

## ACTION 1

### Promote options that are pedestrian, bike and transit friendly for communities

Strategy	Basic goals (Three years)	Mid-range goals (Five years)	Stretch goals (10 years)
<b>Promote options that are pedestrian, bike and transit friendly for communities, including MetroGreen and incentives for compact development.</b>	<ol style="list-style-type: none"> <li>1. Establish transit-oriented development (TOD) guidelines for two bus rapid transit (BRT) corridors</li> <li>2. Increase bike/walk/transit to 7 percent of total trips</li> <li>3. Establish an urban car-sharing program</li> <li>4. Cover 10 percent of the regional population with complete streets or similar policies</li> <li>5. Establish complete streets training for municipalities</li> </ol>	<ol style="list-style-type: none"> <li>1. Establish TOD guidelines for five BRT corridors</li> <li>2. Increase bike/walk/transit to 9 percent of total trips</li> <li>3. Increase car-sharing participation to 5,000 participants</li> <li>4. Cover 20 percent of the regional population with complete streets or similar policies</li> <li>5. Conduct two complete streets trainings</li> </ol>	<ol style="list-style-type: none"> <li>1. Establish TOD guidelines for all BRT corridors</li> <li>2. Increase bike/walk/transit to 12 percent of total trips</li> <li>3. Increase car-sharing to 12,000</li> <li>4. Cover 60 percent of the regional population with complete streets or similar policies</li> </ol>

### Basic Goal 1

In May, a transportation-focused corridor assessment along North Oak Trafficway and Burlington Street in Kansas City, Mo. was completed as part of the Creating Sustainable Places Corridor Planning program. The study examined how transit can be a catalyst for and support a renewed and sustainable corridor. The CSP program is in the midst of completing similar plans for the State Avenue, US 40

Highway, Rock Island, Troost Ave., and Shawnee Mission Parkway corridors. The Kansas City Area Transit Authorities' Bus Rapid Transit (BRT) service — the "MAX" or Metro Area Express — has operated along the Troost corridor since 2011. BRT service provides faster, more frequent bus transit service.

## Basic goal 2

Transportation Outlook 2040 estimates that in 2004, 4.3 percent of trips in the MARC area were made by walking or cycling, and 2 percent of trips were made by transit. The American Community Survey in 2008 reaffirms the report's estimate that 2 percent of trips are made by transit. Unfortunately, this survey combines cycling with taxi and motorcycle trips. This goal will be evaluated when new data becomes available.

## Basic goal 3

Carsharing service allows registered users to rent a vehicle by the hour. Zipcar began offering its carsharing service at UMKC and Rockhurst campuses in January of 2012. The program now has over 200 members, of which 75 percent are students. By May of 2013, these members had logged 3,400 miles.

## Stretch goal 4

In August of 2012, Jackson County became the fifteenth government entity in the region to adopt a complete street policy. The policy covers approximately 22,500 residents in the county's unincorporated area. The policy recognizes obesity as a growing epidemic and intends to give residents healthier commuting options. Complete street coverage now includes 63 percent of the region's population.

Complete street retrofits are scheduled for Cleaver Boulevard and Southwest Boulevard/Merriam Lane in Kansas City, Mo. and Kansas City, Kan. Complete street projects in the Rosedale and Argentine neighborhoods in Wyandotte County will be finished this spring. MARC will evaluate the effectiveness of regional complete street policies in their next Transportation Improvement Program (TIP) round this fall.

## Basic goal 5

In May of 2012, MARC hosted "Implementing Complete Streets in Your Community" which introduced MARC's Complete Streets Handbook. The workshop was also an opportunity for attendees to ask questions regarding the implementation of complete streets in their community.

## ACTION 2

### Native and sustainable landscaping, streetscaping and green infrastructure for governments and residences, and best practices for commercial landscaping

Strategies	Basic goals (Three years)	Mid-range goals (Five years)	Stretch goals (10 years)
<b>Native, sustainable landscaping and pervious pavement policies for governments and residents</b>	25 percent of local governments and public agencies adopt native landscaping, green infrastructure protection and pervious pavement policies	<ol style="list-style-type: none"> <li>120,000 acres of native landscaping/sustainable stormwater site design</li> <li>50 percent of local governments and public agencies adopt native landscaping, green infrastructure protection and pervious pavement policies</li> <li>Decrease residential water use for lawn care and irrigation by 5 percent</li> </ol>	<ol style="list-style-type: none"> <li>243,000 acres (10 percent of the region's total acreage) of native landscaping/sustainable stormwater site design (roadside, riparian, park, large institutional landscapes) in metro area</li> <li>Reduce mowable acreage by 10 percent in the region</li> </ol>
<b>Best practices training for commercial landscaping</b>	Establish Academy for Sustainable Communities curriculum for best practices for commercial and municipal landscaping	<ol style="list-style-type: none"> <li>Hold trainings in commercial and municipal landscaping at least twice yearly</li> <li>Create local recognition program for businesses and municipalities using landscaping BMPs</li> </ol>	Hold quarterly trainings in commercial and municipal landscaping

### Mid-Range Goal

As part of the *Planting a Prairie* series from July through September of 2012, MARC held three workshops to help local municipalities adopt and implement native landscaping policies. Workshops included a regional bus tour, a forum on municipal policy and a design practicum. MARC welcomed nine native landscaping specialists to host the workshops. Over 120 participants registered for the events. Four instructional videos were produced as a result, totaling 14 minutes of interviews.

In April, MARC hosted “Native Landscaping Ordinances: National Examples.” The municipal, code-related workshop showcased ideal ordinances from Minneapolis, Minn. and Chesterfield, Mo., and the city officials and staff who helped to create them. Registration for the event totaled 71. The event established the research for MARC’s white paper, “*A New Generation of Plant Ordinances*.” The paper is a guide to help governments transition to codes that are more accepting of native landscapes.

## ACTION 3

### Green buildings, sustainable site design and improved building codes for local governments

Strategies	Basic goals (Three years)	Mid-range goals (Five years)	Stretch goals (10 years)
<b>Green buildings and sustainable site design</b>	<ol style="list-style-type: none"> <li>1. Provide training for local governments and non-construction professionals on LEED, EnergyStar, IECC, etc.</li> <li>2. 4 percent of local municipalities adopt new construction guidelines requiring design to LEED silver standards or higher for all buildings</li> </ol>	<ol style="list-style-type: none"> <li>1. Provide training for local governments and non-construction professionals on LEED, EnergyStar, IECC, etc.</li> <li>2. 10 percent of local municipalities adopt new construction guidelines requiring design to LEED silver standards or higher for all buildings</li> </ol>	<ol style="list-style-type: none"> <li>1. Provide training for local governments and non-construction professionals on LEED, EnergyStar, IECC building codes, etc.</li> <li>2. 25 percent of local municipalities adopt new construction guidelines requiring design to LEED standards level or higher for all buildings</li> </ol>
<b>Improved building codes</b>	30 percent of regional population covered by 2012 IECC standards or similar for new residential and commercial construction	50 percent of regional population covered by 2012 IECC standards or similar for new residential and commercial construction	100 percent of regional population covered by 2012 IECC standards or similar for new residential and commercial construction

#### Mid-Range Goal 3

The region has seen widespread adoption of the 2012 International Energy Conservation Code (IECC). This building code standard covers 63 percent of the regional population, is 15 percent more energy efficient than the 2009 code and 30 percent more efficient than the 2006 code.

## ACTION 4

### Energy-efficiency incentives for homeowners and renters

Strategy	Basic goal (Three years)	Mid-range goal (Five years)	Stretch goal (10 years)
<b>Consumer incentives to improve energy efficiency</b>	1 percent of all eligible entities participate in an energy-efficiency incentive program	2 percent of all eligible entities participate in an energy-efficiency incentive program	5 percent of all eligible entities participate in an energy-efficiency incentive program

In 2012, the MARC Board authorized a study to assess the feasibility of creating a Property Assessed Clean Energy (PACE) program in the Kansas City region. PACE programs help property owners finance energy efficiency and renewable energy improvements. With savings from lower utility bills that result from the improvements, property owners can recoup financing costs. MARC has developed informational materials that are currently under review by city staff in 15 cities in Missouri and Kansas.

Last year, a \$700,000 energy efficiency replication grant program was awarded to six applicants for retrofits of public buildings, churches, private homes and small businesses. Three of the six projects have installed the retrofits, and those completed projects are realizing a 15 percent energy savings.

The Missouri Department of Revenue held the fifth annual “Show Me Green Sales Tax Holiday.” The holiday significantly reduces sales tax for qualifying appliances that earn the EPA’s Energy Saver distinction.

## APPENDIX A

<b>Cities with Complete Streets Policies Adopted</b>	<b>Population</b>
Douglas Co.	110,826
Belton	24,802
Blue Springs	52,575
Grandview	24,475
Independence	116,830
Johnson Co (Unincorporated)	14,262
Kansas City, Kan.	145,786
Kansas City, Mo.	459,787
Leawood	31,867
Lee's Summit	91,364
Overland Park	173,372
Roeland Park	6,731
Jackson County (Unincorporated)	22,501
<b>TOTAL</b>	<b>1,275,178</b>
<b>Air Quality County Jurisdiction</b>	
Cass	99,723
Clay	221,939
Clinton	20,742
Douglas	110,826
Jackson	674,158
Johnson	644,179
Leavenworth	76,227
Miami	32,787
Platte	89,322
Wyandotte	157,505
<b>TOTAL</b>	<b>2,027,408</b>
<b>Percent Complete Street Coverage</b>	<b>63%</b>

## APPENDIX B

Cities with LEED Silver Standards	Number of Cities
Kansas City, Mo.	1
Air Quality County Jurisdiction	
Cass	19
Clay	26
Clinton	9
Douglas	4
Jackson	20
Johnson	21
Leavenworth	6
Miami	5
Platte	20
Wyandotte	5
<b>TOTAL</b>	<b>135</b>
<b>Percent Municipal Adoption of LEED</b>	<b>0.74%</b>

## APPENDIX C

<b>Entities Providing EE Incentive Programs</b>	<b>Number of Households</b>
Johnson County	98
Kansas City, Kan.	37
Kansas City, Mo.	791
State of Missouri	965
Wyandotte County	90
<b>TOTAL</b>	<b>1,981</b>
<b>Air Quality County Jurisdiction</b>	
Cass	36,399
Clay	86,034
Clinton	8,091
Douglas	42,943
Jackson	271,192
Johnson	210,278
Leavenworth	25,778
Miami	11,931
Platte	35,065
Wyandotte	57,207
<b>TOTAL</b>	<b>784,918</b>
<b>Percent Participation in EE Incentive Programs</b>	<b>0.25%</b>

## APPENDIX D

Residents in Wyandotte County completed 90 energy conservation projects May through December 2011, however none were recorded in 2012 to date. Homeowners in Missouri completed 590 “Home Performance with Energy Star” projects in the 3rd and 4th quarter of 2011. In the 1st quarter of 2012, it is estimated that approximately 350 projects were completed. Approximately 25 homeowners also completed geothermal projects. Kansas City, Mo., weatherized 791 homes in Platte, Clay, and Jackson Counties. Johnson County weatherized 98 homes.

### Work Cited

Martin & Shaheen, 2010: Martin, Elliot W. & Shaheen, Susan A. “Greenhouse Gas Emission Impacts of Carsharing in North America” IEEE Transactions on Intelligent Transportation Systems. Vol. 12:4, 1074-1086 December 2011.