sports Radio 810 for a Red Friday Ride. There was good media coverage.

Sponsorship Update:

Streetcar Stops

- KC Chiefs: January 2020
- Alamo Drafthouse- December 2019 – February 2020
- Disney Aladdin: March 2020

Streetcars

- Sprint for six streetcars: 2020
- Sporting KC: February-April 2020

Budget and Finance

Tom Gerend reported that the finances are in good shape and are trending favorable. KCSA is 66%

through the current Fiscal Year. November and December 2019 financial statements were at the Board Members' places for their review.

Jon Stephens moved to accept both financial reports, Matt Staub seconded and the motion carried.

8. Executive Director Report

Tom Gerend said that currently there are needs on the KCSA's committees.

There are the Operations (which meets every other month), Marketing (meets as needed) and the Budget and Finance (meets quarterly). He asked the Board of Directors to contact either him or Ebony Jackson about which committee they want to serve on.

8. George Guastello moved to vote to temporarily close this meeting to the public, pursuant to our authority to do so under subsections 1, 11, and 12 of Section 610.021 of the Missouri Statutes - which authorizes the Authority to close its meetings to the extent the discussion relates to any confidential or privileged communications with its attorney, sealed bids or proposals or related documents, any documents related to a negotiated contract or specifications for competitive bidding, or employees and that the meeting be reopened to the public upon conclusion of those discussions. Matt Staub seconded the motion. A roll call of following board members voted to go into closed session: Michael Collins, George Guastello, David Johnson, Edward Merriman, Jeff Krum, Jan Marcason, Stacey Payne, Matt Staub, Jon Stephens, Jason Swords.

Jan Marcason moved to come out of closed session. A roll call of the following Board Members voted Michael Collins, George Guastello, David Johnson, Edward Merriman, Jeff Krum, Jan Marcason, Stacey Payne, Matt Staub, Jon Stephens, Jason Swords.

No board members voted against the motion.

The next meeting will be held on Thursday, March 2020 via Zoom conferencing
<https://zoom.us/j/3755506186>

The meeting was adjourned.

Board Members Attending

Michael Collins
George Guastello
David Johnson
Russ Johnson
Jeff Krum
Jan Marcason
Edward Merriman
Stacey Payne
Matt Staub
Jon Stephens
Jason Swords

Others attending

Ralph Davis, KCMO
Daniel Gates, KCPD

Tom Gerend, KCSA
Ebony Jackson, KCSA
Dick Jarrold, KCATA
Angie Laurie, KCMO
Robbie Makinen, KCATA
Donna Mandelbaum, KCSA
Gilbert Melgarejo, HTSI
Charlie Miller, Lewis Rice
Susan Mosely, HTSI
Samantha Overman, KCATA
Jason Waldron, KCMO
Jon Schlegel, HTSI