

● CELEBRATING 20 YEARS

The Kansas City Regional Transit Alliance (KCRTA) is twenty years old. For the past two decades, our volunteer-led board has worked hard to promote a regional transit network that improves access to opportunity across the region; supported streetcar development and expansion, and advocated for multiple transportation issues across Kansas City. Looking forward to our next twenty years, we are excited to see an even more dynamic, responsive, safe and equitable transit network for the 21st century.

● OUR WORK IN 2020

We have defined the following initiatives, goals and actions for the upcoming year:

INITIATIVE ONE: FISCAL SUSTAINABILITY

Advocate for the adoption of **regional transportation funding** to support sustainable mobility options for all.

- GOAL 1.1 *Develop the KCRTA position on a preferred regional funding mechanism.*
- GOAL 1.2 *Cultivate corporate champions and partners in support of regional funding and zero fare transit.*
- GOAL 1.3 *Execute a regional survey to understand public sentiment on transit and transportation funding.*

INITIATIVE TWO: SAFE STREETS

Support adoption of **Vision Zero** policies and action plans across the Kansas City metro in pursuit of safer streets for all.

- GOAL 2.1 *Build a Vision Zero Alliance with other organizations and advocates through outreach, shared messaging and thought leadership.*
- GOAL 2.2 *Engage new and existing members through events, social media and development of shared tools to track our progress. advocating for a regional data dashboard to track outcomes.*
- GOAL 2.3 *Partner to implement a physical installation demonstrating safety-enhancing design in collaboration with local neighborhood leaders.*

INITIATIVE THREE: FUTURE-READINESS

Develop KCRTA **organizational capacity** for the next twenty years of regional transit advocacy.

- GOAL 3.1 *Grow our reach through regular communications, events and partnerships.*
- GOAL 3.2 *Host a 20 year celebration of KCRTA in Fall 2020.*
- GOAL 3.3 *Build our funding and membership pipeline for the future.*

● INITIATIVE ONE: FISCAL SUSTAINABILITY

Advocate for the adoption of **regional transportation funding** to support sustainable mobility options for all.

The KCRTA supports an inclusive process to establish regional funding for the future of transportation to ensure sustainable, equitable access to services and opportunity throughout the region.

Goal 1.1 Develop the KCRTA position on a preferred regional funding mechanism.

ACTIONS

1. Engage local universities and subject matter experts and identify regional scenarios for transportation funding. Consider options that are bi-state, county-level and dedicated funds; explore mechanisms such as sales tax; user fees; earnings tax; gas tax; property tax; identify advocacy gaps for funding scenarios; etc.
2. Convene a working group of board members and other stakeholders to develop a recommended funding scenario. Publish and advocate for a board-adopted scenario.

Goal 1.2 Cultivate corporate champions and partners in support of regional funding and zero fare transit.

ACTIONS

3. Engage corporate champions in a public commitment to supporting regional transit funding and accessible shared mobility for all.
4. Participate in the Greater KC Chamber of Commerce Big 5 Transportation as a subject matter expert and stakeholder.

Goal 1.3 Execute a regional survey to understand public sentiment on transit and transportation funding.

ACTIONS

5. Obtain estimates and establish a budget with a few scenarios to execute a region-wide survey.
6. Engage stakeholders in the development of the survey and its promotion.
7. Investigate various follow-up scenarios to measure change in public sentiment over time.

● INITIATIVE TWO: SAFE STREETS

Support adoption of **Vision Zero** policies and action plans across the Kansas City metro in pursuit of safer streets for all.

The KCRTA believes that traffic violence is preventable and will support the adoption of policies, action plans and other partnerships to create safer streets for everyone, no matter how they travel.

Goal 2.1 *Build a Vision Zero Alliance with other organizations and advocates through outreach, shared messaging and thought leadership.*

ACTIONS

1. Engage potential partners to support Vision Zero. *Be intentional in our engagement of communities and stakeholders.*
2. Fine-tune messaging regarding Vision Zero from an equity in transportation perspective and illustrate the full cost to society of the status quo.
3. Develop and share a template letter of support for our partners and advocates, as appropriate. Track support on our website.
4. Co-host a community charette on how to improve safety outcomes at the neighborhood-level.

Goal 2.2 *Engage new and existing members through events, social media and advocating for a regional data dashboard to track outcomes.*

ACTIONS

5. Support the adoption of the KCMO Vision Zero resolution ([Resolution No. 200019](#)) and advocate for at least one (1) more city/county to advance Vision Zero policy in 2020.
6. Collect stories and share them through our social media channels and website.
7. Create tools (e.g. template presentation and leave-behind materials) for KCRTA board members to present Vision Zero to neighborhood and other community organizations. Explore offering access to regional training for professionals (e.g. lunch and learn) on Vision Zero best practices.
8. Connect regional stakeholders to Vision Zero resources by sharing information via social media and adding links to our website. Include resources to improve the “default” practices in the Kansas City region. Advocate for better terminology around traffic violence and help the region’s media move away from victim blaming.
9. Re-engage MARC and DataKC to encourage the development of open data, mapping and progress on Vision Zero-related goals.

Goal 2.3 *Partner to implement a physical installation on safety in collaboration with local neighborhood leaders.*

ACTIONS

10. Identify through the data where there are dangerous intersections or blocks are across the region and engage the local community in a conversation about what’s possible. Host a walking tour and/or physical installation and social event to focus on walkability and identifying challenges in the built environment.

● INITIATIVE THREE: FUTURE-READINESS

Develop KCRTA **organizational capacity** for the next twenty years of regional transit advocacy.

The KCRTA, as a volunteer-led and member organization, must prepare for the next two decades of work to ensure we are relevant, resilient and intentional in how we advocate for better mobility in Kansas City.

Goal 3.1 Grow our reach through regular communications, events and partnerships.

ACTIONS

1. Host a brainstorming session at an upcoming monthly board meeting to identify and map the stakeholder landscape. Actively pursue and track new partnerships, memberships and collaborations to advance better transit options.
2. Establish clear metrics and transparent tracking of KCRTA initiatives. Update website with content on our initiatives, resources and ways to get involved.
3. Develop a timeline and approach to deliver at least four e-newsletters in 2020. Cover topics such as Vision Zero, Regional Funding and the expanded definition of “transit” in the 21st century. Grow email subscriber base.
4. Develop a proposed curriculum, budget and timeline to execute at least two (2) events in 2020. Identify event sponsors as partners. Explore providing credits for professional development across various disciplines.

Goal 3.2 Host a 20 year celebration of KCRTA in Fall 2020 to mark organizational accomplishments and raise support for future efforts.

ACTIONS

5. Develop a working group, event outline and budget for the 20th Anniversary Celebration.
6. Explore updating the KCRTA brand and logo for the 20th Anniversary.
7. Recognize Transit Advocate of the Year and Vision Zero leadership.

Goal 3.3 Build our funding and membership pipeline for the future.

ACTIONS

8. Host a board brainstorm on potential funding sources and partnerships. Identify contacts for outreach and engagement. Launch a lead development and tracking shared spreadsheet for monthly reporting by Treasurer at Board meetings. Prioritize and assign follow-up next steps.
9. Write a template proposal/funding request to be shared with potential funders. Move KCRTA bank account to a more customer-friendly local bank.