

RideKC STREETCAR™

KANSAS CITY STREETCAR AUTHORITY BOARD MEETING

March 21, 2024

KC STREETCAR AUTHORITY™

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

KC STREETCAR AUTHORITY™



Agenda Item #3

MEETING SUMMARY: Approval of January 25, 2024 meeting minutes.

Agenda Item #4

Public Comment (3 minutes maximum)

5. Riverfront Extension

Construction:

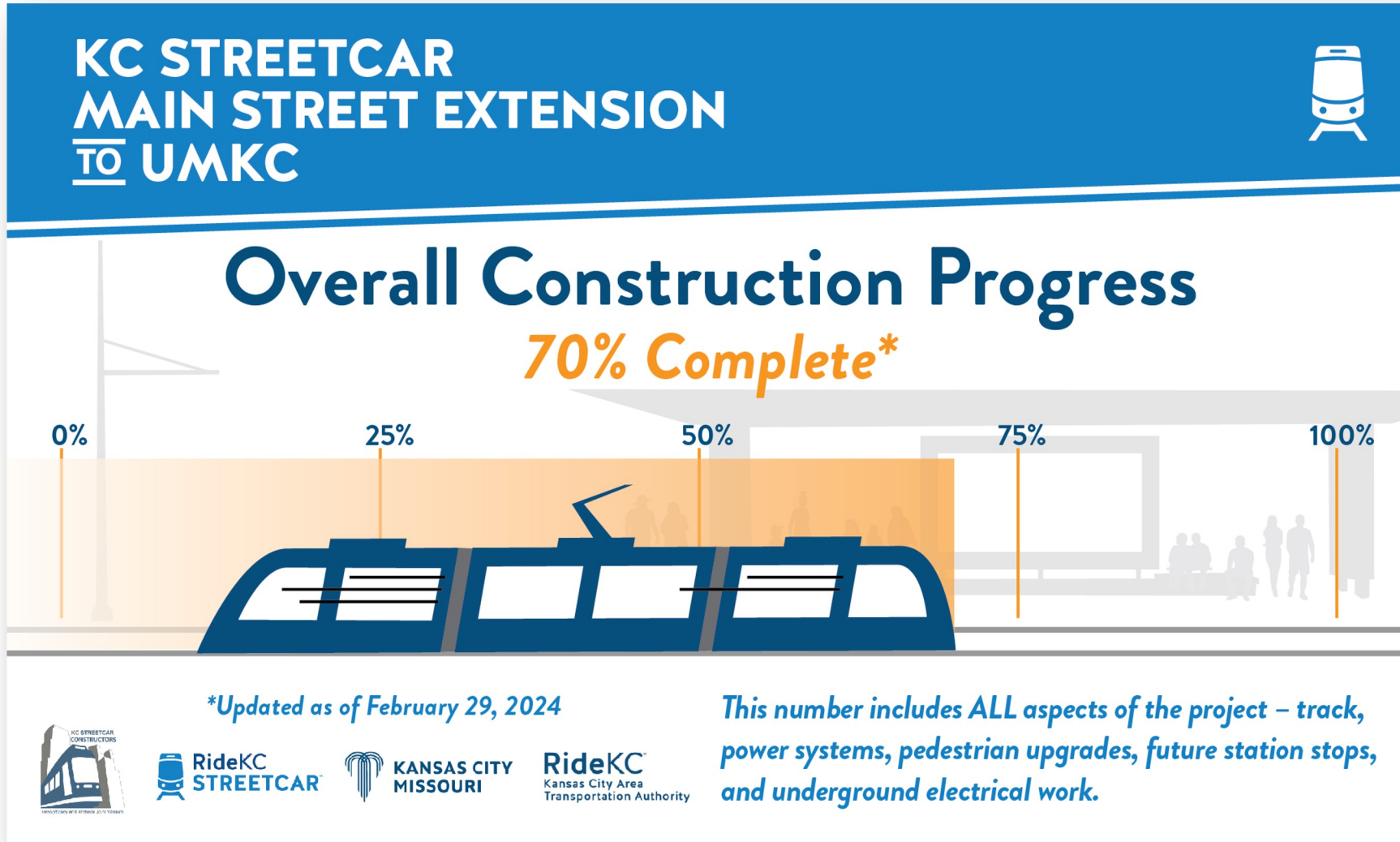
- Radmacher Brothers Excavating - Selected Contractor
- Groundbreaking March 1, 2024
- Construction Duration 24 Months
 - Initial work along Riverfront Drive
 - Utility Relocations
 - Clearing and Pergola Removal
 - OCS Pole Foundations
 - Track Excavation
- 2nd Phase of work September - November 2024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



5. Riverfront Extension



6. Main Street Extension



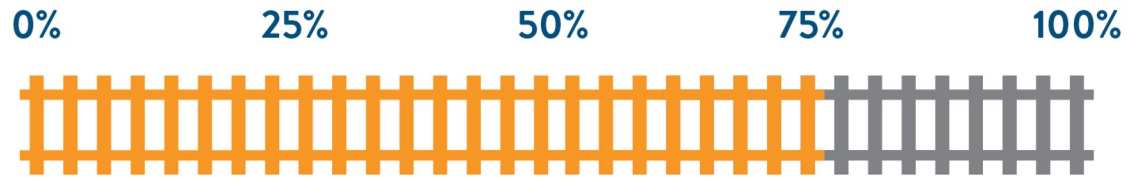
6. Main Street Extension

KC STREETCAR MAIN STREET EXTENSION TO UMKC



Track Construction Progress

75% Complete*



*Updated as of March 1, 2024

Approximately 36,785 feet of track will be installed.

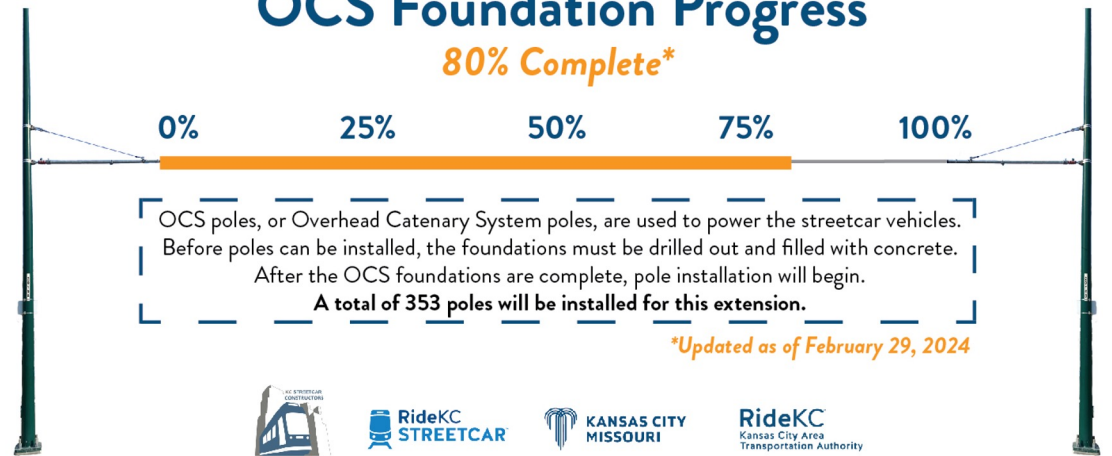


KC STREETCAR MAIN STREET EXTENSION TO UMKC



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

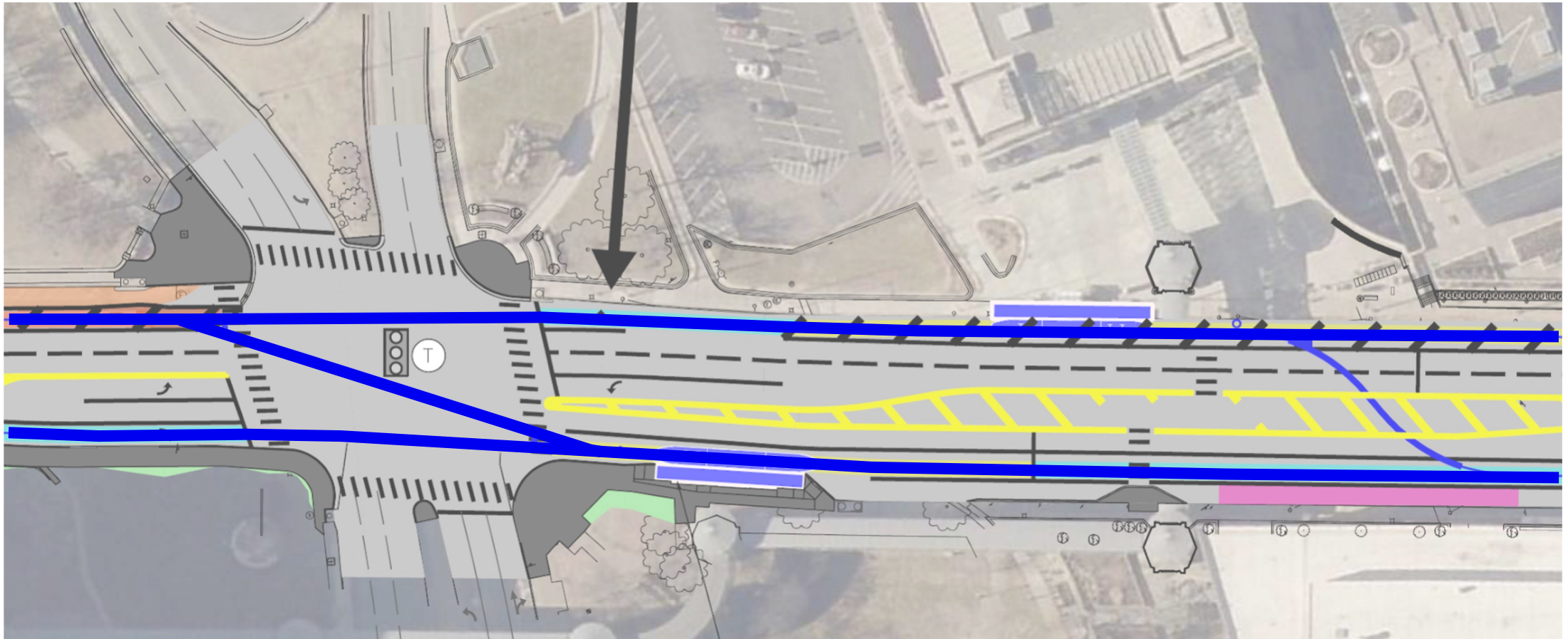


6. Pershing Crossover



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- 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

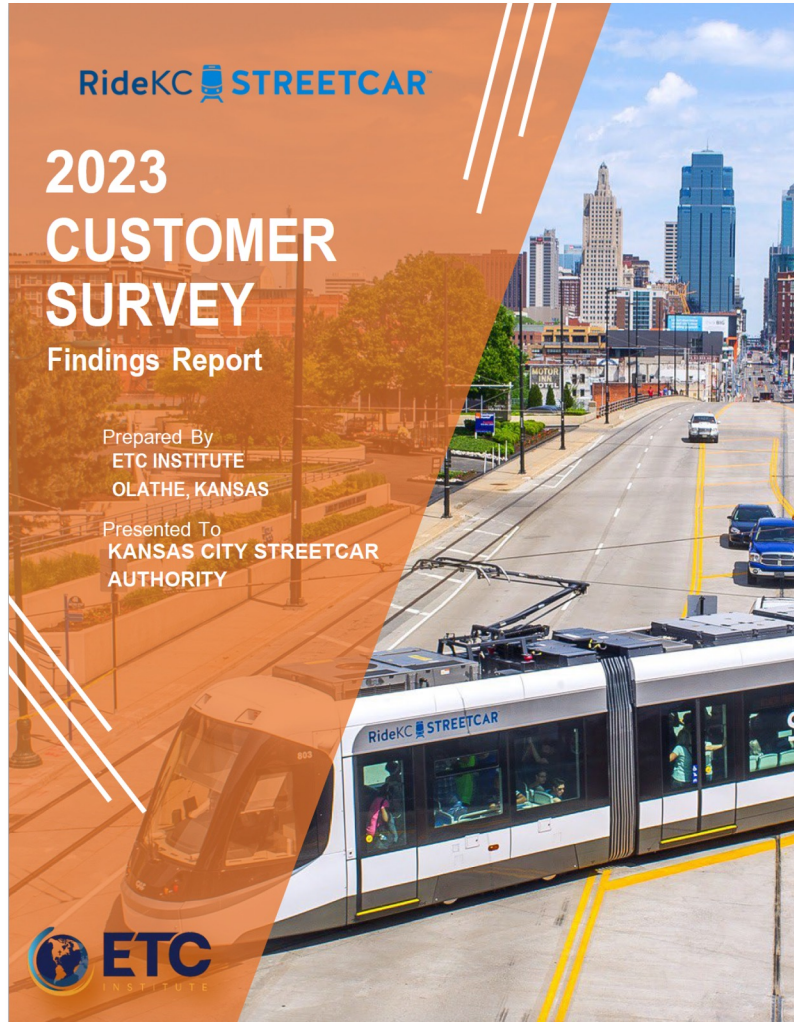
Streetcar Vehicle Upgrades:

- 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 2nd
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

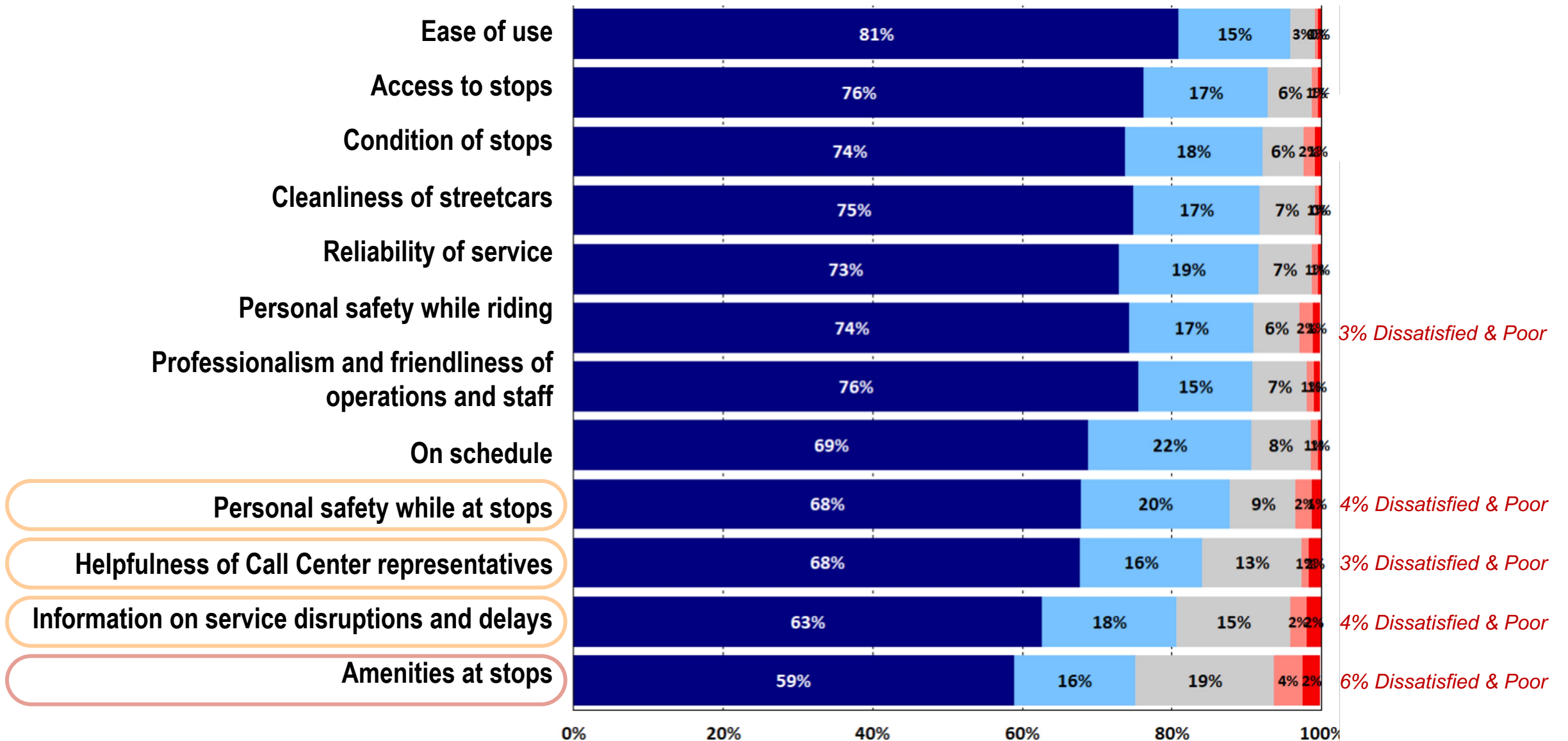


96% of riders are
SATISFIED with the
EASE OF USE

* 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)



WHO IS RIDING THE KC STREETCAR?



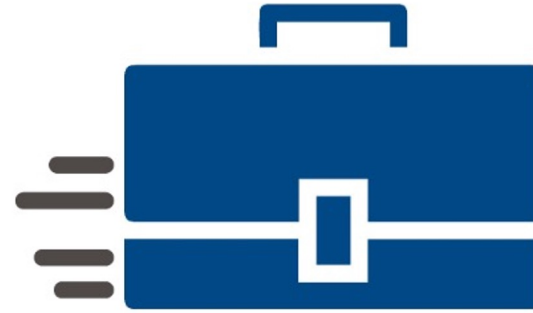
80%
KC METRO
RESIDENTS



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?

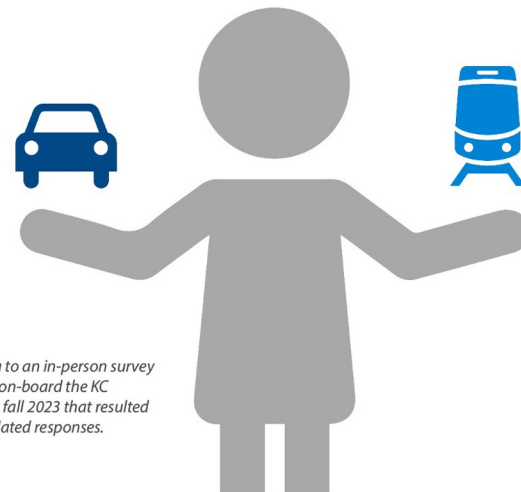


More than **61%**
of streetcar riders are
**SPENDING
MONEY**

(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



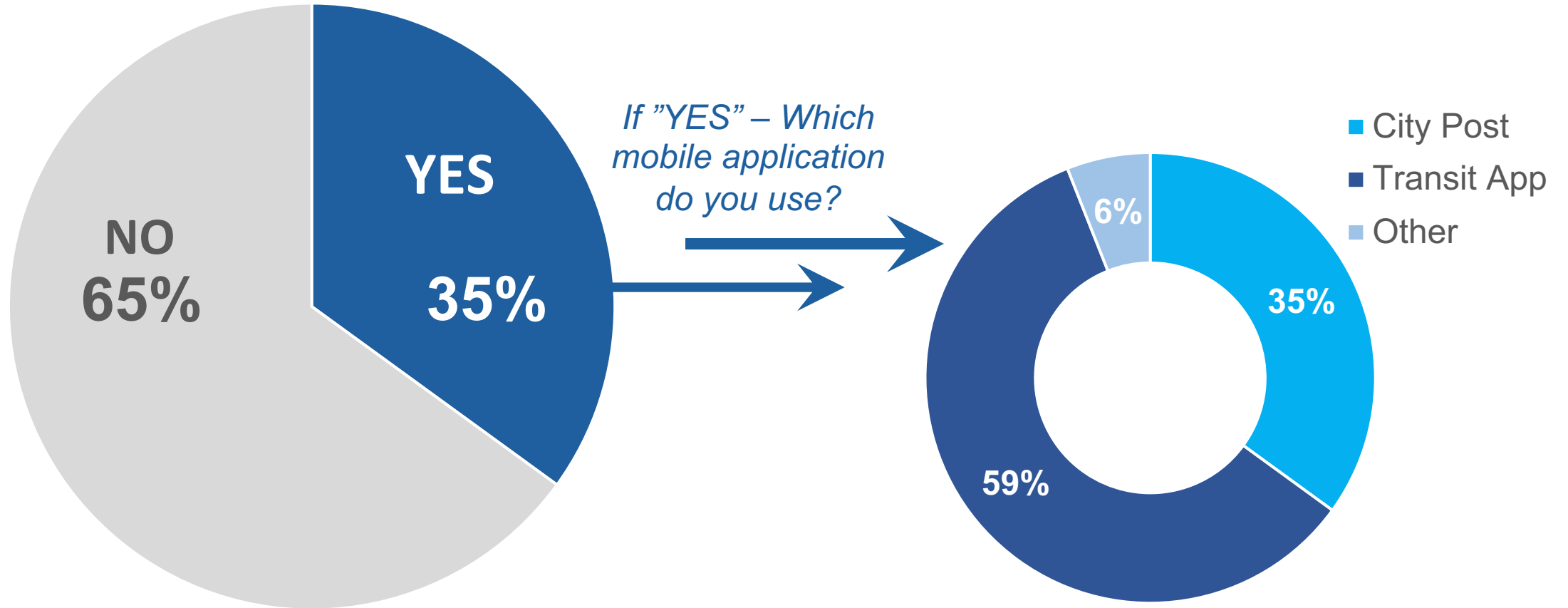
65%
of streetcar riders
**CHOOSE
TO RIDE**

(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)



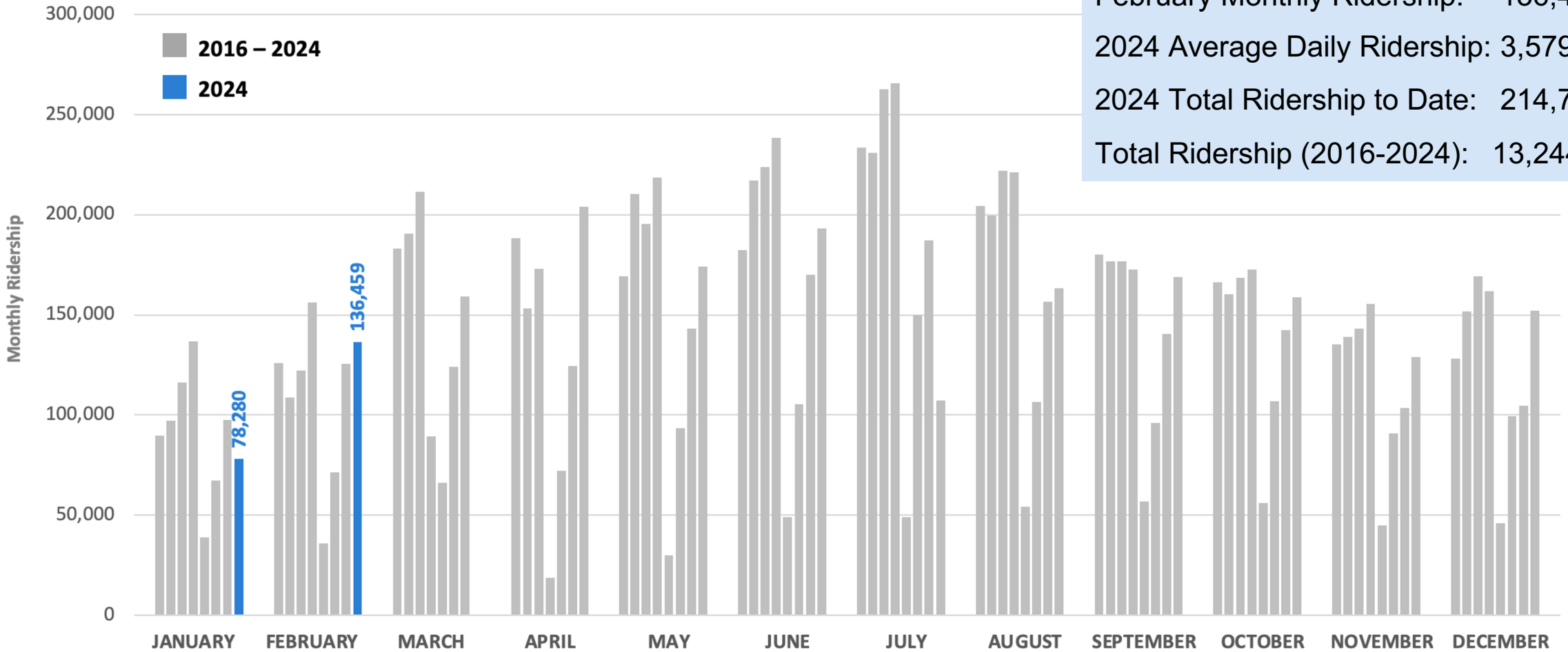
OPERATIONS, PLANNING & POLICY COMMITTEE



8A. Safety & Security

KCPD Agreement for staffing & and patrol vehicle(s)

8A. RIDERSHIP SUMMARY



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 SUMMMER 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

**JUST HOP ON...
IT'S FREE TO RIDE**





SCHEDULE

MONDAY-THURSDAY	6:00AM - 12:00AM
FRIDAY	6:00AM - 1:00AM
SATURDAY	7:00AM - 1:00AM
SUNDAY	7:00AM - 12:00AM

**SERVICE FREQUENCY
EVERY 10-15 MINUTES**

KC Streetcar Information | www.kcstreetcar.org | 816.627.2527
Regional Rider Information | www.ridekc.org | 816.221.0660

 @kcstreetcar  KCStreetcar

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

FOR-PROFIT 2024 Rates			2025 Proposed Rates		
Month	Monthly rate	Total Cost	Month	Monthly Rate	Total Cost
1	\$ 7,500.0	\$ 7,500	1	N/A	N/A
2	\$ 6,500.0	\$ 14,000	2	N/A	N/A
3	\$ 6,500.0	\$ 20,500	3	\$ 30,000	\$ 30,000
4	\$ 5,850.0	\$ 26,350	4	\$ 10,000	\$ 40,000
5	\$ 5,850.0	\$ 32,200	5	\$ 10,000	\$ 50,000
6	\$ 5,525.0	\$ 37,725	6	\$ 10,000	\$ 60,000
7	\$ 5,200.0	\$ 42,925	7	\$ 8,000	\$ 68,000
8	\$ 5,200.0	\$ 48,125	8	\$ 8,000	\$ 76,000
9	\$ 5,200.0	\$ 53,325	9	\$ 8,000	\$ 84,000
10	\$ 5,200.0	\$ 58,525	10	\$ 8,000	\$ 92,000
11	\$ 5,200.0	\$ 63,725	11	\$ 8,000	\$ 100,000
12	\$ 1,625.0	\$ 65,350	12	\$ -	\$ 100,000

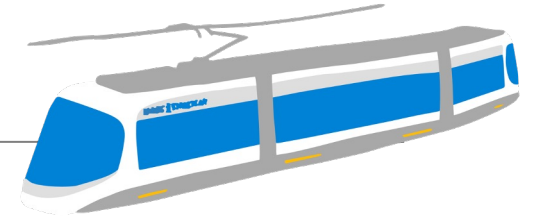
8B. Sponsorship + Advertising

Streetcar Sponsorship Pricing Re-evaluation - Vehicles

ACTION: Acceptance of updated sponsorship rates for FY2025

NON-PROFIT 2024 Rates			2025 Proposed Rates		
Month	Monthly	Total Cost	Month	Monthly	Total Cost
1	\$ 7,500	\$ 7,500	1	N/A	N/A
2	\$ 5,000	\$ 12,500	2	N/A	N/A
3	\$ 5,000	\$ 17,500	3	\$ 30,000	\$ 30,000
4	\$ 4,500	\$ 22,000	4	\$ 7,500	\$ 37,500
5	\$ 4,500	\$ 26,500	5	\$ 7,500	\$ 45,000
6	\$ 4,250	\$ 30,750	6	\$ 7,500	\$ 52,500
7	\$ 4,000	\$ 34,750	7	\$ 6,500	\$ 59,000
8	\$ 4,000	\$ 38,750	8	\$ 6,500	\$ 65,500
9	\$ 4,000	\$ 42,750	9	\$ 6,500	\$ 72,000
10	\$ 4,000	\$ 46,750	10	\$ 6,500	\$ 78,500
11	\$ 4,000	\$ 50,750	11	\$ 6,500	\$ 85,000
12	\$ 1,250	\$ 52,000	12	\$ -	\$ 85,000

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

Oppenstein 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

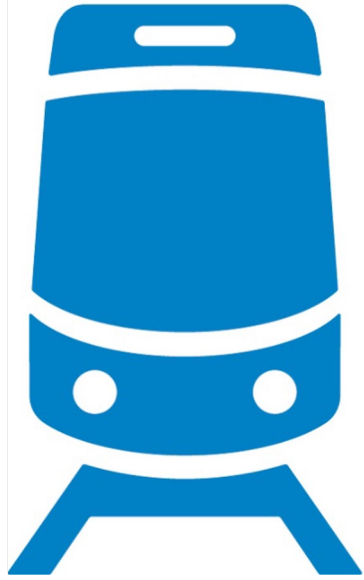
- General Financial Update
- **ACTION:** Acceptance Monthly Reports
- **ACTION:** Acceptance of Annual Audit

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



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