

Board of Directors of the Kansas City Streetcar Authority

September 28, 2023

Meeting Summary Minutes

Zoom <https://kcstreetcar-org.zoom.us/j/81135807419?pwd=dXdaUFREQXFFOEtXUTVsZjFEd25vZz09>

600 E. 3rd Street, Kansas City, MO 64106

1. Call to Order

Michael Collins called the meeting to order.

2. Approval of Previous Meeting Summary Minutes

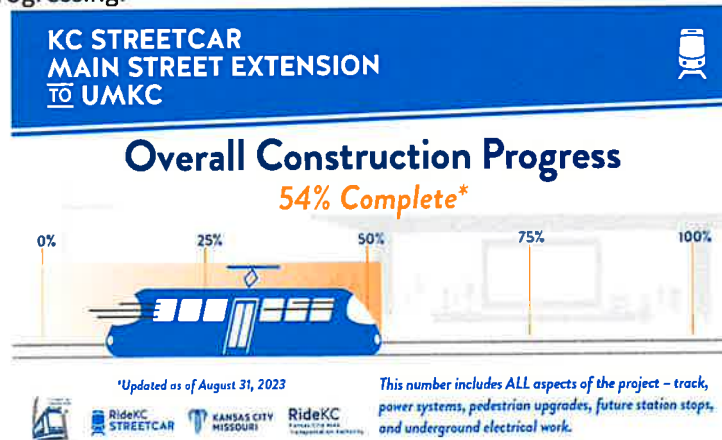
Jan Marcason moved to approve the July 27, 2023 meeting summary minutes, Matt Staub seconded and the motion carried.

3. Public Comment

There were no public comments.

4. Streetcar Expansion and Study updates

A. Main Street Extension – Tom Gerend provided an update on the Main Street Extension. The OCS Foundation work and Track Construction are progressing.



He shared some project milestones, and metrics that are tracked weekly.

- 54% project completion.
- Project labor hours 411, 685.
- 59% track construction w/21,526 track feet.
- 7 out of 15 streetcar stops platforms poured.
- 60% of OCS pole foundations were completed (220 of 353 OCS foundations poured).

Nearing the end of track construction in Midtown from 27th - 45th streets. VMF construction is lagging but picking up. The Streetcar team (KCSA + HTSI) has temporarily transitioned to the new Ops center (Annex). The yard construction should have substantial completion by the end of October. The team went to Elmira, NY and all 8 Streetcars are in New York and expected to start arriving in January 2024.

The City Council passed resolution #230625 and asked for the team to produce design alternatives for exclusive transit lanes, as part of the KC Streetcar Main Street Extension Project. Initial draft design alternatives have been developed. Improvements have the potential to reap benefits for transit operations, pedestrian and experience, safety, etc. This fall, stakeholders and City leadership will be engaged on proposed improvements and related benefits. Questions were raised about enforcement of the exclusive lanes, Mr. Gerend said that enforcement will be a major component of the design.

B. Riverfront Extension- Ralph Davis gave the Riverfront Extension update.

Since the 2 construction bids that were received in May 2023 were higher than anticipated, HDR was asked to update the design. The contractors were requested to submit their Best and Final Offer (BAFO). BAFO was received from the contractors on September 22, 2023 and is currently under review. Mr. Davis said that the plans for the Bike and Pedestrian Bridge are under final review. The Right of Way (ROW) and Railroad access are currently in process.

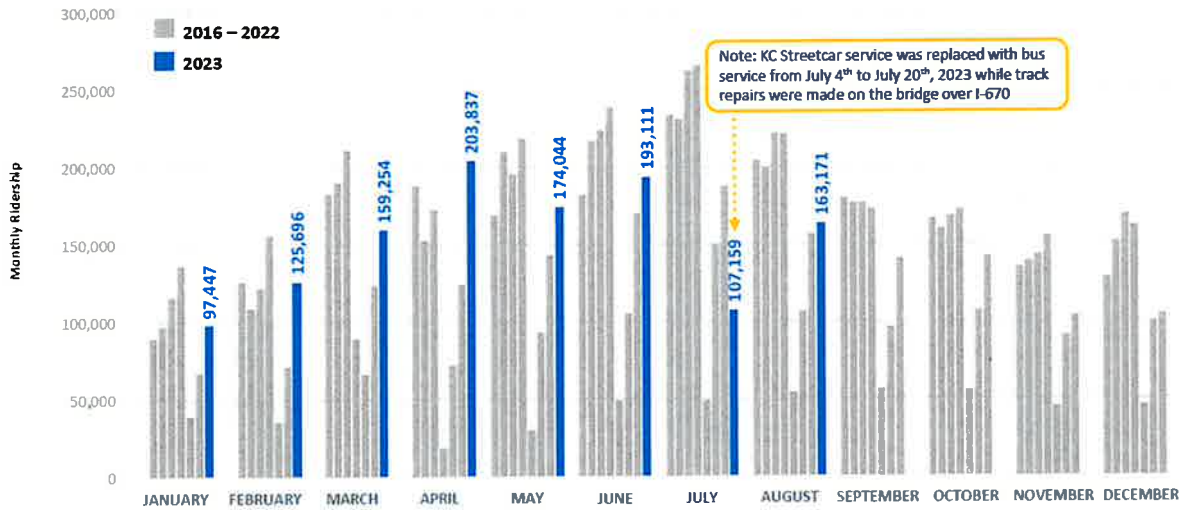
5. By-Law Amendment

Doug Stone said that he has worked with Tom Gerend to Amend the KCSA By-Laws. He went over the changes and pointed out that the central issue is transitioning the Downtown TDD Board seats to the Main Street Rail TDD (MSTDD). He understands that keeping the Board of Directors at 13 seats was the desire of the Board. The Downtown TDD appointees are Matt Staub and Lynn Carlton, and they will be replaced by two members of the MSTDD. The proposed amendment is that one of those appointments be the Chair of the MSTDD and the MSTDD Board appoint the other Director. There were some linguistic changes to the conflict-of-interest section. Since the By-Laws were not included in the packet, Mr. Gerend said it will be sent out for review and to please send questions and comments to him. Michael Collins asked for a Matrix to be sent out of what Director seats are current and it will look after the amendment. The next step is for KCMO legal to review and consent.

Committee Reports

Operations Committee

Tom Gerend gave that ridership is rebounding nicely. RideKC bus (bis bridge) bus ridership was counted during the I-670 repair. The updated ridership numbers are on the website www.kcstreetcar.org.



There has been coordination with Public Works on Traffic Signals and timing. We have received benefits from the City's parking enforcement. Having those resources makes response times faster. A partnership has been developed with Cordish/KC Power & Light District to set up delineators to prevent left turns from northbound Main Street into the Midland parking garage during special events. The partnership includes KCSA purchasing declinators, Public Works will install the bases and Cordish will install and take down delineators on Midland event days. In response to a question raised about no right turns on 12th, Mr. Gerend said there are still issues with enforcement.

Mr. Gerend said that our biggest challenge is staffing the off-duty KCPD PM shifts. We anticipate pushing out a RFQ for additional layer of security capacity for the extension. Met with Chief Graves and discussed the expansion and a

partnership with KCPD for the downtown off-duty program. Talked about what KCPD thinks should be done to prepare for the extension. As part of the partnership, KCSA will fund at least one full-time KCPD position and have one police car on route. This may make the off duty more attractive. This is similar to what the KCATA is doing but they layer their program with contract security. The draft agreement for the new off duty program is still in legal review. Mr. Gerend said he anticipates bringing the agreement to the next Board meeting for consideration. The full-time KCPD officer will manage the program and include one vehicle. In response to a question raised, Mr. Gerend this position will coordinate resources and scale the program.

Tom Gerend said The South Loop Project had a public meeting. It appears they are leaning towards the closure of Walnut. While it is exciting, there are still have questions, and the South Loop project team has not fully modeled the traffic impacts of that closure, specifically looking for modeling of impacts of inclusive of things that routinely happen, i.e. when they close Grand Blvd. The initial traffic modeling effort was for Monday-Friday, from 8am-5pm. The data from the study does not account for bottlenecks when 14th Street closes. Staff suggestion is to encourage the project team to really look at this while this is in the environmental process. Mr. Gerend talked with Bill Dietrich with the Downtown Council. No one wants to undermine a \$600m transit connection. There will be another opportunity to submit comments. This fall, Mr. Gerend will prepare comments for the Board's consideration.

Out of respect for being a good partner with the Downtown Council, Mr. Gerend said he will communicate with Bill Dietrich about the questions/comments from the Board members.

There was robust discussion with Board members of their thoughts on the South Loop Project and how it will affect the KC Streetcar. In response to a question raised by Jan Marcason, about KCSA doing a modeling study, Mr. Gerend said we don't want a parallel process but for the South Loop project team to take our concerns seriously. He doesn't know if anything is more compelling than showing a video of service interrupted during a T-Mobile event. David Johnson added the reasons that the Streetcar system is successful is the frequency, reliability, and simple routing. "If we can't get the reliability right, there is no guarantee that passengers will continue to ride." It is important for them to figure this out prior to construction. There will be another meeting connected to NEPA this fall.

Susan Ford-Robinson said can we adopt a position and designate a Board Member to be the liaison and attend the meetings. Michael Collins said that Jon Stephens is on the executive team and a KCSA Board member. He wasn't present at the current meeting for the Directors to ask him. Mr. Collins said he will ask him to attend the next meeting.

The consensus is to have a formal request to the project team (Bill Dietrich, Jon Stephens, and City Manager) to do a deeper modeling and express the Board's sentiments.

Marketing Committee

Donna Mandelbaum gave the marketing committee report. In 2022, sponsorship and advertising revenues were \$173,200 and to-date 2023 revenues are at \$426,816, which is the biggest year yet. The upcoming sponsored streetcar stops are HCA at \$164,375 for 9 stops, and Restart at \$9,563, for 2 stops. Upcoming Streetcar wraps are KC Live!/Cordish at \$32,675 and the KC Public Library at \$48,000. Both are annual sponsorships and will be installed at the end of the year.

Tom Gerend said we have actively been programming cool and fun things on the alignment. The Board's direction from the beginning was that they wanted the KC Streetcar to be an experience. The Dream Streetcar wrap caught the attention of the public and, while it had an incredible launch, it had some criticism as well. He thought it would be best to revisit with the Board about Authority sponsored content. He added that most across the country would say that the job of KC Streetcar Brand curation has been best in class. Russ Johnson said if we had to do it again, he would do the same thing. He complimented Ms. Mandelbaum on her work and said she is an asset to the system and does such an amazing job. Mr. Gerend reminded the Board that the sponsorship program revenues are collected, they are deposited into the streetcar held fund. The KCUR reporter chose to leave out of her story that the revenues from the sponsorship program far exceeds the marketing annual expenses.

The consensus was for KCSA staff to continue to be strategic about making the KC Streetcar an experience and add bringing Authority sponsored wraps from the Marketing Committee to the entire Board level, so everyone is on the same page.

Ms. Mandelbaum gave an update on brand expansion. Willoughby Design was retained to help design the updates.

Design Category Templates:

- a. **INFORMATION:** Directional/Schedule/Maps/New Extension/Wifi (White Background)
- b. **PRIORITY:** Safety/Service Disruptions/Alerts/911 (Yellow Background)
- c. **RULES:** Code of Conduct (Royal-Blue Background)
- d. **COMBINATION A-C:** Everyday Social/Event/Announcement/Marketing (same visual as a, b, c)



She added that KCMO has requested that the city logo be placed on the streetcars. Willoughby has come up with some placement designs. Mr. Gerend said the placement and size are not final and staff will bring to the November Board meeting.

Budget and Finance Committee

Tom Gerend to update the Board on the Budget and Finance activities. The Budget and Finance Committee will convene in October to go over financial reports. We are also at the end of the annual audit process and will take to the Budget and Finance committee and bring it to the Board meeting in November.

Mr. Gerend said that the cost of the repairs of the I-670 bridge have come in and they are close to what they thought they would be. The estimate was \$400k-\$600k and, while we are not fully invoiced for everything, the total so far of \$560k is close.

Mr. Gerend said every year a letter of agreement is advanced to support work in public works for KCMO staffing and signal support.

David Johnson moved to approve authorizing the Executive Director to execute a letter agreement with Main Street TDD and KCMO for continuation of KCMO staffing and signal support, Jon Copaken seconded, and the motion passed unanimously.

MSTDD is meeting tonight to set rates and approve the KCSA FY25 budget. The MSTDD is required to consult with the KCSA. The consensus is to stay the course.

Executive Committee

Tom Gerend said he will report on actions that were taken in executive committee.

- Sponsorship deals were approved (HCA, KC Live!, Kansas City Library, and ReStart.
- Partnership with MidtownKC Now w/ a Business Support Program for the Main Street Extension

8. Executive Director's report

Jason Waldron said Patty Hilderbrand is retiring. Mr. Gerend will be traveling to the annual APTA meeting.

The next meeting date will be moved to first Thursday in December due to travel.

9. Matt Staub 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. Lynn Carlton seconded the motion. A roll call of the following board members voted to go into closed session: Lynn Carlton, Michael Collins, Jon Copaken, George Guastello, Russ Johnson, Jan Marcason, Edward Merriman, Stacey Paine, Susan Ford- Robertson, Matt Staub. No board members voted against the motion.

The Board came out of closed session, announced that no action had been taken, and the Board meeting adjourned.

10. The next meeting will be held on December 7, 2023, in person at Downtown Council of Kansas City, 1000 Walnut, Suite 200, KCMO with a virtual Zoom option.

Board Members Attending

Lynn Carlton
Michael Collins
Jon Copaken
George Guastello
David Johnson
Russ Johnson
Jan Marcason
Edward Merriman
Stacey Paine
Susan Ford- Robertson
Matt Staub

Others attending

Ralph Davis, KCSA
Maj. Daniel Gates
Tom Gerend, KCSA
Ebony Jackson, KCSA
Angie Laurie, KCMO
Donna Mandelbaum, KCSA
Gil Melgajero, HTSI
Jon Schlegel, HTSI
Doug Stone, Lewis Rice
Jason Waldron, KCMO