



BikeWalkKC Transformational Approach





Appendix A

Landscape Analysis of Bicycling and Walking in the Kansas City Region

Table of Contents

1. SWOT Analysis
2. Data
3. Policy and Planning Framework
4. Political Support
5. School and Youth Programs
6. Organizational Capacity
7. Bike Industry
8. Funding

1. SWOT Analysis of bike/ped in the KC region

- **Strengths**
- **Good policy framework**
- **Complete Streets policies**
- **BikeWalkKC and growing nonprofit sector**
- **Weaknesses**
- **NPO capacity for advocacy and education**
- **School based programs and policies**
- **Bike/ped funding**
- **Transit funding**
- **Sprawl**
- **Data collection**
- **Opportunities**
- **Bike share**
- **Jackson county transit plan**
- **KCATA reforms**
- **Threats**
- **Federal funding**
- **State funding**
- **Streetcar**

2. Data

Census Data

Rates of biking and walking have historically been less than half the national average. In 2012 biking reached the national average.

Rankings among most populous US cities:

- *Biking to work*: #49 out of 70
- *Walking to work*: #33 out of 51
- *Safest places to bike*: #34 out of 51
- *Safest places to walk*: #43 out of 51

Injury and fatality

Pedestrians and bicyclists are injured and/or killed at a rate higher than their overall share of trips made on local roadways.

Safety funding

Bike/ped programs receive less than 1% of federal safety funding distributed through state departments of transportation and MARC.

Data collection

Local governments generally do a poor job of collecting data to support decision-making. MARC and some jurisdictions have recently purchased equipment to count people on trails. There is no organized system for bicycle traffic counts on streets and bridges. The one bright spot is the Downtown Council, which conducts its own annual pedestrian counts.

3. Policy and Planning Framework

Many jurisdictions have made policy changes to support walking and biking. This is an area of strength for the region. The next step is to more aggressively implement policies and plans.

Complete Streets policies - Strength

A “complete street” is one that is safe and convenient for all users - motorists, bicyclists, pedestrians, transit riders, people with disabilities, children, and seniors. Sidewalks, bike lanes, crosswalks, landscaping, and signage are all elements of Complete Streets. Eleven municipalities, covering 56% of the metro population, currently have Complete Streets or Livable Streets policy.

MARC's long range plan, Transportation 2040, includes a Complete Streets policy. MARC's policy is ranked as the 3rd best MPO policy in the nation by the National Complete Streets Coalition. Lee's Summit's policy is ranked as the 2nd best municipal policy adopted by resolution. More info: <http://bikewalkkc.org/completestreets>

Citizen's Advisory Committees

Five cities have Mayor or Council-appointed citizen committees that advise on bike/ped issues (KCMO, KCK, Lee's Summit, Shawnee, and Olathe)
Opportunity: Encourage more communities and counties to establish committees.

Bicycle Friendly and Walk Friendly Communities

The League of American Bicyclists recognizes cities, employers, and universities that meet criteria of infrastructure, policy, education, investment, etc. KCMO, Shawnee, and Lee's Summit have been recognized as Bicycle Friendly Communities. Nine employers have been recognized as Bicycle Friendly Businesses. Additionally, Lee's Summit has is the only city in Kansas or Missouri recognized as a Walk Friendly Community.

More Info: <http://bikewalkkc.org/bikefriendly>

Opportunity: encourage more communities and businesses to pursue these designations. The application process provides very valuable expert feedback on specific actions to improve walking and bicycling for each applicant.

Climate Protection Plan

KCMO's Climate Protection Plan includes goals for the city invest 2% of its transportation budget on walking, and 1% on bicycling.

Transportation 2040 - opportunity

MARC's long range transportation plan includes a Complete Streets policy. All projects requesting federal funding must now include information it improves walking and biking.

Opportunities: 1) Make walking and biking a more integral part of the scoring criteria for funding decisions. 2) Set aside more federal funding for alternative transportation.

Land use

The region's sprawling and car-centric development pattern make it difficult and often dangerous to walk and bike. Emerging research shows direct links between time spent in a car and poor health outcomes.

Local bike/ped plans

Many cities have...

4. Political

A. Supportive political bodies and elected officials

KCMO City Council (including the Mayor and virtually all council members)

Jackson County Legislature and County Executive Mike Sanders

Lee's Summit City Council

Independence City Council and Mayor Pro Tem Jim Schultz

KCK Mayor Mark Holland

Mission City Councilmember Lawrence Andre

B. State legislatures

State legislatures have generally not be very supportive. A few policy initiatives have become law in recent years, but there is no substantive engagement or funding for these issues.

C. Congressional

The region is heavily dependent on federal funding for bike/ped infrastructure and programs, just as it is for all transportation projects. The local Congressional delegation has a fairly mixed track record, with some bright spots and opportunities for future conversion.

- Congressman Cleaver is a strong supporter
- Senator Blunt is a moderate supporter
- Senator McCaskill has a mixed record
- Congressmen Yoder and Graves could be potential supporters with cultivation
- Senators Moran and Roberts have not been supportive

5. School and Youth programs

Safe Routes to School is the national movement to get more kids walking and biking to school. In the 1960s, half of kids walked or biked to school. Today, less than 15% do. As this number plummeted, rates of health problems like childhood diabetes and childhood obesity skyrocketed. The region currently has no organized bike/ped curriculum in any local school district. BikeWalkKC has developed the BLAST (Bike Lesson And Safety Training) and Local Spokes programs to fill this void, but we are limited by available funding.

Federal Funding

Safe Routes to School is a funded program in the federal transportation bill. Schools and nonprofits can use funds for educational programs as well as infrastructure projects like sidewalks. Unfortunately MAP-21 reduced the funding available and introduced at 25% local match.

The 25% match for federal funding has become a significant barrier to accessing federal funds for Safe Routes to School programs.

6. Organizations

Nonprofit capacity in the bike/ped field has long been a big weakness for the region. However, the situation has begun to improve in recent years. The sector is transitioning from volunteer-based efforts to professionally-staffed organizations. We are still far behind peer regions, but are now making progress.

Advocacy, education, policy

- BikeWalkKC-regional, bi-state bike/ped advocacy, programs, policy, etc.: 5-10 employees
- KC Healthy Kids - healthy eating and active living for youth: 5-10 employees
- Safe Kids Metro KC and Safe Kids Johnson County - injury prevention, car seats, seat belts, 0-5 employees
- Girls on the Run - physical activity: 0-5 employees
- LISC - community development and quality of life
- Kansas City Regional Transit Alliance - advocacy, volunteer organization
- Rosedale Development Association - community development association

Community Bike Shops - provide low-cost or free refurbished bikes to lower income individuals

- 816 Bicycle Collective (31st and Troost) - all volunteer
- Revolve (Locations at 51st/Troost and 18th/Central in KCK): 0-5 employees
- FreeWheels for Kids KCK (no storefront yet): 0-5 employees

Others

- MARC
- Building a Healthier Heartland collaborative

7. Bike industry

It's not just good for our health. Biking means business. There could be 500 or more people employed in bike/ped across retail, advocacy, nonprofit, and government.

Bike shops and Running Stores

Several new shops have opened in recent years, even during the recession. There are an estimated 30 shops across the metro area. By a very conservative estimate, those shops employ 150 to 200 people and have a combined payroll between \$4.5 million and \$5 million. Leading bike/ped regions like Portland and Minneapolis have developed strong business sectors with manufacturing of bikes and parts, supply chains, etc. Connecting Missouri's Katy Trail State Park and Kansas' Flint Hills and Landon Nature Trails through Kansas City would provide huge potential for a bike tourism industry. The region has significant mountain bike trails, including an initiative to build the country's biggest urban mountain bike trail system connecting Swope Park and Blue River Parkway. There is significant potential to make the region a Midwest destination for mountain biking

8. Funding

Funding bike/ped infrastructure investments is generally a weakness in the region.

Local funding

Most cities rely on capital improvements sales taxes or general fund dollars for bike/ped infrastructure. These funds are often used as local match to federal funds. KCMO has begun to provide more PIAC funds to bike/ped in recent years. Three counties have dedicated parks funding that include modest support for recreation-oriented bike/ped trails (Johnson County: Property tax, Platte County: Sales tax, Clay County: Use tax).

Regional funding

There is no dedicated, regional funding mechanism. In comparison, St. Louis has a regional, bi-state 1/10th cent sales tax that funds parks, greenways, trails, bike lanes, and bike/ped educational programs. The Missouri General Assembly recently passed enabling legislation for Kansas City, but it only applies to Jackson County.

State funding

Neither Kansas or Missouri provide any state funding for bike/ped. The two state Departments of Transportation only pass through federal funds.

Federal funding

The region is heavily dependent on federal funding for bike/ped infrastructure and educational programs. This

is a significant threat as Congress continues to struggle with transportation authorization and appropriations. The current transportation bill, MAP-21, made a significant cut to the federal funding available to biking and walking. Other federal funding like EPA, CDC, HHS, etc. are untapped sources for bike/ped, but have been used effectively in many regions.

Philanthropic funding

The Health Care Foundation of Greater Kansas City and the Menorah Legacy Foundation both have dedicated funding categories for Healthy Eating and Active Living. HCF is providing increasing leadership for advocacy and policy in this area. So far the healthy eating component is doing much better than active living for accessing foundation funds.

There is very little support for bike/ped in the rest of the philanthropic community. Local foundations and funders have long-established niches and very specific focus areas, and are slow to embrace new and emerging topics. The lack of a general-interest foundation providing at-large funding to complex problems or new issues is a weakness for the region.

The Kansas Health Foundation supports policy and planning, but is mostly focused on Wichita and rural Kansas.

The Sunflower Foundation provides small grants for trails, but has not been very active in Kansas City.