

# NADO – MPO Discussion

## Creating Sustainable Places

A Centers-and-Corridors Strategy for Regional Sustainability

**Mid-America Regional Council**

Serving Metropolitan Kansas City

July 25, 2011



# Outline

- **MARC and Kansas City**
- **Sustainable Communities Grant**
  - Foundations
  - Application
  - Organization
  - Strategy



# MARC

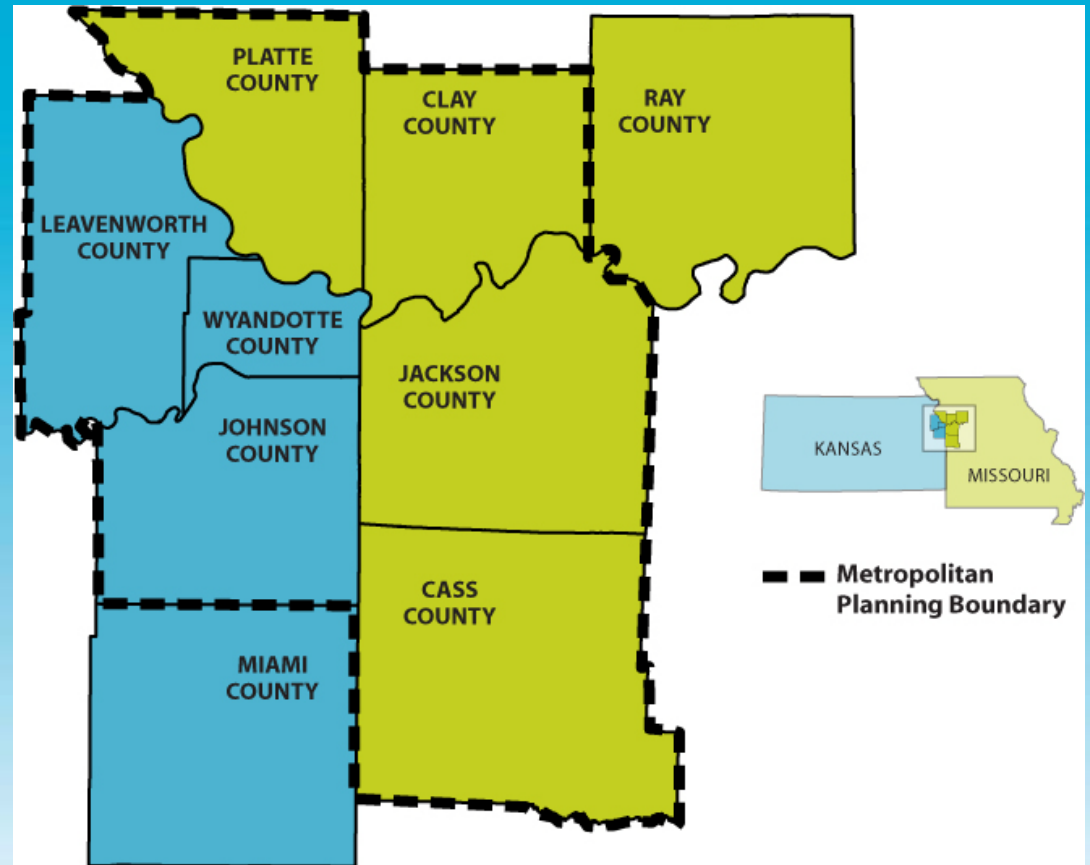
- **Programs**

- Transportation planning
- Community development
  - Environment
  - Health care
  - Housing
  - Energy
- Research services
- Public safety and emergency services
- Early education
- Aging services
- Government services



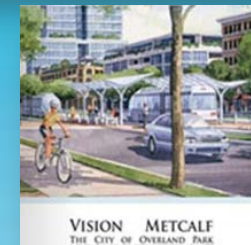
# Kansas City

- **MARC area:**  
9 counties and  
120 cities
- **Population:**  
2 Million
- **Population  
Growth:**  
1%/year since  
1980s



# Grant Foundation

- **Foundation Established Over Last 10 Years**
  - Creating Quality Places
  - Metro Green
  - Vision Metcalf
  - Smart Moves
  - Many other local & regional plans
  - Imagine KC
  - Transportation Outlook 2040



# Grant Foundation

- **Transportation Outlook 2040**

- Goals

- System Performance
    - System Condition
    - Safety and Security
    - Vibrant Economy
    - Accessibility

including four new goals

- Place-making
    - Healthy Living
    - Climate Change and Energy Use
    - Environment

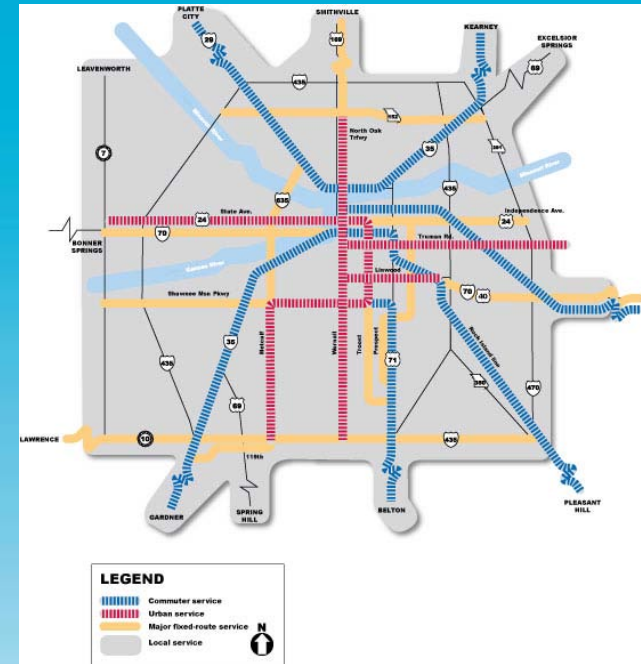
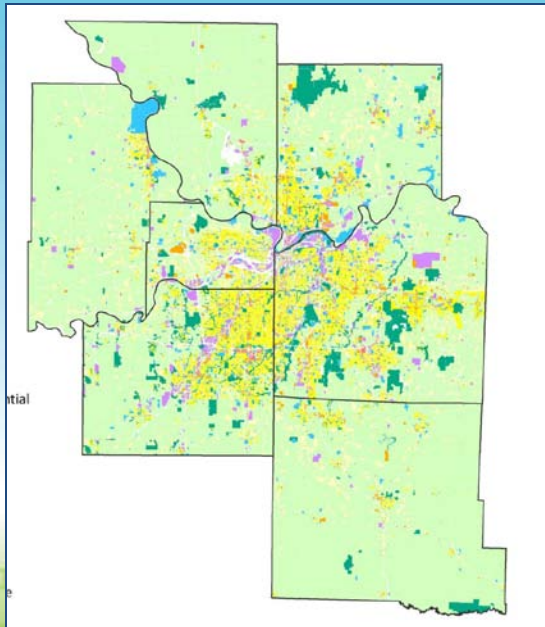




# Grant Foundation

- **Transportation Outlook 2040 Strategies**

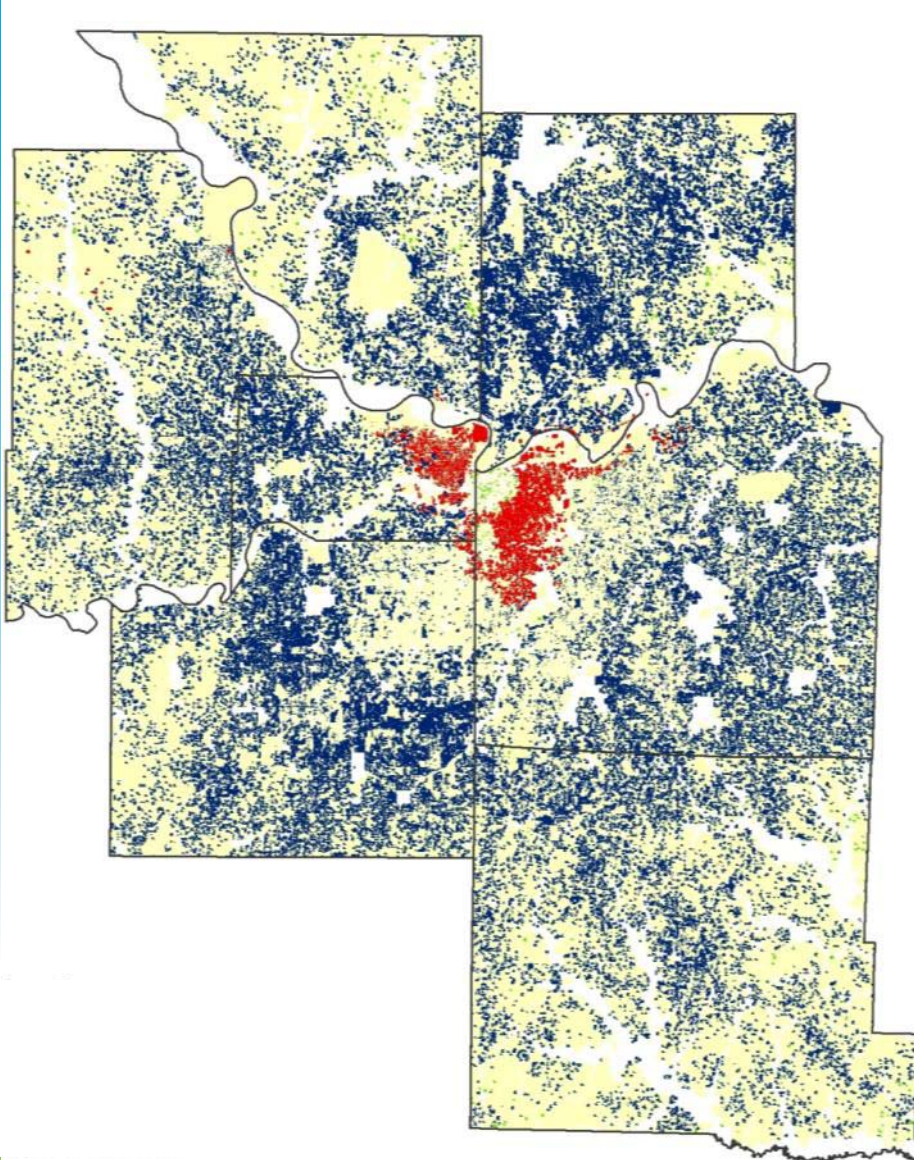
- Preserve, Enhance, and Expand regional transit and paratransit services.



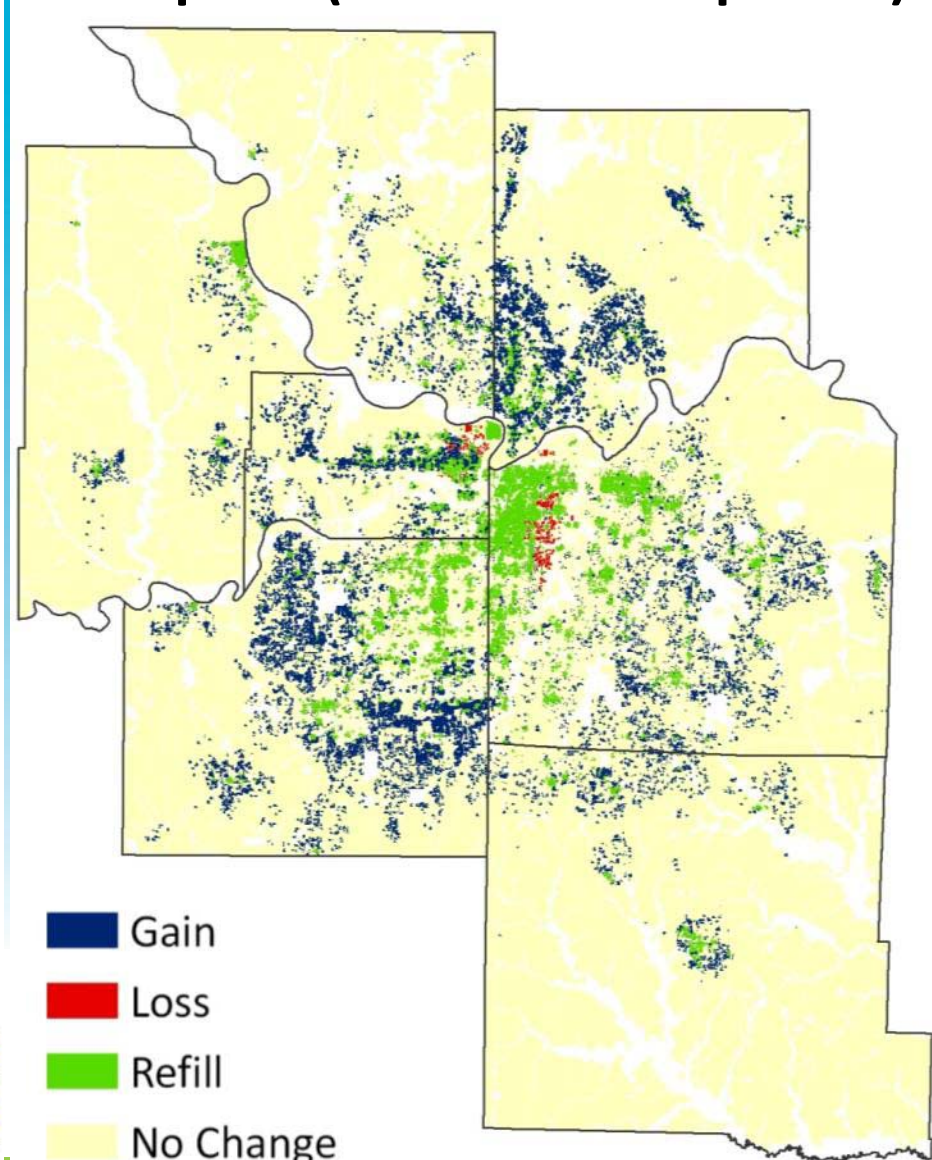
- Integrate land use and transportation planning

# Change in Population or Employment

**Baseline**



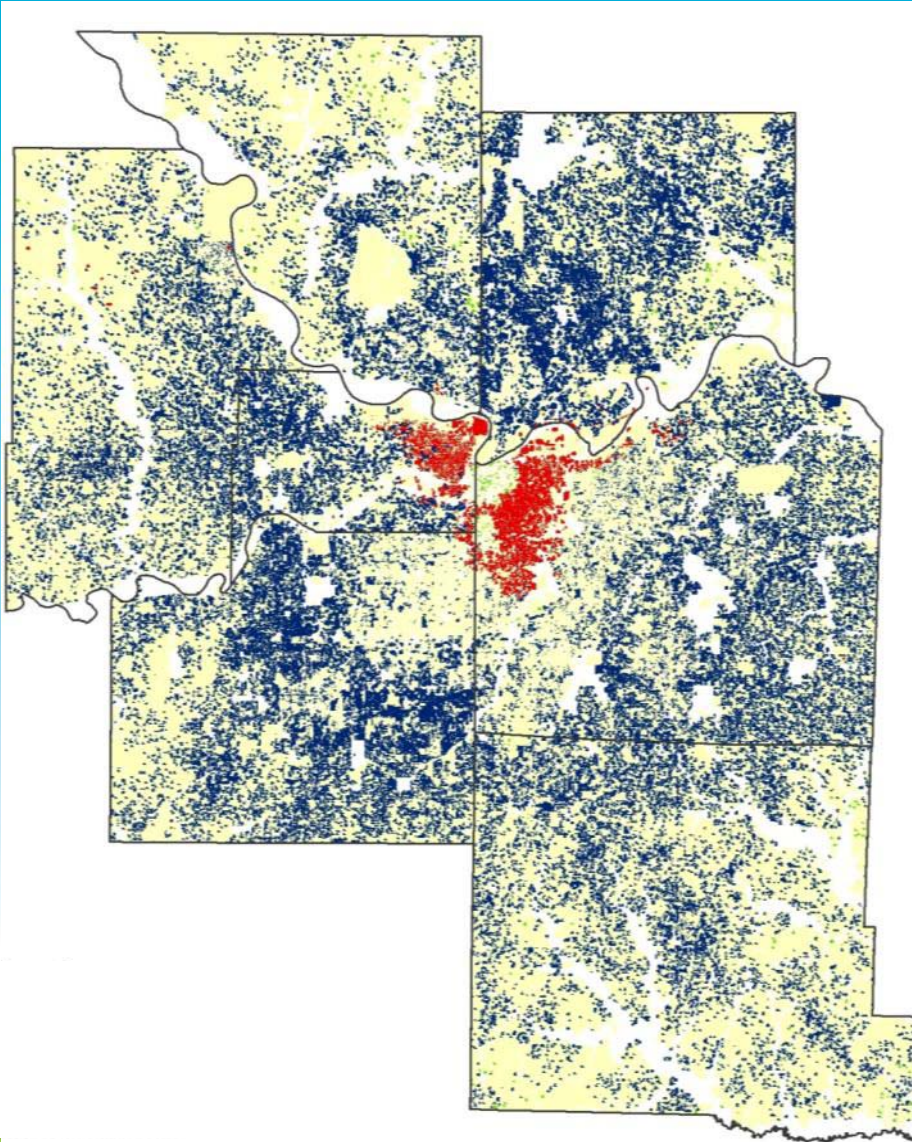
**Adaptive (40% Redevelopment)**



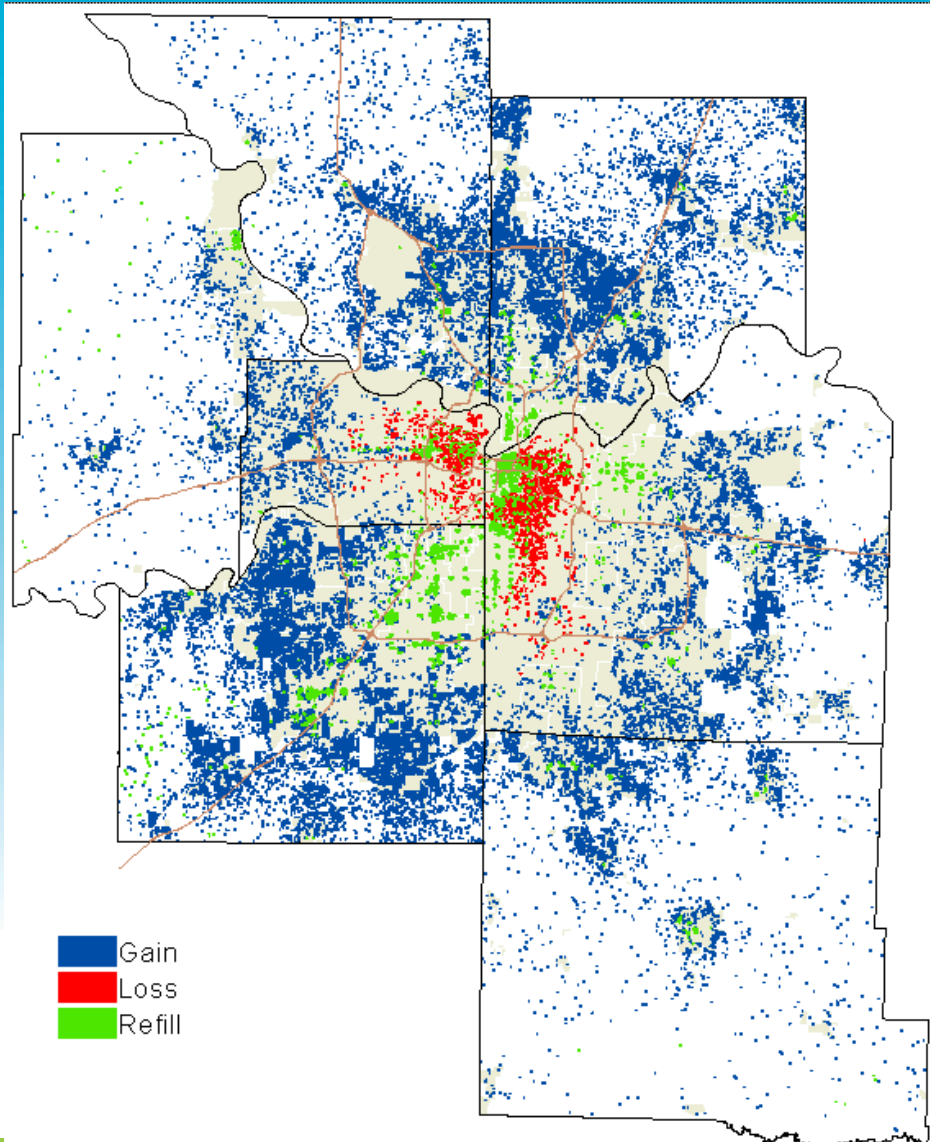


# Change in Population or Employment

**Baseline**

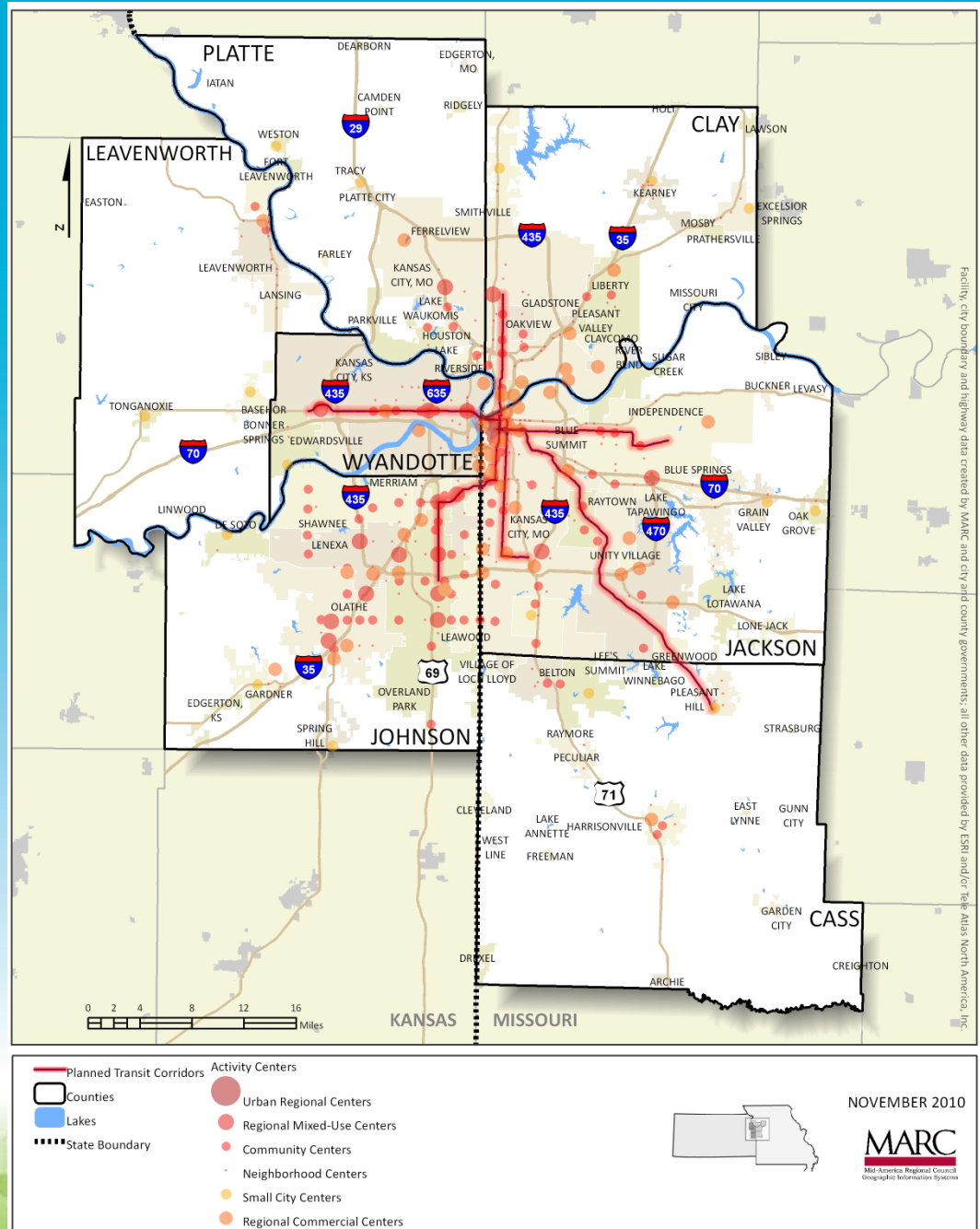


**Adopted Forecast (15-20% Redev)**



## Centers, Corridors & Conservation Strategy

- Focus development along key corridors
- 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

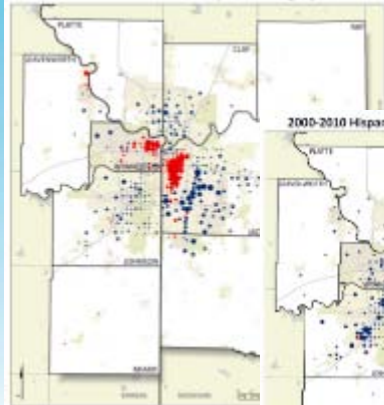




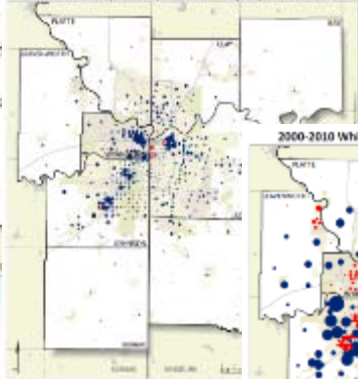
# Local and National Trends

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

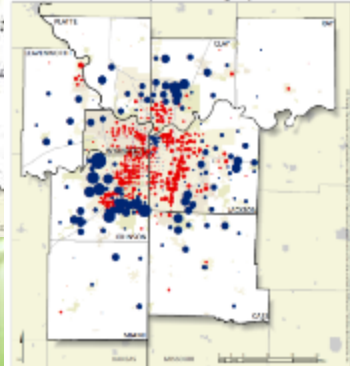
2000-2010 Black or African American Population Change by Census Tract



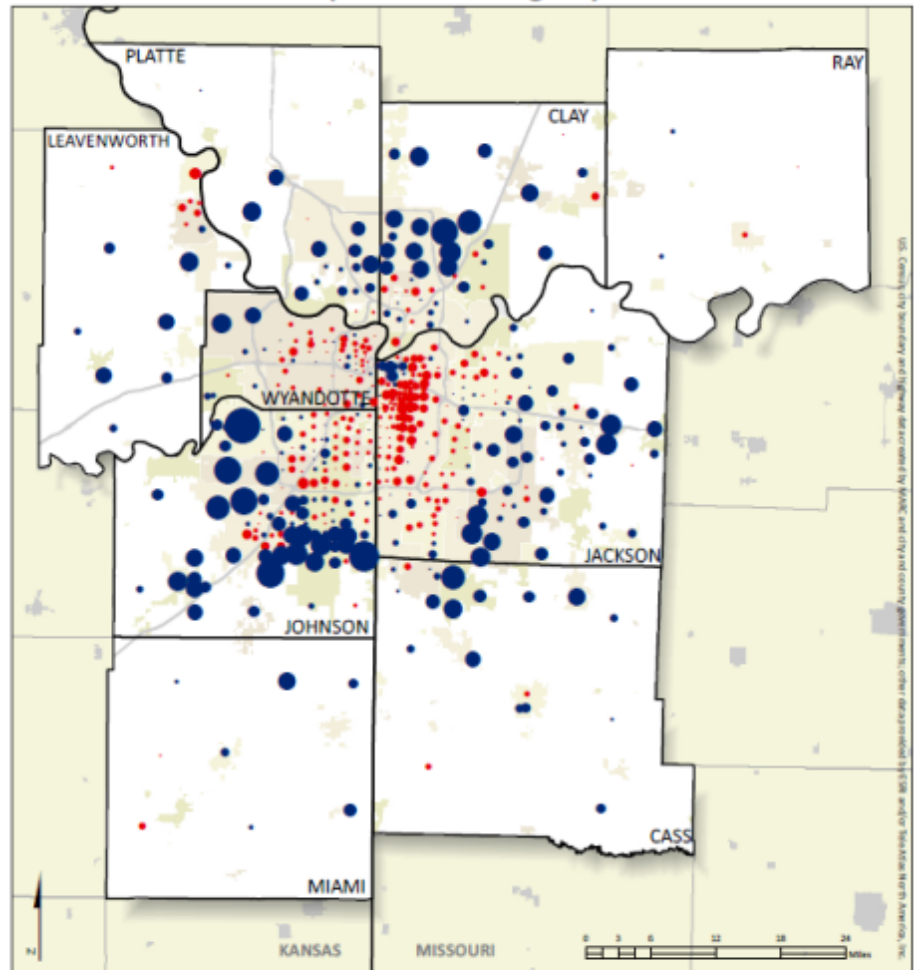
2000-2010 Hispanic Population Change by Census Tract



2000-2010 White Population Change by Census Tract

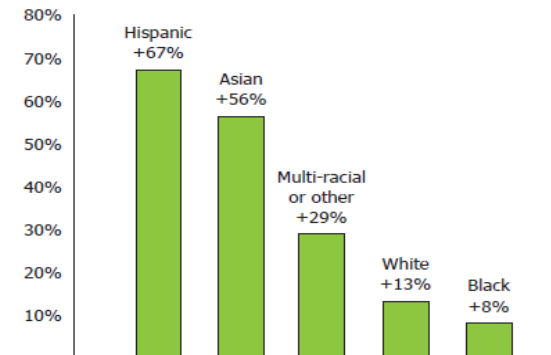


2000-2010 Population Change by Census Tract

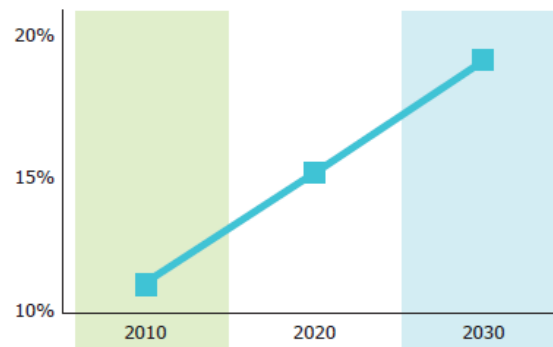


# Local and National Trends

- Changing household makeup
- Aging population
- Increasing fuel costs
- Local government financial strain

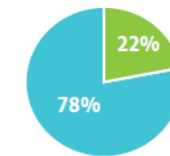


**GROWING DIVERSITY:** The percentage change by race from 2000–2009 illustrates the growth of minority populations in the region.



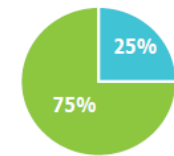
**AGING POPULATION:** The number of people aged 65 and over is expected to grow from 11 percent in 2010 to 19 percent in 2030.

HOUSEHOLDS BY TYPE 2008



 Married couples with children  
 Other households

BUILDING PERMITS SINCE 2000



 Single-family housing  
 Multifamily housing

**CHANGING FAMILY DYNAMICS:** Families with children make up less than one-fourth of all households, but three-fourths of new homes are designed for single families.



# Planning to Action



VISION METCALF  
THE CITY OF OVERLAND PARK

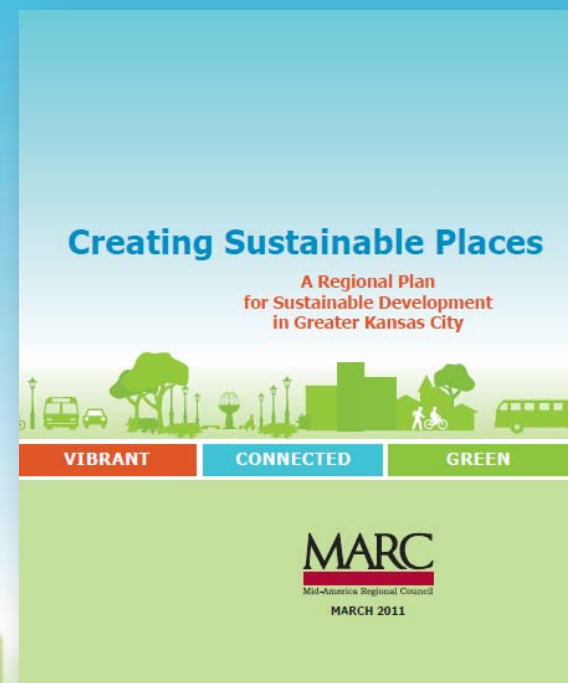


CREATING SUSTAINABLE PLACES

VIBRANT | CONNECTED | GREEN

# Preparing the Grant Application

- Opportunity to Move Recently Adopted Transportation Outlook 2040 to Implementation
- Opportunity to Help the Region and Local Governments Figure Out How to Turn Their Sustainable Development Plans into Reality
- Opportunity to Help the Region Respond to Significant Trends and Circumstances
- Opportunity to Integrate Our Regional Plans into a Single Regional Plan for Sustainable Development (RPSD)



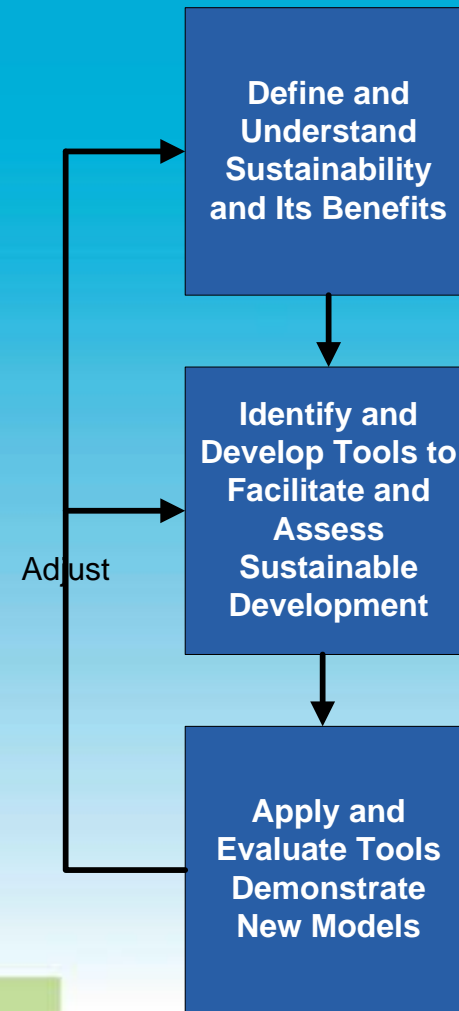
# Preparing the Grant Application

- **Develop a Plan or Implement a Plan?**
  - Implementation
- **Small Consortium or Big Consortium?**
  - Would have liked smaller group, but it was important to include a wide variety of stakeholders including local governments, business, housing, not-for-profits, equity organizations, universities
  - Ended up with over 60 parties each of which signed an MOU outlining their responsibilities
- **Continuous Monitoring and Discussion with HUD**

# Preparing the Grant Application

- **The Big Questions**

- What did we want to accomplish with the grant?
  - We wanted to move plans to sustainable developments
  - We wanted to demonstrate that sustainable development was feasible in the metro area
- What was our theory of change?





# 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

# 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

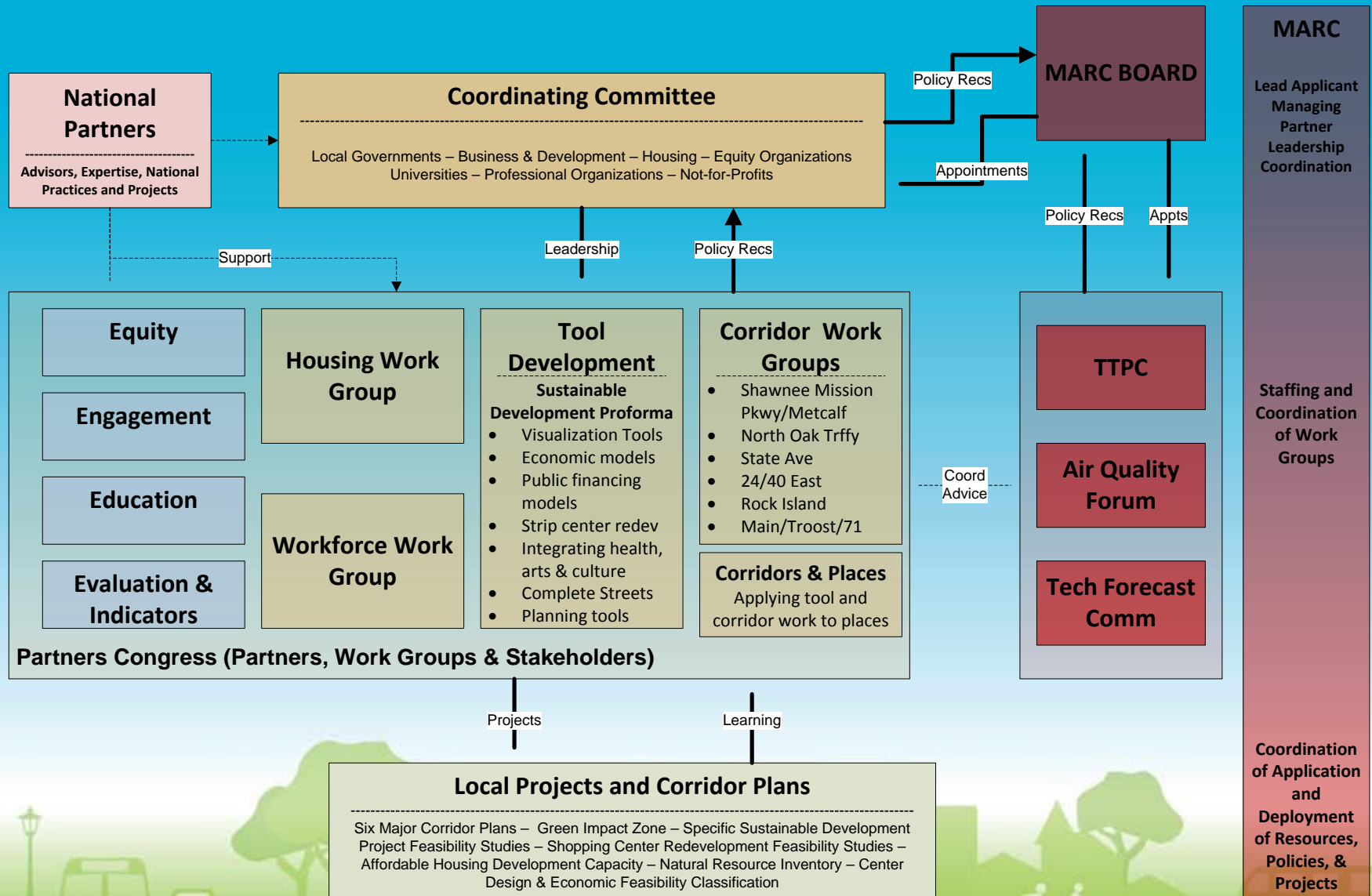


Image from June 1 Partners Congress

# CREATING SUSTAINABLE PLACES

## Kansas City Regional Sustainable Communities Consortium

### Organization Chart



# 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





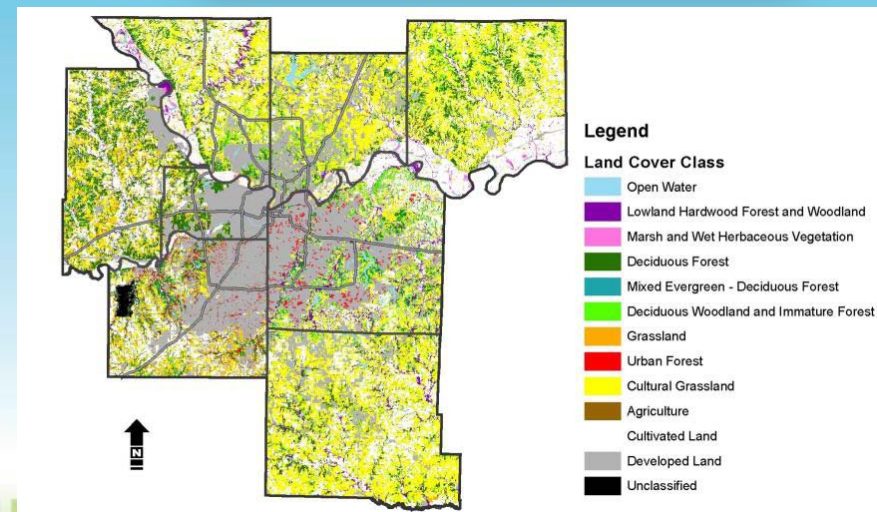
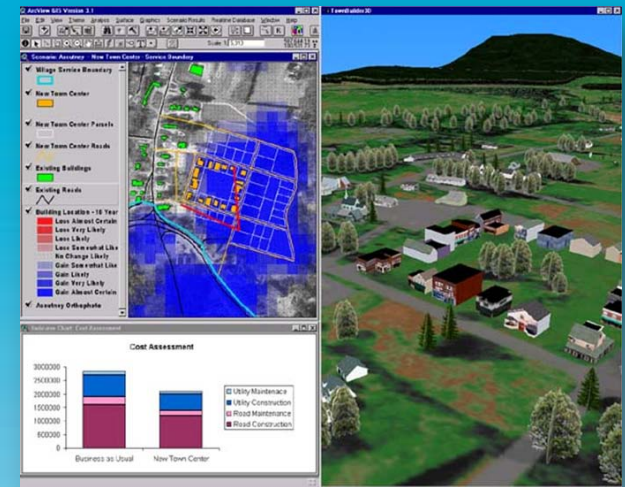
# Organize for Success

- **Equity partners**
  - Influencing outcomes, not just participating
  - Regional equity strategy
  - Regional delegation to National Equity Summit
  - Engagement in corridor and place making
- **Project Indicators, Monitoring and Evaluation**



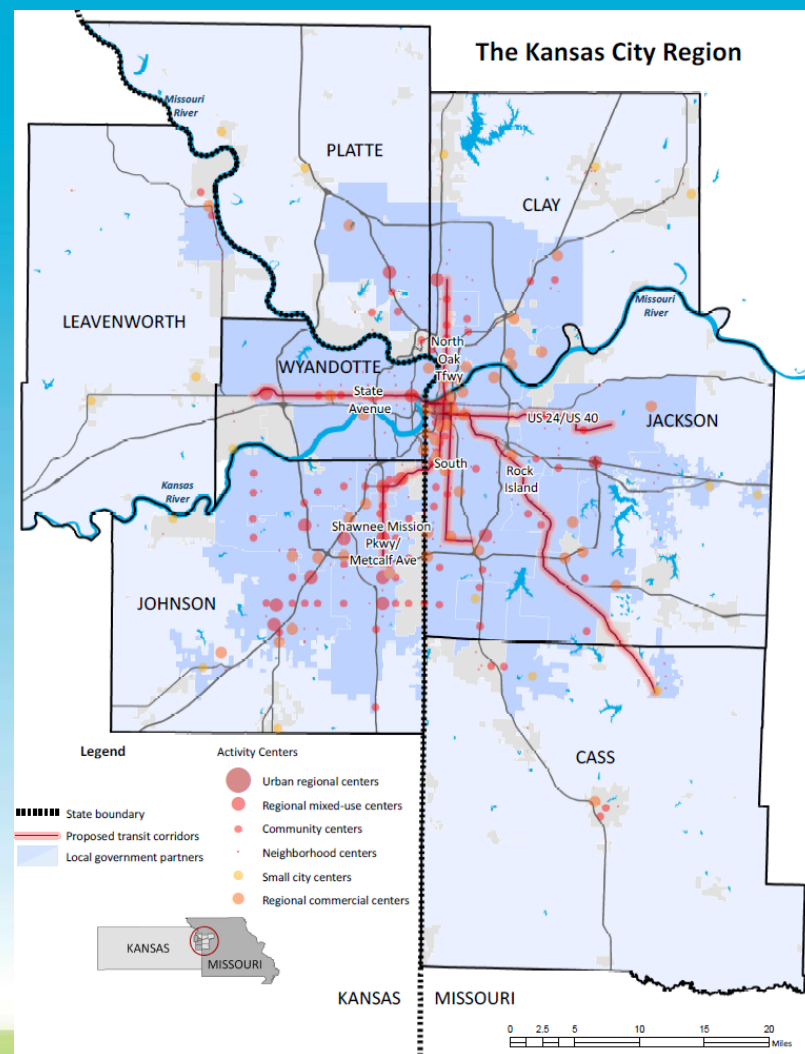
# Enhance Decision-Making

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



# 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 & places
- 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)

## Jeff Hirt

Sustainable Planning Project Manager  
[jhirt@marc.org](mailto:jhirt@marc.org)

## Dean Katerndahl

Director, Govt Innovations Forum  
[deank@marc.org](mailto:deank@marc.org)