

RideKC STREETCAR™

KANSAS CITY STREETCAR AUTHORITY BOARD MEETING

March 30, 2023

KC STREETCAR AUTHORITY™

1. Call to Order
2. Welcome + Introductions
3. Approval of January 2023 Meeting Minutes
4. Public Comment (3 minute maximum)
5. Streetcar Expansion Updates
6. KCSA Legal Services Solicitation
7. Committee Reports
8. Executive Director Report
9. Other Business - Next Meeting: May 25, 2023

5A. Main Street Extension

KC STREETCAR MAIN STREET EXTENSION TO UMKC



Track Construction Progress

34% Complete*

0% 25% 50% 75% 100%



*Updated as of February 28, 2023

Approximately 36,785 feet of track will be installed.



KC STREETCAR MAIN STREET EXTENSION TO UMKC



OCS Foundation Progress

23% Complete*

0% 25% 50% 75% 100%

OCS poles, or Overhead Catenary System poles, are used to power the streetcar vehicles. Before poles can be installed, the foundations must be drilled out and filled with concrete. After the OCS foundations are complete, pole installation will begin. A total of 344 poles will be installed for this extension.

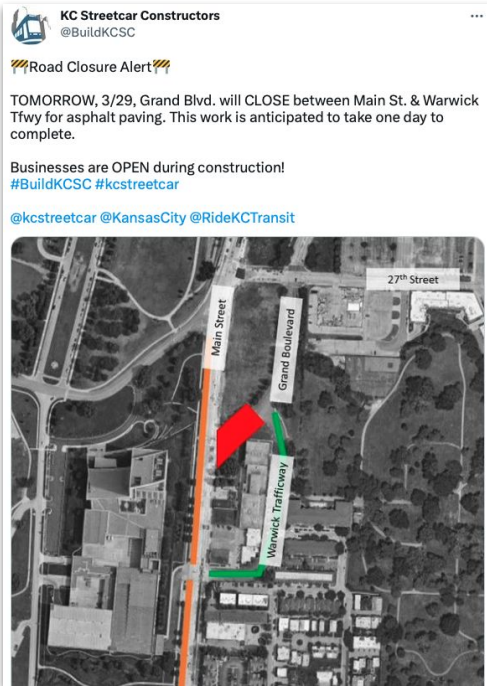
*Updated as of February 28, 2023



6A. Main Street Extension - Mainline



6A. Main Street Extension - Outreach



KC Streetcar Constructors @BuildKCSC · Mar 24

In town for the [#MarchMadness](#) 🏀 Tournament? There are a lot of businesses along the [#kcstreetcar](#) Main St. Ext. that we think are a slam dunk! 🏀

And don't forget these safety tips to keep you & [#BuildKCSC](#) crews safe while traveling Main St.
[@kcstreetcar](#) [@RideKCTransit](#) [@KansasCity](#)

There's a lot of construction happening on Main Street!

When traveling near work zones, please remember to:

- STAY ALERT!**
Avoid distractions like your cellphone, eating, drinking, the radio, and talking with other passengers.
- FOLLOW DETOURS**
Follow all pedestrian, bicycle, and traffic detours where posted.
- STAY OUT OF WORK ZONES**
Don't walk, bike, or drive within work zones.
- CROSS TRACKS AT A 90-DEGREE ANGLE**
The streetcar track grooves are slightly wider than a typical bike or scooter tire, meaning tires may become stuck in the trackway.
- PLAN AHEAD & BE PATIENT**
Be courteous of other road users and construction workers.

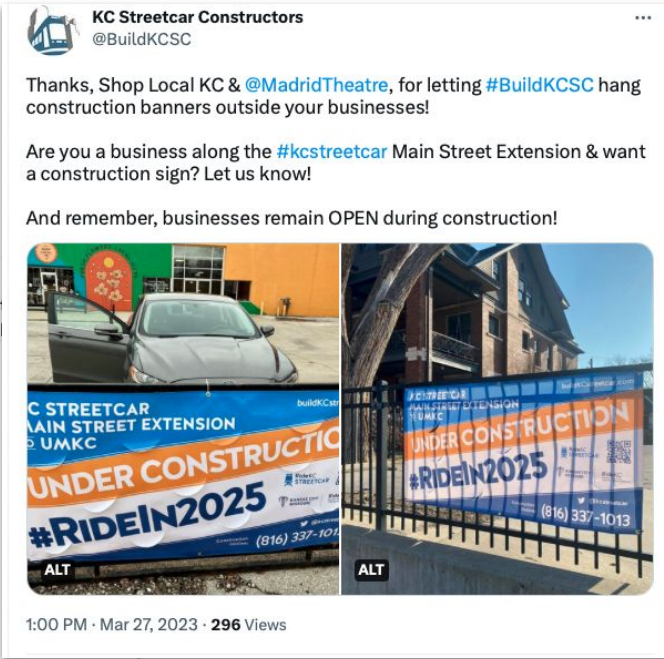
RideKC STREETCAR
KANSAS CITY MISSOURI
RideKC
 Kansas City Area Transportation Authority

3 334



KC Streetcar Constructors @BuildKCSC · Mar 20

We're at Enchanté until 5 p.m. today. Come grab a sweet questions answered about the [#kcstreetcar](#) Main Street project!



6A. MSE – VMF Construction

- NEW WAREHOUSE: Building is occupied and Inventory moved; Site work in spring
- BAY 4 VMF EXPANSION: Pre-cast panel and steel setting will continue into early May
- ANNEX BUILDING: Under renovation; rough-in for plumbing, HVAC, windows, doors, roof



6B. Riverfront Extension

- Plans out for Bid. Bids due back at the end of April
- Construction NTP Anticipated Mid June 2023
- Early Work Packages:
 - 112 Tram Rail – Delivered
 - Equilateral Switch, Special Track work – Contractor NTP
 - Bridge Rail Expansion Joints – Contractor NTP
 - TPSS Substation – Bid Awarded
- Construction Inspection RFQ - April 2023
- Construction Period – Summer 2023 to 2025
- Bike | Pedestrian Bridge: 100% Plans being revised
 - Updated Plans and Cost Estimates due Early April



6. KCSA Legal Services

ACTION: Following completion of a Request for Qualifications (RFQ) public solicitation, KCSA Executive Committee has recommended retaining Lewis & Rice as KCSA General Counsel for supportive Legal Services.

Consider approval of committee recommendation and authorize Executive Director to execute related Letter of Engagement.

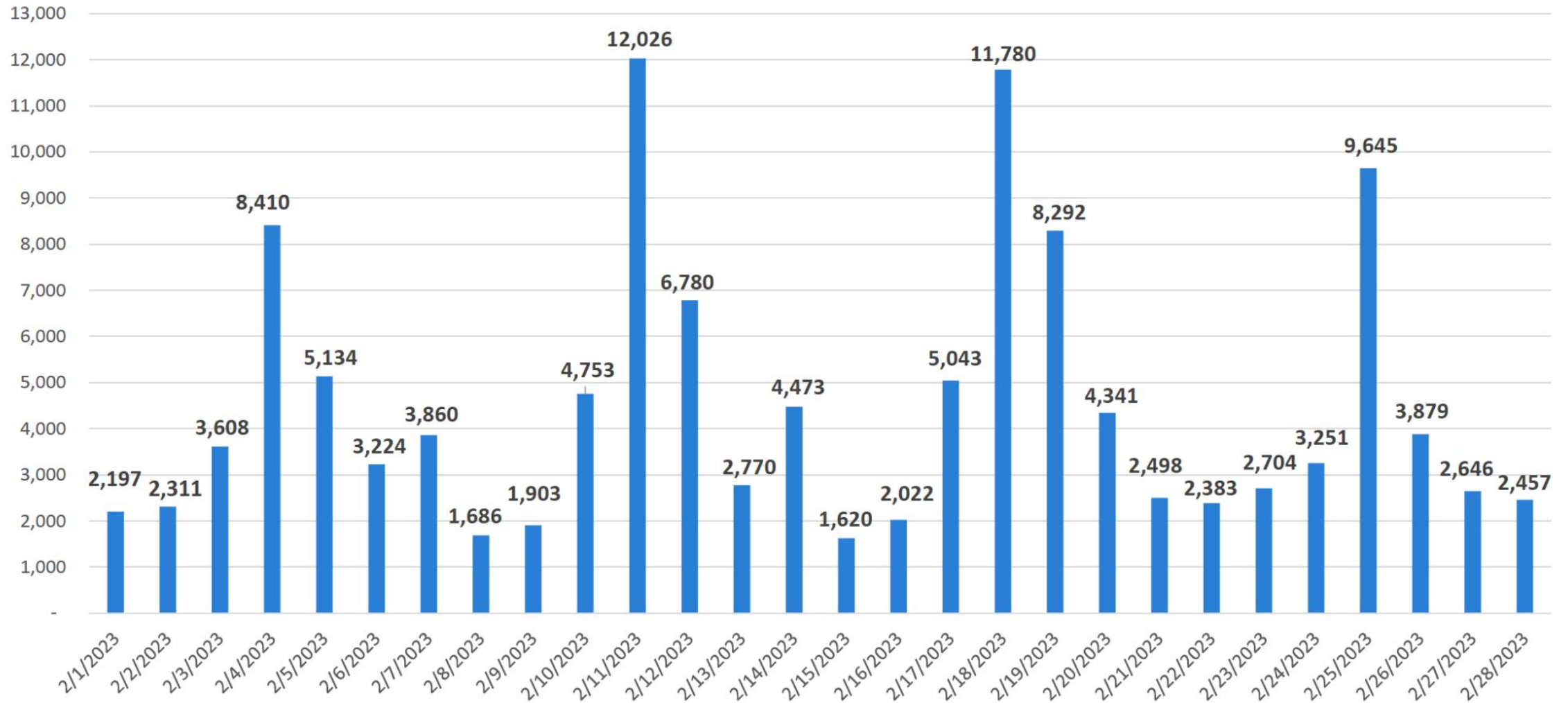
OPERATIONS COMMITTEE



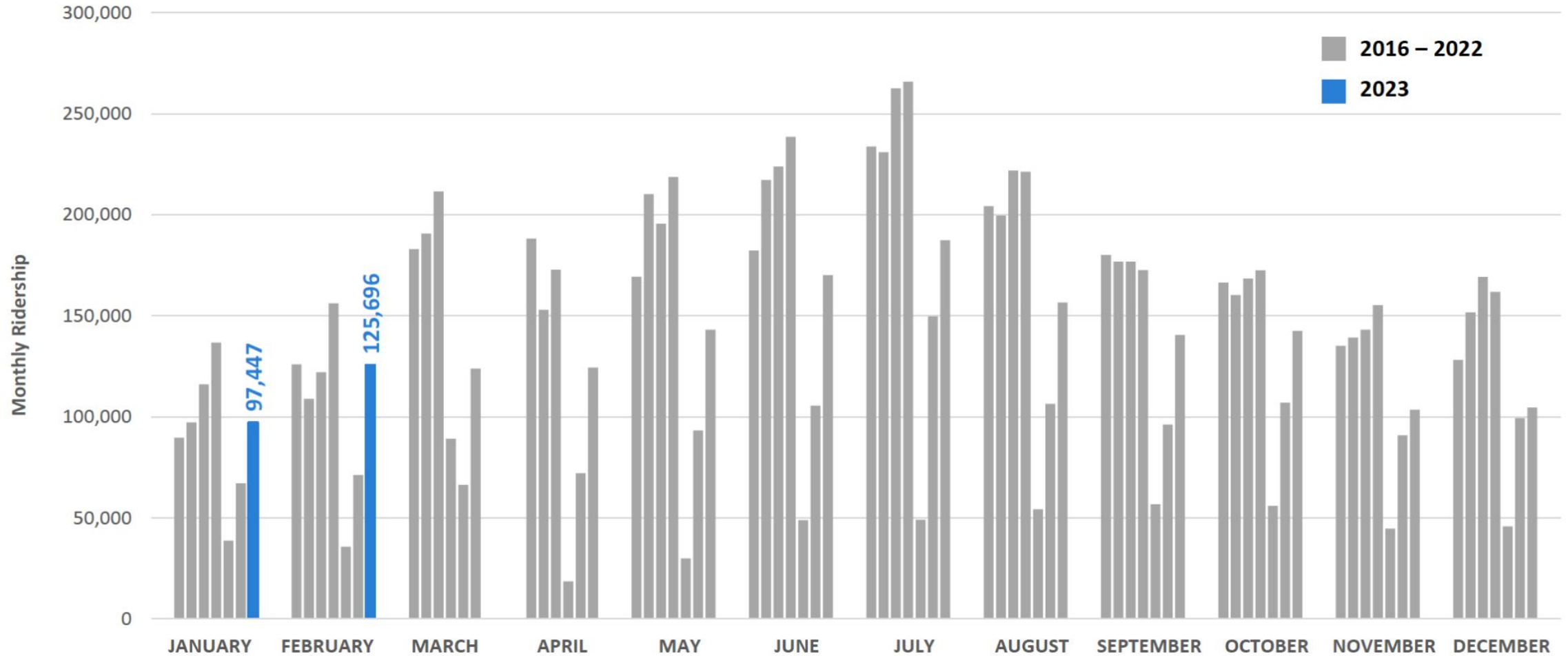
7A. KC Streetcar Ridership AS OF 2.28.23

- 2023 AVE. DAILY RIDERSHIP: **3,782**
- TOTAL RIDERSHIP (2016-2023): **11,420,409**
- 2023 TOTAL RIDERSHIP TO DATE: **223,143**

7A. February Ridership: 128,696



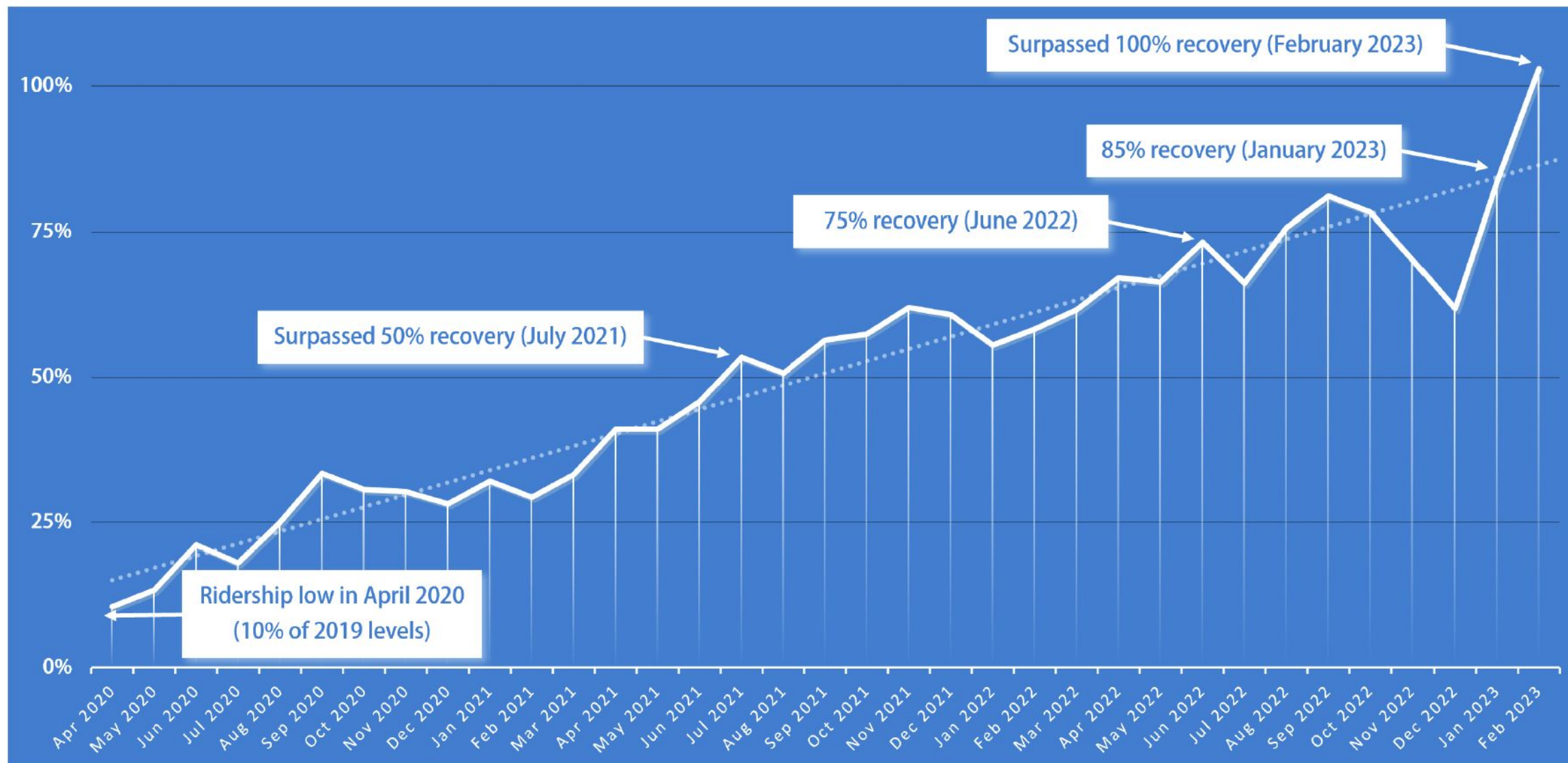
7A. Ridership Comparisons: 2016 - 2023



7A. System Performance

- Breakdown of ridership recovery (2023 average daily ridership compared to 2019 average daily ridership):
 - Monday - Thursday: 76%
 - Friday: 78%
 - Saturday: 152%
 - Sunday: 150%
- Sat, Feb. 11: surpassed 12,000 rides
- Sat, Feb. 18: 11,780 rides (these are the highest February numbers since Feb. 18, 2017 when we logged 13,384 rides)
- March 1 - 19 Ridership: 105,938
- Big XII Weekend Ridership: 35,327

7A. KC STREETCAR RIDERSHIP RECOVERY



7A. Special Event Service

- 5 car service test run April 7
- NFL Draft Service + Operations: April 27-29, 2023
 - Increased frequency
 - Increased hours of operation: Thursday: 6am - 2am; Friday: 6am - 2am; Saturday: 7am - 2am
 - Adjusted terminus





MARKETING & COMMUNICATIONS

7B. Sponsorship + Advertising

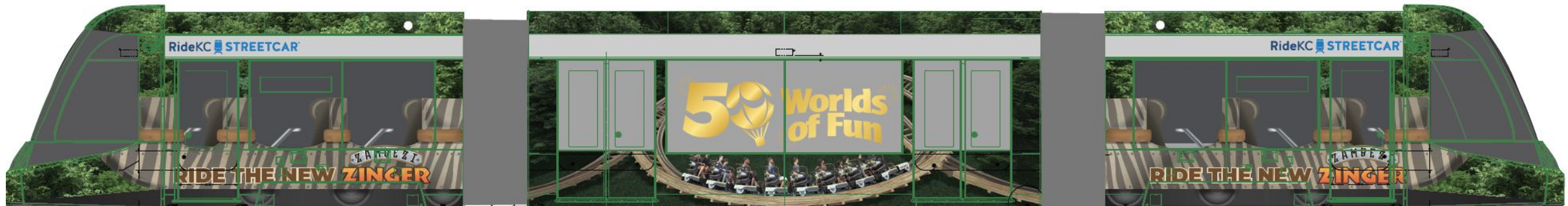
Streetcar Stops Total \$32,750

NASCAR	Feb 8 - May 8, 2023	Metro NB + Power & Light SB	\$9,000 <i>(reflects 2022 pricing and a 25% discount for multi-stop & multi-month)</i>
KC Zoo	April 1 - June 1, 2023	Kauffman SB	\$5,000
United Way of KC	March 1- May 1, 2023	Power & Light NB	\$6,250
Mazuma Credit Union	May 1 - Oct 1, 2023	Crossroads SB	\$12,500
VisitKC/Sports Commission	April 2023	NFL Draft Stops: Union Station, Crossroads NB, Kauffman NB, Library SB, Rover Market North	
KC Current	Annual	City Market Stop	Part of Streetcar Wrap agreement (\$65,350)
Evergy	Annual - May 2023	Kauffman Center NB	Part of Streetcar Wrap agreement

7B. Sponsorship + Advertising

Streetcar Total \$103,075

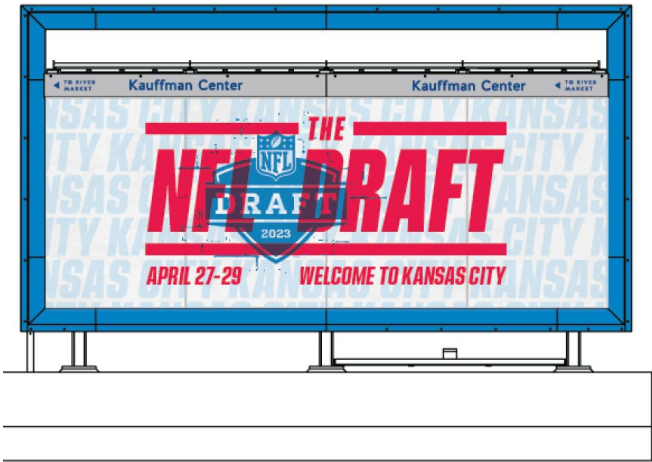
Everygy	Annual 2023	One streetcar + one streetcar stop	In-kind
KC Current	Annual 2023	One streetcar + one streetcar stop	\$65,350
Worlds of Fun	March 9 - August 9, 2023	One streetcar	\$37,725
Visit KC/Sports Commission	March - May 2023	Two streetcars - College Basketball + NFL Draft	In-kind & part of Annual Membership Agreement



7B. Sponsorship + Advertising



7B. NFL Draft Sponsorship



7B. Upcoming Events

DEAR KC

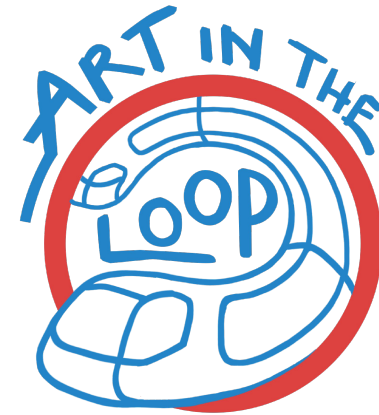
A LOCALLY INSPIRED POETRY CONTEST

submissions open now

SPONSORED BY:



- April 5: Poetry Due
- May: Poetry Selection
- May: Poetry Installed at One Streetcar Stop



- Feb 14: Call For Art
- March 17: Applications Due
- 63 Submissions with 101 applications
- April: Call for Performance Art
- End of May: Install Art
- June: Kick-off Event
- Season: June - End of November

7B. Marketing + Design Services

- RFQ issued end of 2022
- Received 19 proposals
- Selection Committee Reviewed: Tom, Donna, Lauren, Ebony, Matt Staub, Ann Holliday, Mike Hurd
- Interviewed 4 design firms March 3 + March 10

Design Services Procurement: Following completion of Request for Qualifications (RFQ) public solicitation and related review process the selection committee is recommending the following:

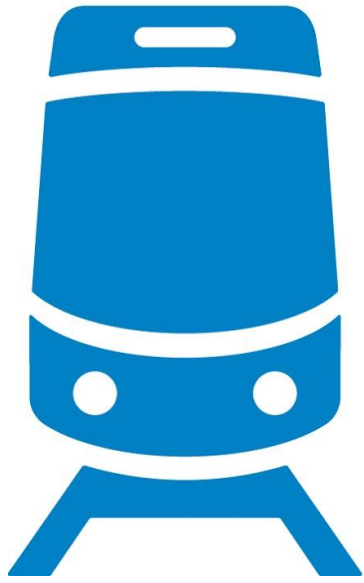
1. **ACTION:** Approve selection of Willoughby Design for system expansion brand support services, in an amount not to exceed \$70,000, and authorize Executive Director to execute related agreements pending legal review.
2. **ACTION:** Approve selection of Lynchpin Ideas for KCSA on-call services with a term not to exceed two years, and authorize the Executive Director to execute related agreements pending legal review.

7C. Budget & Finance

- General Financial Update & Committee Meeting Recap
- **ACTION:** Accept Monthly Reports
- Annual Audit Reports
- **ACTION:** Acceptance of Audit Reports

8. Executive Director Report

- Next Meeting: May 25, 2023



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