

# **Sustainable Communities Webinar**

## **Creating Sustainable Places**

**A Centers-and-Corridors Strategy for Regional Sustainability**

**Mid-America Regional Council**

Serving Metropolitan Kansas City

July 14, 2011



# Outline

- **About MARC and Kansas City**
- **Sustainable Communities Grant**
  - Organization
  - Strategy
- **Next Steps**



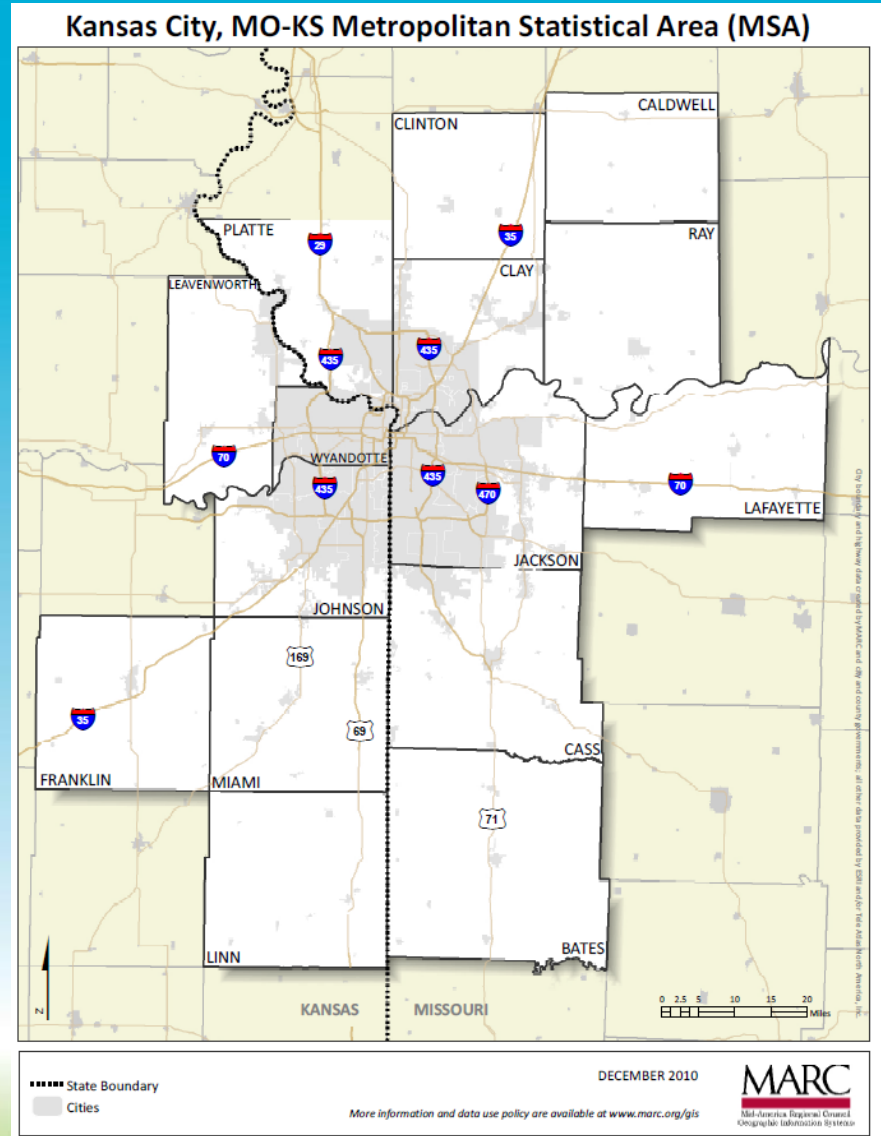
# About MARC

- **Kansas City Metropolitan Planning Organization**
- **Serves 9 counties and 120 cities**
- **Programs**
  - Transportation planning
  - Environmental planning
  - Research services
  - Public safety and emergency services
  - Early education
  - Aging services



# About Kansas City

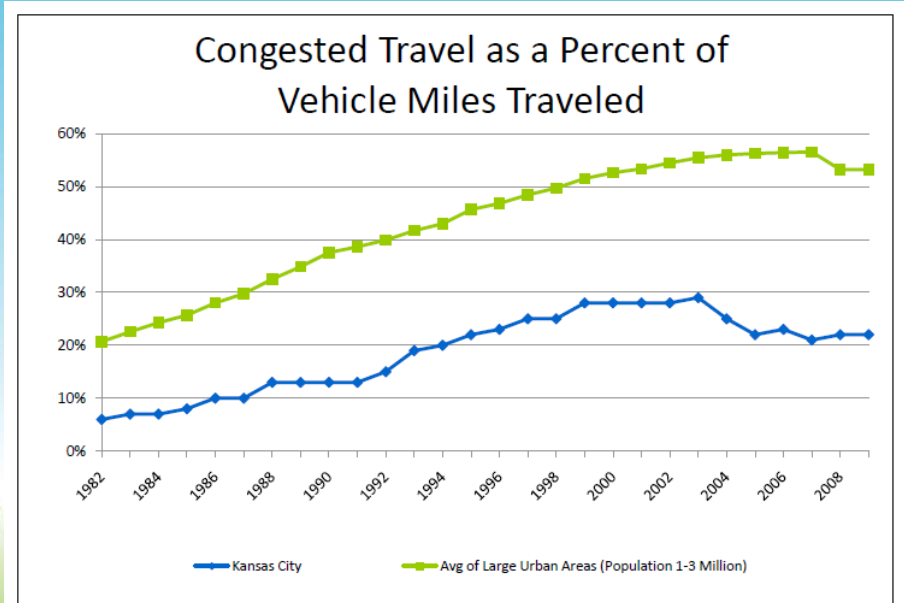
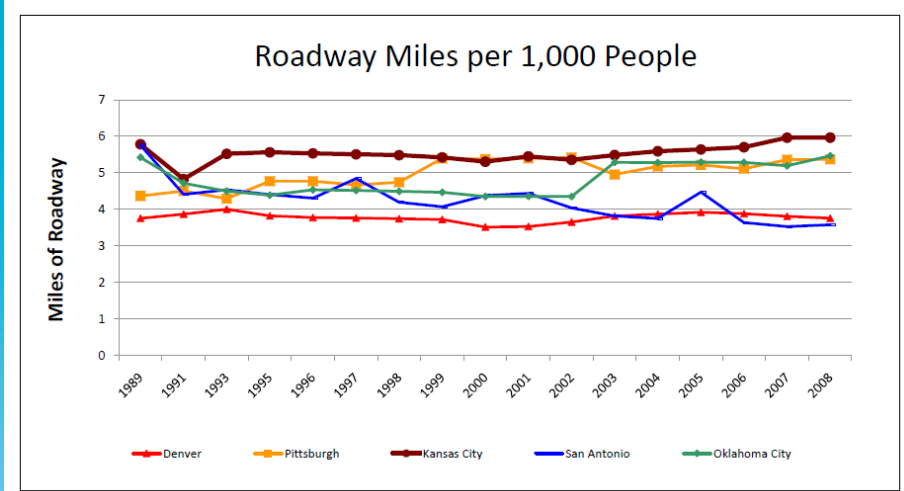
- **Population:** 2.1 Million
- **Population Growth:** 1%/year since 1980s



# About Kansas City

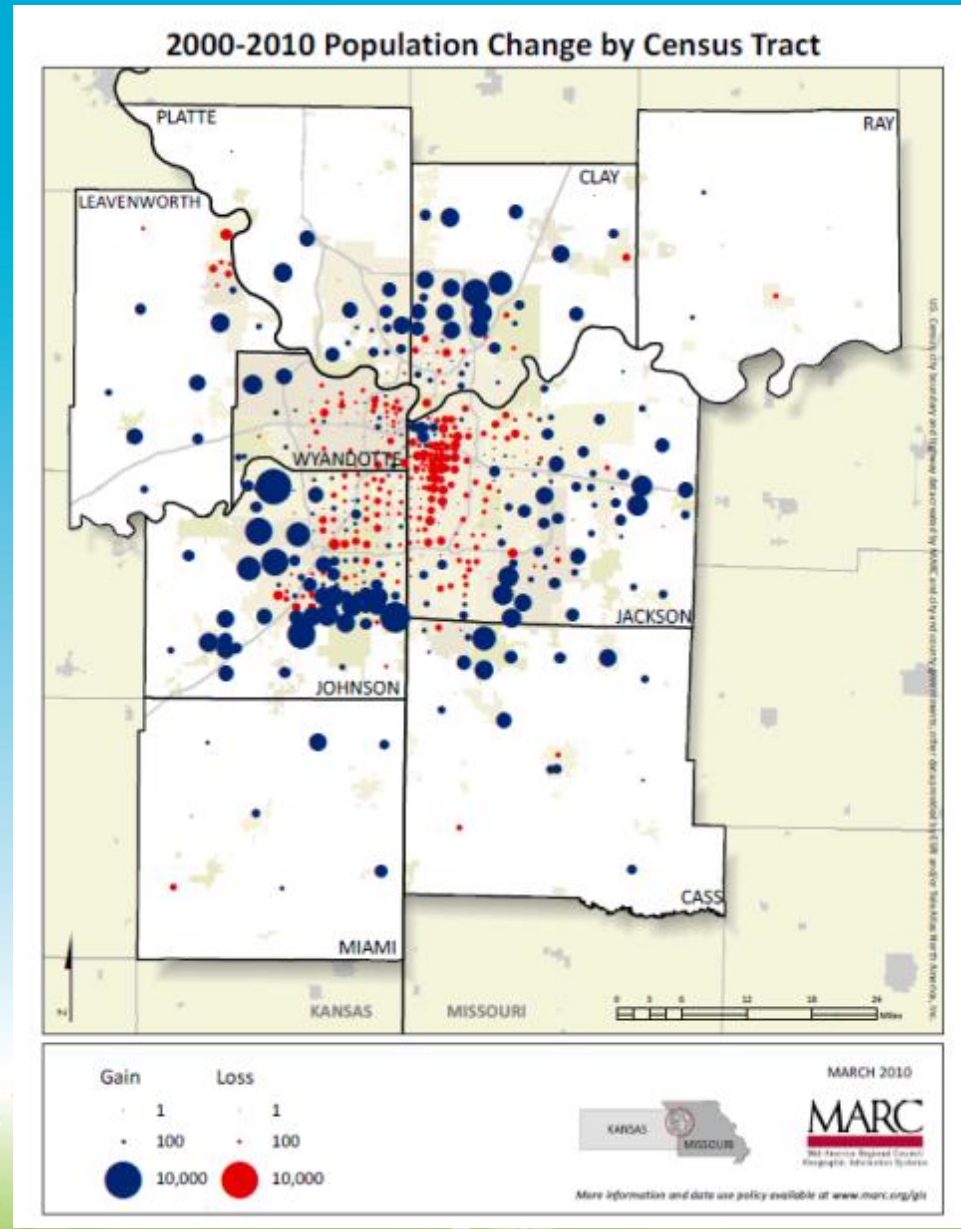
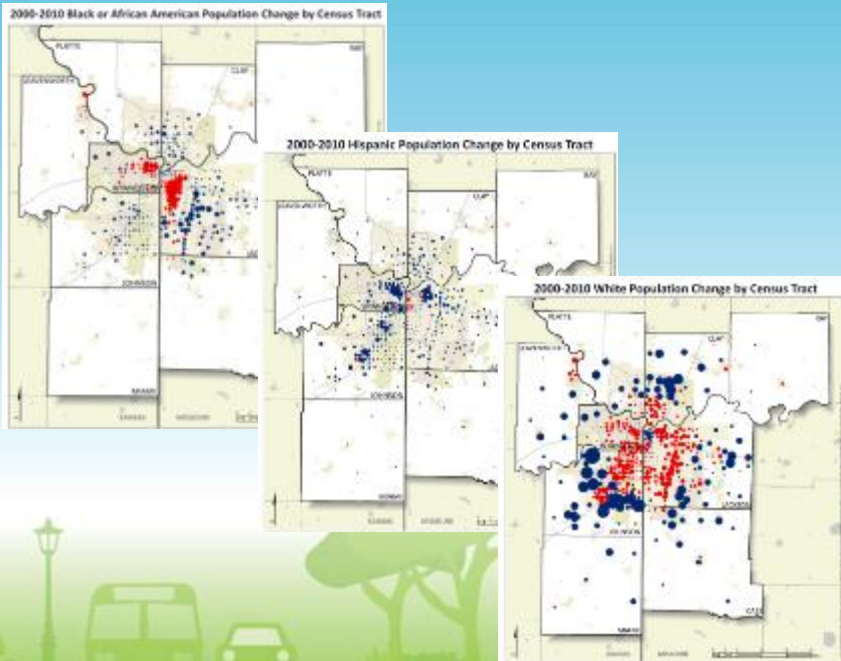
**We love our cars,  
and we love to  
spread out**

- Highest roadway miles per capita
- Low congestion rates
- No natural barriers



# Recent Trends

- Core population decline
- Continued outward growth
- Suburbanization of poverty
- Diversifying suburbs



# Recent Trends

- Brookings Institution Transit and Jobs Study
- **Kansas City ranked 90<sup>th</sup> out of 100**



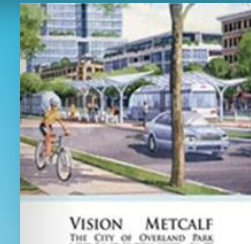
Appendix 2. Metropolitan Transit Accessibility Metrics (continued)

Metropolitan Area	Combined Access Ranking	Coverage				Service Frequency (minutes)				Job Access						
		All (%)	Rank	Low Income (%)	Middle Income (%)	High Income (%)	All	Rank	Low Income (%)	Middle Income (%)	High Income (%)	All	Rank	Low Income (%)	Middle Income (%)	High Income (%)
Hartford-West Hartford-East Hartford, CT	47	62.7	62	92.1	71.1	82.1	13.8	47	10.2	16.7	18.7	29.8	47	86.8	24.8	23.6
Honolulu, HI	1	97.0	1	95.1	97.7	97.9	9.0	18	6.4	9.2	11.1	69.8	1	67.9	68.0	65.1
Houston-Sugar Land-Baytown, TX	72	44.2	81	74.1	40.8	18.4	7.8	7	7.2	7.6	7.7	29.6	60	29.9	27.7	31.6
Indianapolis-Carmel, IN	64	41.8	85	81.9	40.8	10.7	13.8	48	12.3	13.8	18.2	33.1	98	86.4	80.0	24.6
Jackson, MS	76	30.0	97	68.2	19.7	10.7	15.4	61	14.6	16.2	19.3	38.4	21	39.6	37.1	34.7
Jacksonville, FL	73	57.5	62	87.8	62.2	28.1	15.2	60	14.6	16.0	16.9	23.2	78	27.8	20.6	16.9
Kansas City, MO-KS	90	47.2	75	74.1	48.2	24.4	14.2	64	11.6	17.3	24.7	18.3	90	23.1	15.3	10.8

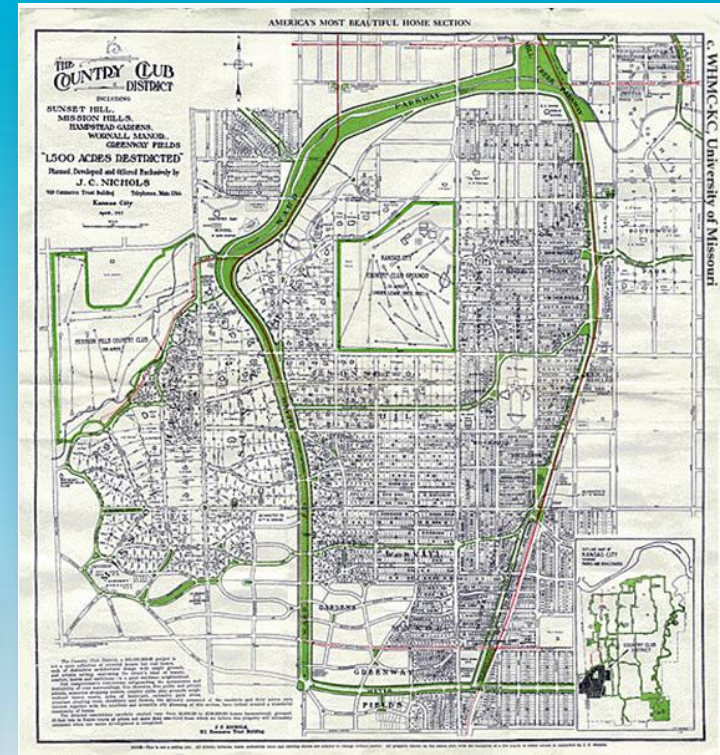
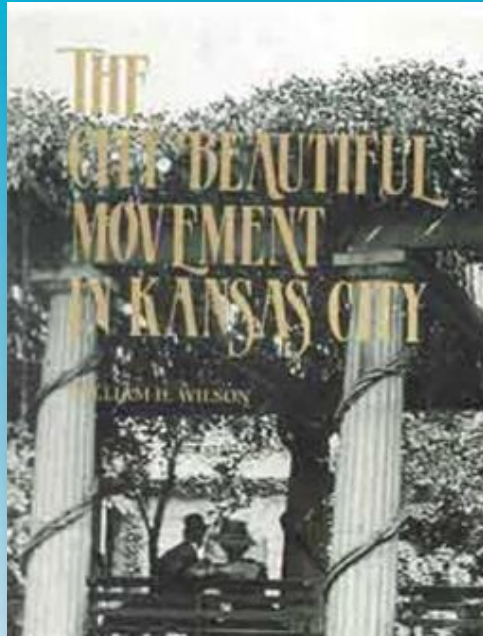
# Foundation

- **Foundation Established**

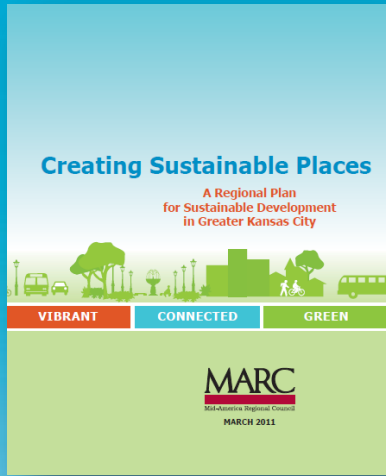
- Creating Quality Places
- Metro Green
- Vision Metcalf
- Smart Moves
- Transportation 2040
- Many other local & regional plans



# Foundation



# Planning to Action



# HUD Sustainable Communities Planning Grant

- **\$4.25 million**  
over three years
- **60+ partners**
  - Local Governments
  - Nonprofits
  - Housing
  - Business/Professional Organizations
  - Equity Organizations
  - Universities



## Three-fold program

1. Organize for Success
2. Enhance Decision Making
3. Demonstrate New Models

# 1. ORGANIZE FOR SUCCESS

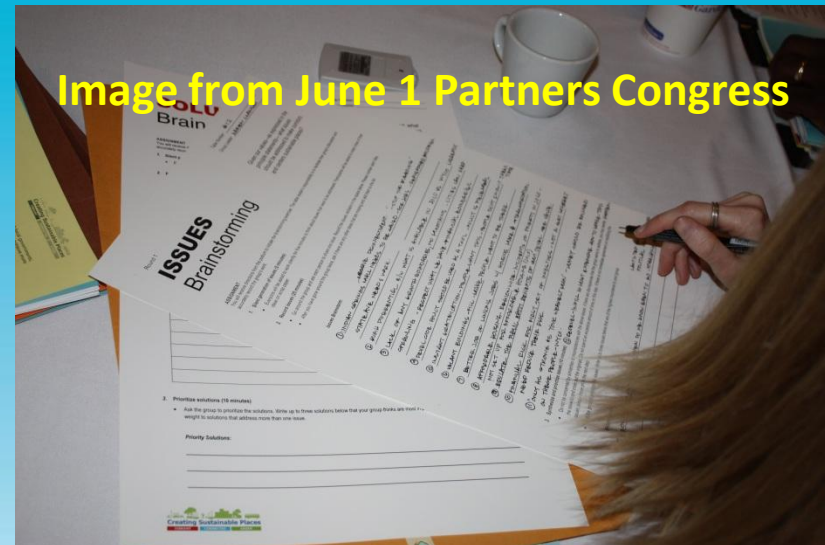


CREATING SUSTAINABLE PLACES

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# Organize for Success

- **MARC Board of Directors:** 33 local elected officials
- **Consortium Coordinating Committee:** HUD grant leadership and oversight representing partners
- **Partner Congress:** Convene 60+ partners & other stakeholders
- **Working Groups:** Focus on specific projects



# Organize for Success

- **Engagement and Education**

- Engagement strategy
- Imagine KC
  - 12 part series on local public television
  - Energy efficiency, food systems, CSP, etc. featured
- Academy for Sustainable Communities
- E-newsletter
- Partners Congress
- Social media



# Organize for Success

- **Equity partners**
  - Influencing outcomes, not just participating
  - April 30 workshop
  - Regional equity strategy
  - Regional delegation to National Equity Summit
  - Engagement in corridor and place making



- **Project Indicators,  
Monitoring and  
Evaluation**

## 2. ENHANCE DECISION-MAKING

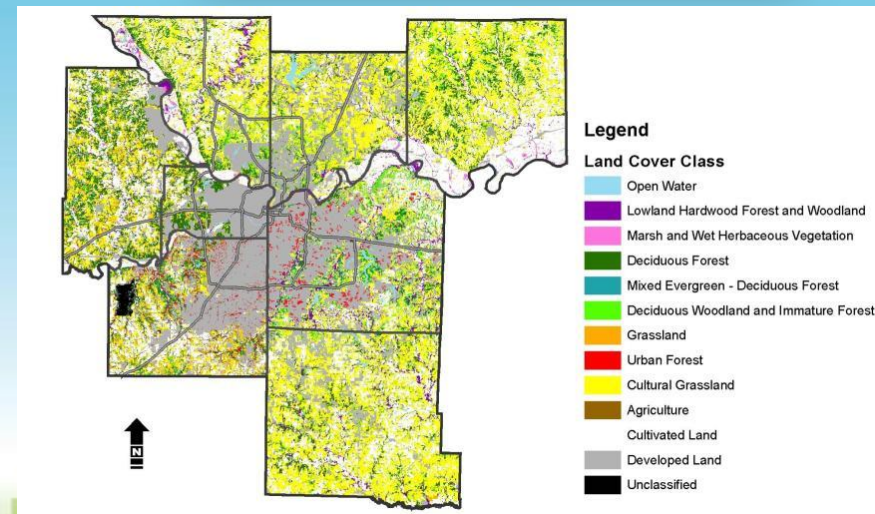
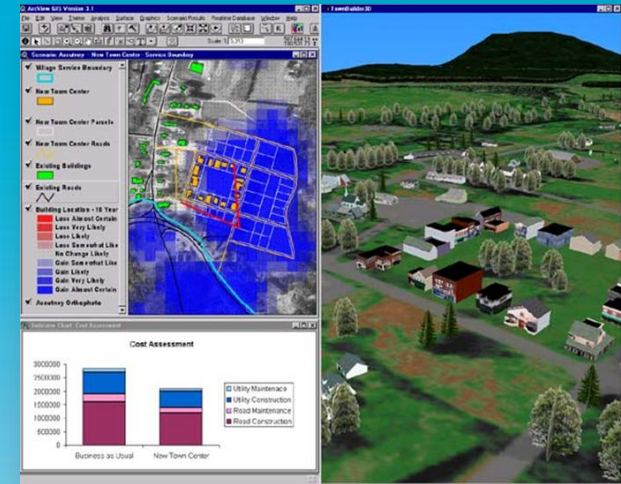


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# Enhance Decision-Making

- **Tool Development**
  - Economic feasibility
  - Visualization
  - Sustainable code
  - Natural resources inventory
  - Retail center reuse
  - Complete streets
- **Housing Capacity**
- **Workforce Development**



# 3. DEMONSTRATE NEW MODELS

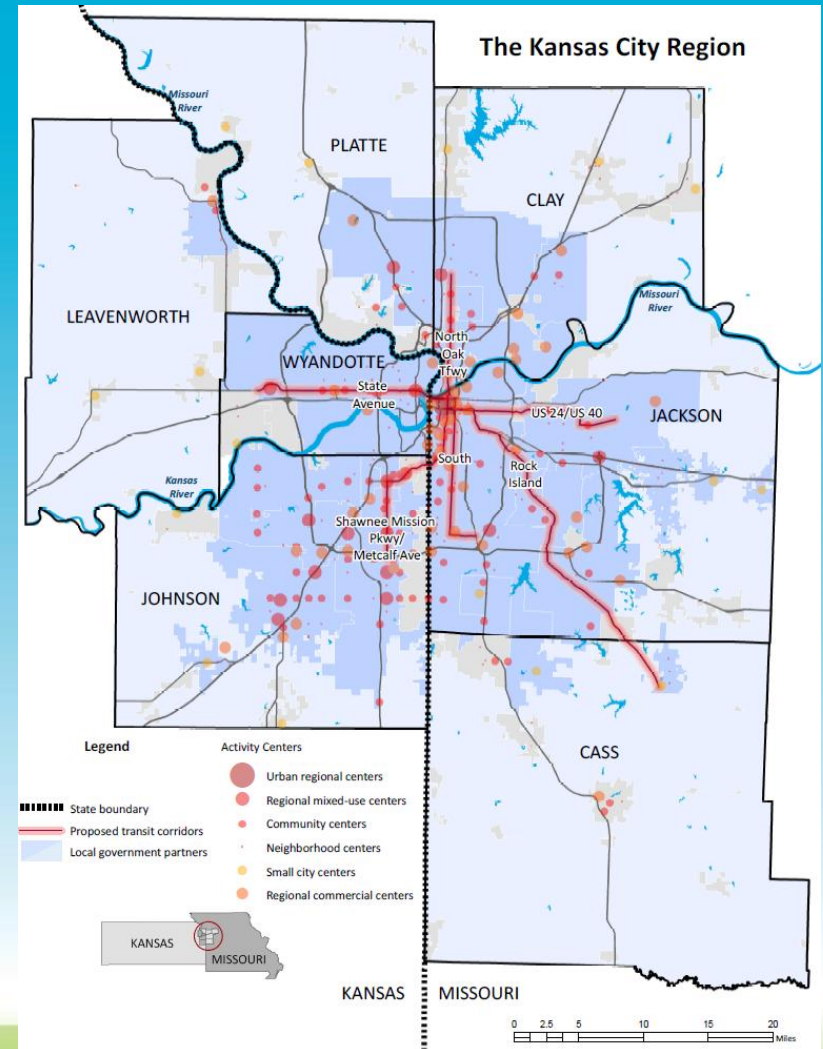


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# Demonstrate New Models

- **Six corridor plans focused on implementation**
  - Mixed use, walkable communities
  - More support for transit from more riders and destinations
  - More emphasis on redevelopment of existing communities
  - Make more efficient use of existing infrastructure



# Demonstrate New Models

- **Tools will be applied in corridors**
- **4-6 site-specific demonstration projects**
- **Green Impact Zone**
  - Place based planning and resource focus
  - Housing strategy and moving individual projects

## What makes a vibrant, connected, green region?



### Activity centers that offer:

- Mixed-use amenities and a mix of housing options
- Compact development
- Pedestrian and bicycle accommodations
- Public transit services
- Access to natural areas and green spaces
- Diversity in age and income levels
- Smooth transitions to surrounding neighborhoods



### Transportation corridors that offer:

- Accommodations for different modes of transportation
- Easy flow of people and goods between places
- An extension of vibrant places with mixed uses
- Connections to housing, employment centers, green spaces and natural areas
- Smooth transitions to surrounding neighborhoods

# Next Steps

- Guiding principles
- Planning guidebook
- Tool development strategy
- Social equity strategies
- Regional indicators and performance measures

# For More Information



## Mid-America Regional Council

600 Broadway, Suite 200  
Kansas City, MO 64105  
[www.marc.org](http://www.marc.org)



## Creating Sustainable Places Website

[www.marc.org/sustainableplaces](http://www.marc.org/sustainableplaces)



**Imagine KC**  
[www.imaginekc.org](http://www.imaginekc.org)

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