

## KCRTA Regional Rail Coalition January 11, 2012 Meeting Notes

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The group was **welcomed** by Kite Singleton, chairman of the KCRTA Board. Thirty-six members were in attendance. Kite thanked Dale Carter and Susan Culpepper for hosting the January meeting. Angela Brincefield, Grandview Chamber, provided information for the February Coalition meeting – February 8,, 2012 at The View, Grandview Community Center, 13500 Byars Road, Grandview, MO 64030. Reception and registration at 5 p.m., Meeting from 5:30-6:30 p.m., and Informal Conversations from 6:30-7:00 p.m. Kite asked for volunteers to host future Coalition meetings. John Ivy volunteered. Coalition members introduced themselves and the organization they represented.

Kite introduced Mike Zuhl and Brian Rasmussen of R&R Partners who presented information on a **recent poll** regarding attitudes on transportation issues. The key points made were:

- ✿ The survey was conducted by Lake Research with 405 phone interviews completed between December 14-8, 2011. The data was weighted to reflect demographics of likely Jackson County voters and the sampling error was 4.9%.
- ✿ 46% believed traffic congestion is somewhat to very bad and congestion was viewed most negatively in Eastern Jackson County
- ✿ 57% of respondents have heard some or a great deal about regional rail and the recall was pretty consistent throughout county
- ✿ When asked how to solve the congestion problem, regional rail was viewed as most effective system improvement followed by widening roads
- ✿ 48% margin of respondents support the ballot measure-only 21% were a strong no
- ✿ Support increases to 59% when additional transportation improvements are included in ballot language – 21% remain a no
- ✿ When asked to support a 1 cent tax increase or ½ cent increase, there was little change in support
- ✿ Creating jobs was the strongest argument for the measure, followed by added convenience, getting a return from gas tax, and this is the best option
- ✿ Local chambers and major business organizations are the most influential in supporting the measure followed by the KCRTA.

Discussion regarding the survey and transit education followed the presentation.

Tom and Debra ShROUT, Avvantt Partners LLC, led a discussion on what topics should be followed up in a **focus group** setting. Also, Coalition members will be receiving a list of those organizations represented in the Coalition. Please review and suggest others that should be included.

The **next meeting** of the Coalition is February 8, 2012 at The View, Grandview Community Center, 13500 Byars Road, Grandview, MO 64030. Reception and registration at 5 p.m., Meeting from 5:30-6:30 p.m., and Informal Conversations from 6:30-7:00 p.m. Angela Brincefield is the host.