1. Call to Order
2. Welcome + Introductions
3. Approval of December Meeting Minutes
4. Public Comment (3 minute maximum)
5. Riverfront Extension
6. Main Street Extension
7. 2023 Customer Satisfaction Survey
8. Committee Reports
9. Executive Director Report
10. Other Business - Next Meeting: May 23, 2024
11. Closed Session
Agenda Item #3

MEETING SUMMARY: Approval of January 25, 2024 meeting minutes.
Agenda Item #4

Public Comment (3 minutes maximum)
5. Riverfront Extension

Construction:

- Radmacher Brothers Excavating - Selected Contractor
- Groundbreaking March 1, 2024
- Construction Duration 24 Months
  - Initial work along Riverfront Drive
  - Utility Relocations
  - Clearing and Pergola Removal
  - OCS Pole Foundations
  - Track Excavation
- 2nd Phase of work September - November 2024
- Closure of Grand Ave Viaduct - 58 Days
- Track and Expansion Joints
5. Riverfront Extension
6. Main Street Extension

**Overall Construction Progress**

70% Complete*

*Updated as of February 29, 2024

This number includes ALL aspects of the project – track, power systems, pedestrian upgrades, future station stops, and underground electrical work.
6. Main Street Extension

**Track Construction Progress**
- 75% Complete*
- Approximately 36,785 feet of track will be installed.

*Updated as of March 1, 2024

**OCS Foundation Progress**
- 80% Complete*

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 353 poles will be installed for this extension.

*Updated as of February 29, 2024
6. Main Street Extension
6. Main Street Extension
6. Pershing Crossover
6. Pershing Crossover

- Downtown service outage necessary to connect Main Street extension track.
- Outage anticipated in Sept 2023 (after Labor day).
- Service will be supplemented by bus bridge.
6. New Streetcar Delivery + Testing

Streetcar Vehicle Upgrades:
- Passenger Information System modernization
- Exterior lighting
- Door push buttons
- Train-to-Wayside Communication
- Advanced Driver Assistance System (ADAS)
- Dampers on flip-up seats
- Compressor upgrades
- Truck (bogie) upgrades

Streetcar 807 – Delivered Feb 2\textsuperscript{nd}
808 arriving soon with subsequent Streetcars arriving every 4-5 weeks
7. Customer Satisfaction Survey

Surveying took place in Nov 2023
(last survey in spring 2022)

Completed by ETC Institute

Statistically significant sample
(880 completed surveys)

Surveys available in paper or
digital format and English or
Spanish options
CUSTOMER SATISFACTION

96% of riders are SATISFIED with the EASE OF USE

* According to an in-person survey conducted on-board the KC Streetcar in fall 2023 that resulted in 880 validated responses.
Q8-Q20: How do you rate RideKC Streetcar Service?

by percentage of respondents (excluding "don't know" responses)

Ease of use: 81% satisfied, 15% neutral, 3% dissatisfied & poor
Access to stops: 76% satisfied, 17% neutral, 6% dissatisfied & poor
Condition of stops: 74% satisfied, 18% neutral, 6% dissatisfied & poor
Cleanliness of streetcars: 75% satisfied, 17% neutral, 7% dissatisfied & poor
Reliability of service: 73% satisfied, 19% neutral, 7% dissatisfied & poor
Personal safety while riding: 74% satisfied, 17% neutral, 6% dissatisfied & poor
Professionalism and friendliness of operations and staff: 76% satisfied, 15% neutral, 7% dissatisfied & poor
On schedule: 69% satisfied, 22% neutral, 8% dissatisfied & poor
Personal safety while at stops: 68% satisfied, 20% neutral, 9% dissatisfied & poor
Helpfulness of Call Center representatives: 68% satisfied, 16% neutral, 13% dissatisfied & poor
Information on service disruptions and delays: 63% satisfied, 18% neutral, 15% dissatisfied & poor
Amenities at stops: 59% satisfied, 16% neutral, 19% dissatisfied & poor
**WHO IS RIDING THE KC STREETCAR?**

80% KC METRO RESIDENTS

20% VISITORS

* According to an in-person survey conducted on-board the KC Streetcar in fall 2023 that resulted in 880 validated responses.

**WHERE ARE KC STREETCAR RIDERS GOING?**

31% of weekday streetcar riders are ACCESSING EMPLOYMENT

* According to an in-person survey conducted on-board the KC Streetcar in fall 2023 that resulted in 880 validated responses.

**HOW ARE RIDERS USING THE KC STREETCAR?**

More than 61% of streetcar riders are SPENDING MONEY

(meaning they are dining, shopping, socializing, and/or visiting museums)

* According to an in-person survey conducted on-board the KC Streetcar in fall 2023 that resulted in 880 validated responses.

**CHOICE RIDERS**

65% of streetcar riders CHOOSE TO RIDE

(meaning they have a vehicle available but choose to take the streetcar instead)

* According to an in-person survey conducted on-board the KC Streetcar in fall 2023 that resulted in 880 validated responses.
Do you use a mobile application to track Streetcar vehicles real-time or trip plan? (by percentage of respondents excluding “non provided” responses)

35% YES

If "YES" – Which mobile application do you use?

- City Post: 35%
- Transit App: 59%
- Other: 6%

NO 65%
8A. Safety & Security

KCPD Agreement for staffing & and patrol vehicle(s)
February Monthly Ridership: 136,459
2024 Average Daily Ridership: 3,579
2024 Total Ridership to Date: 214,739
Total Ridership (2016-2024): 13,244,220
8A. 2024 SUMMER SERVICE

Base service remains the same
- 6:00 AM Start M-F | 7:00 AM Start Sa-Su
- 12:00 AM End Su-Th | 1:00 AM End Fr-Sa
- 3-Car Base Schedule (10-12 min headway)
- 4-Car Saturday
- 4-Car First Friday (April – October)

Boosted event service
- 5-car KC Current Games (Fr, Sa, and Su)
- Celebration at the Station (5/26)
- Stars and Stripes (7/4)

**ACTION: KC Current service agreement**
8A. OPERATIONS POLICY ITEMS | WORKPLAN

- Parking Enforcement & Tow Policy – Special event coordination; future TBD
- Transit Signal Priority – Changes to downtown and progress on MSE
- Real Time Arrival Signs – MSE updates
- Union Station Transit Only Lane – Process and design update
- Winter Weather and Snow Removal – More work needed
- Bus Bridge Operations & Segmented Streetcar Operations
- Contract Security Expansion – Resource evaluation; KCPD Full-Time Officer
- Requests for Expanded Service
MARKETING & COMMUNICATIONS COMMITTEE
8B. Sponsorship + Advertising

- 2024 Sponsorship Contracts to Date: $163,275
- Annual Agreements:
  - KC Public Library
  - KC Power & Light District
  - KC Current
- Short Term Agreements:
  - Sporting KC
  - Kemper Museum of Art
  - Kansas City Zoo
  - HCA (Ends March 31)
  - Visit KC (Basketball & NCAA Wrestling)
8B. Sponsorship + Advertising

Streetcar Sponsorship Pricing Re-evaluation - Vehicles

**ACTION:** Acceptance of updated sponsorship rates for FY2025

<table>
<thead>
<tr>
<th>Month</th>
<th>Monthly rate</th>
<th>Total Cost</th>
<th>Month</th>
<th>Monthly Rate</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$7,500.00</td>
<td>$7,500</td>
<td>1</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2</td>
<td>$6,500.00</td>
<td>$14,000</td>
<td>2</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>3</td>
<td>$6,500.00</td>
<td>$20,500</td>
<td>3</td>
<td>$30,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>4</td>
<td>$5,850.00</td>
<td>$26,350</td>
<td>4</td>
<td>$10,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>5</td>
<td>$5,850.00</td>
<td>$32,200</td>
<td>5</td>
<td>$10,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>6</td>
<td>$5,525.00</td>
<td>$37,725</td>
<td>6</td>
<td>$10,000</td>
<td>$60,000</td>
</tr>
<tr>
<td>7</td>
<td>$5,200.00</td>
<td>$42,925</td>
<td>7</td>
<td>$8,000</td>
<td>$68,000</td>
</tr>
<tr>
<td>8</td>
<td>$5,200.00</td>
<td>$48,125</td>
<td>8</td>
<td>$8,000</td>
<td>$76,000</td>
</tr>
<tr>
<td>9</td>
<td>$5,200.00</td>
<td>$53,325</td>
<td>9</td>
<td>$8,000</td>
<td>$84,000</td>
</tr>
<tr>
<td>10</td>
<td>$5,200.00</td>
<td>$58,525</td>
<td>10</td>
<td>$8,000</td>
<td>$92,000</td>
</tr>
<tr>
<td>11</td>
<td>$5,200.00</td>
<td>$63,725</td>
<td>11</td>
<td>$8,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>12</td>
<td>$1,625.00</td>
<td>$65,350</td>
<td>12</td>
<td>$-</td>
<td>$100,000</td>
</tr>
</tbody>
</table>
8B. Sponsorship + Advertising

**Streetcar Sponsorship Pricing Re-evaluation - Vehicles**

**ACTION:** Acceptance of updated sponsorship rates for FY2025

<table>
<thead>
<tr>
<th>NON-PROFIT 2024 Rates</th>
<th>2025 Proposed Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Month</strong></td>
<td><strong>Monthly</strong></td>
</tr>
<tr>
<td>1</td>
<td>$7,500</td>
</tr>
<tr>
<td>2</td>
<td>$5,000</td>
</tr>
<tr>
<td>3</td>
<td>$5,000</td>
</tr>
<tr>
<td>4</td>
<td>$4,500</td>
</tr>
<tr>
<td>5</td>
<td>$4,500</td>
</tr>
<tr>
<td>6</td>
<td>$4,250</td>
</tr>
<tr>
<td>7</td>
<td>$4,000</td>
</tr>
<tr>
<td>8</td>
<td>$4,000</td>
</tr>
<tr>
<td>9</td>
<td>$4,000</td>
</tr>
<tr>
<td>10</td>
<td>$4,000</td>
</tr>
<tr>
<td>11</td>
<td>$4,000</td>
</tr>
<tr>
<td>12</td>
<td>$1,250</td>
</tr>
</tbody>
</table>
8B. Art in the Loop

THEME: Convivencia
Visual & Performance Arts
Call opened February 14
Applications due March 18
58 Visual Arts applications
35 Performing Arts applications
Artist selections made by April 8
Installation of artworks May 13-31

Opening Reception: June 12
Art Car Reveal/Ride: July 17
816 Day in City Market: August 16
Oppenstei6n Park Performance: September 18
Art Walk: October 12
Closing Reception: November 6
Artwork Removal: November 15 - 31
8B. Events

Downtown KC Streetcar Reveal
Sporting KC Streetcar Reveal
KC Current Streetcar Reveal
8C. Budget & Finance

- General Financial Update
- **ACTION**: Acceptance Monthly Reports
- **ACTION**: Acceptance of Annual Audit
9. Executive Director Report

- Royals Stadium Discussions:
  - Concerns remain regarding the potential collective impacts (South Loop + Royals Stadium) to Main Street traffic and resulting impacts to streetcar service reliability
    - A holistic traffic and network analysis, inclusive of South Loop assumptions, is imperative.
    - Expansion of Exclusive Transit Lanes (Phase 2) within the downtown/starter-line should be explored
  - Streetcar Service Level Assumptions:
    - A review of necessary streetcar service levels to effectively serve the ballpark use is underway.
    - We anticipate a significant increase in service levels will be necessary, above baseline assumptions, to effectively and efficiently serve the ballpark district and meet service and access expectations. Those costs are forthcoming.
  - Relationship of ballpark development plan to Main Street Rail TDD:
    - Additional clarity will be needed to understand the relationship between the ballpark development and the TDD, and the net forecasted impact of total revenues into the district (Special assessments, sales taxes, parking). The hope is the net effect on the district revenues will sufficiently cover related operational costs increases but more information is needed to make that determination.

- Northrail State Funding Update
9. Other Business

- Next Meeting: May 23, 2024 (Location TBD)
- Closed Session
- Adjourn Closed Session
- Any other business
- Adjourn