

Board of Directors of the Kansas City Streetcar Authority  
December 11, 2025, Meeting Summary Minutes

<https://www.google.com/url?q=https://kcstreetcar-org.zoom.us/j/86452046409?pwd%3DOa9uw09CgY7Dr0R4hbqPQ3FLyvDS26.1&sa=D&source=calendar&ust=1743949129321160&usg=AOvVaw1oKC71Uq5otcE-p9c0wXBQ>

600 E. 3<sup>rd</sup> Street, Kansas City, MO 64106

**1. Call to Order**

Michael Collins called the meeting to order.

**2. Approval of Previous Meeting Summary Minutes**

Jon Stephens moved to approve September 25, 2025, meeting summary minutes, Jan Marcason seconded and the motion carried.

**3. Public Comment**

There were no public comments.

**4. 2025 Customer Satisfaction Survey Results**

Lauren Krutty said that every two years a Customer Satisfaction Survey is performed on the streetcar. This year the on-board customer satisfaction survey took place in July. The last one was in November 2023. The ETC Institute completed 1315 surveys. It was available in a paper or digital format, with English or Spanish options. She reported some of the results and said the full report is on the streetcar website.

**CUSTOMER SATISFACTION**



**96%** of riders are **SATISFIED** with **OVERALL SERVICE**

\* According to an in-person survey conducted on-board the KC Streetcar in July of 2025 that resulted in 1315 validated responses.

**WHO IS RIDING THE KC STREETCAR?**



**72%** KC METRO RESIDENTS



**28%** VISITORS

\* According to an in-person survey conducted on-board the KC Streetcar in July of 2025 that resulted in 1315 validated responses. Note: county MAMC area used as geographic boundary of KC Metro.

**CHOICE RIDERS**



**71%** 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 June of 2025 that resulted in 1315 validated responses.

**WHERE ARE KC STREETCAR RIDERS GOING?**



**67%** of weekend streetcar riders are **ACCESSING SHOPPING OR ENTERTAINMENT**

\* According to an in-person survey conducted on-board the KC Streetcar in July of 2025 that resulted in 1315 validated responses.

## 6. Budget and Finance Committee report

Tom Gerend said the financial reports were included in the Board packets. The highlight is that the financials are trending with the budget.

Mr. Gerend said the 2025 annual audit was completed by Forvis Mazars. The auditors presented the results to the Budget and Finance Committee and they committee accepted the Audit report. He said the report was included in the Board packet for their review. It was a clean audit with no matters to report.

Robert McCormick moved to accept September and October monthly financial reports and the 2025 Annual Audit Report, Jan Marcason seconded and the motion carried unanimously.

## 7. Main Street Extension Update

### A. Grand Opening Celebration

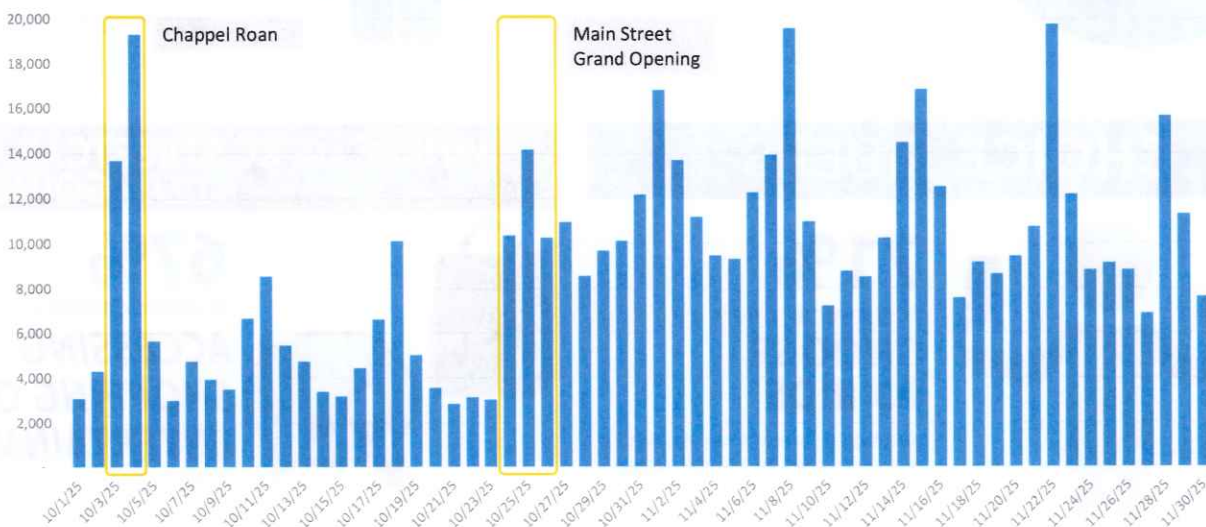
Tom Gerend thanked the Board of Directors for their support on the Main Street Extension. He said grand opening celebration went well. Everything that the team could control went excellent. He walked through some pictures of the celebration weekend.



### B. Early Observations

Lauren Krutty said the ridership numbers since the grand opening have more than doubled. She said average the weekday ridership was 4,000 daily on the starter line (prior to MSE opening) and 10,000 on the system (post MSE opening). The average weekend ridership 7,000 on the starter line (prior to MSE) and 14,000 Systemwide (Post MSE).

## OCTOBER – NOVEMBER RIDERSHIP



### C. Media

Tom Gerend said the media (legacy and social) response of the grand opening was great. He said Donna Mandelbaum managed it all on all fronts. He shared some of the media hits.

## KC Streetcar Main Street extension officially opens. 'A monumental milestone'

By Chris Higgins

Updated: October 24, 2023 4:38 PM



Kansas City's new streetcar line is set to start the Kansas City Streetcar's Main Street Extension on the 30th line, starting the line 12:30pm on Wednesday, October 24, 2023.

## Streetcar's Main Street extension marks new chapter for Kansas City transit



The Kansas City Streetcar's Main Street Extension is set to start on Wednesday, October 24, 2023, at 12:30pm. The line will run from the 30th Street station to the 12th Street station.

"It feels like it sort of opened up access to the city," Duff said.

On Wednesday, the streetcar was packed with riders taking advantage of the expanded route. Tara and her family were among those using the service to reach their destination.



## 8. Security Update

Tom Gerend introduced Tony Uredi, KCSA Director of Security. He started in October and hit the ground running. He is already recommending ways to improve. The capacity and capability of the security team is increasing. Contract security position has increased from 3 Titan officers to 12. Mr. Uredi is coordinating a with private property managers that are at our station stops to manage security. He has identified technology that will be helpful to keep staff and riders safe.

Jason Swords moved to approve amending the KCSA FY26 budget to add an additional \$500,000 to support security program, Stacey Paine seconded and the motion passed unanimously.

## 9. KC2026 Update

Tom Gerend gave a KC2026 Update and said that he has been negotiating with the KC2026 team and they have two agreements that will work for the KC Streetcar to be able to support the FIFA World Cup. He asked for consideration of the two agreements.

Ruben Alonzo moved to authorize the Executive Director to execute the operations and security agreement with KC2026 for supplemental operations and security support during the KC 2026 tournament and FanFest activation AND to approve a temporary modification to the streetcar shelter sponsorship guidelines in support of the World Cup sponsorship, promotion, and revenue generation, with the following stipulations:

1. Limited to June and July 2026
2. Allowance of alcoholic beverage companies or products where alcohol brewer or distiller is a sponsor of the event promoted and the sale of an alcoholic beverage is not the primary purpose of the content

Lynn Calton seconded the motion, and it passed unanimously.

## 10. Riverfront Extension Project Update

Ralph Davis gave the update on the Riverfront Extension. He said Riverfront is moving along and most of the construction work is complete. The project is on schedule and on budget.

- Overall Project is 97% Complete
- Construction work is on schedule.
- Rail is 100% complete.
- Shelters and Markers are Installed.
- Construction of two-way cycle track on Grand
  - OCS bracket and wire installation is nearing completion
  - Post & Chain are installed in the Riverfront Park area.
  - Contractor is completing the remaining concrete work and starting the punch list

The next phase is System Integration Testing (SIT). While the Riverfront Extension is not as long as Main Street, the testing phase is the same. Testing will start in December. He shared some photos.

He said the procurement for the progressive design-build of the Pavilion project is complete. The Pavilion Project is fully funded (Federal HUD grant, via Port KC).

The renderings for the feasibility study were shared. Mr. Gerend said the team feels like they will be able to come close to the intent. The team will start to refine the details.



## 11. Marketing, Events and Sponsorship Update

Tom Gerend gave the Marketing report. He discussed sponsorship contracts to date.

- 2025 Sponsorship Contracts to Date: \$766,275 (131,000 increase from last board meeting)
- 2026 Sponsorship Contract to Date: 152,850
  - All streetcars are reserved May-end of July 2026
  - Majority of streetcar stops booked May-end of July 2026

2 out of 4 of KC2026 streetcar wraps were completed ahead of the final draw.

He said Holiday Jam is in progress; there were 75 applications for 15 performances. He shared some photos.



## 12. Closed Meeting

There wasn't a closed meeting.

11. The next meeting will be held on January 29, 2026, in person at VMF 600 E. 3<sup>rd</sup> St., Kansas City, MO 64106 with a virtual Zoom option.

**Board Members Attending**

Rueben Alonzo  
Alissia Canady  
Lynn Carlton  
Michael Collins  
Jon Copaken  
George Guastello  
Jan Marcason  
Robert McCormack  
Stacey Paine  
Jon Stephens  
Jason Swords

**Others attending**

Ralph Davis, KCSA  
Michael Gawlick, KCMO  
Tom Gerend, KCSA  
Ebony Jackson, KCSA  
David Johnson, RTA  
Lauren Krutty, KCSA  
Angie Laurie, KCMO  
Spencer Norman, KCSA  
Jon Schlegel, HTSI  
Doug Stone, Lewis Rice  
Maureen  
Jason Waldron, KCMO  
Tony Uredi, KCSA