

## **Appendix E: Public Involvement Materials**



# SOUTH LOOP PROJECT

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What park elements  
are important to you?

## PUBLIC MEETING | LET'S CONNECT KC

Tuesday, March 7, 2023

4:30-6:30 PM

Kirk Family YMCA

222 W. 11th St., Kansas City, MO 64105



1780 Woodland Ave.

Kansas City, MO 64108

### How would you use an urban park?

Learn more about this project and share your thoughts with the team in-person at the open house public meeting. The South Loop Project is a 5.5-acre sustainable urban park over I-670 linking adjacent communities, and a collaborative effort led by Port KC, the Downtown Council, and City of Kansas City.

### Bike, walk, or ride to the Kirk Family YMCA

- Located near the RideKC Bus 11th Street stop
- Located near the KC Streetcar Metro Center stop
- Complimentary parking is available



SCAN ME

To learn  
more visit:

ESCANÉAME

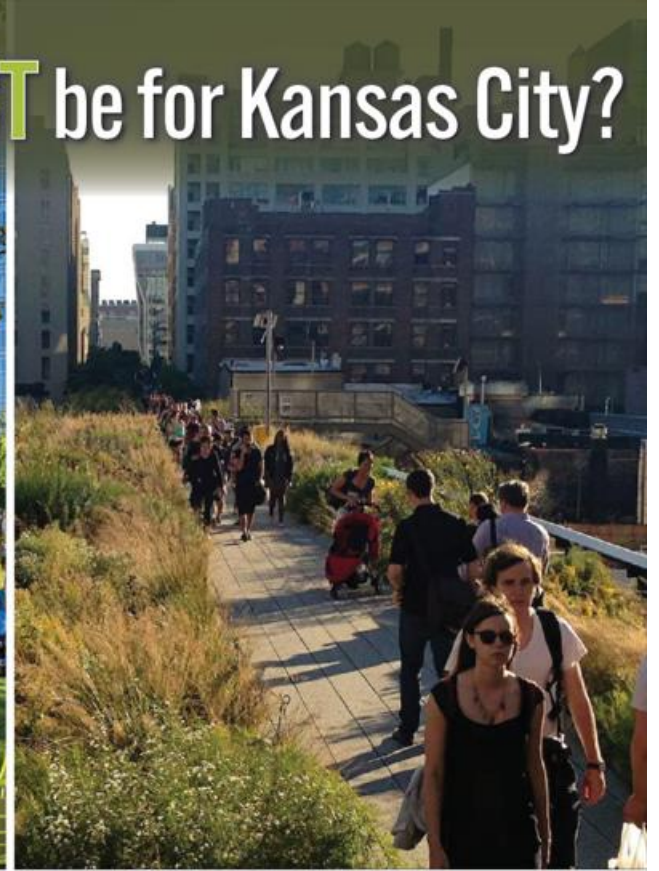
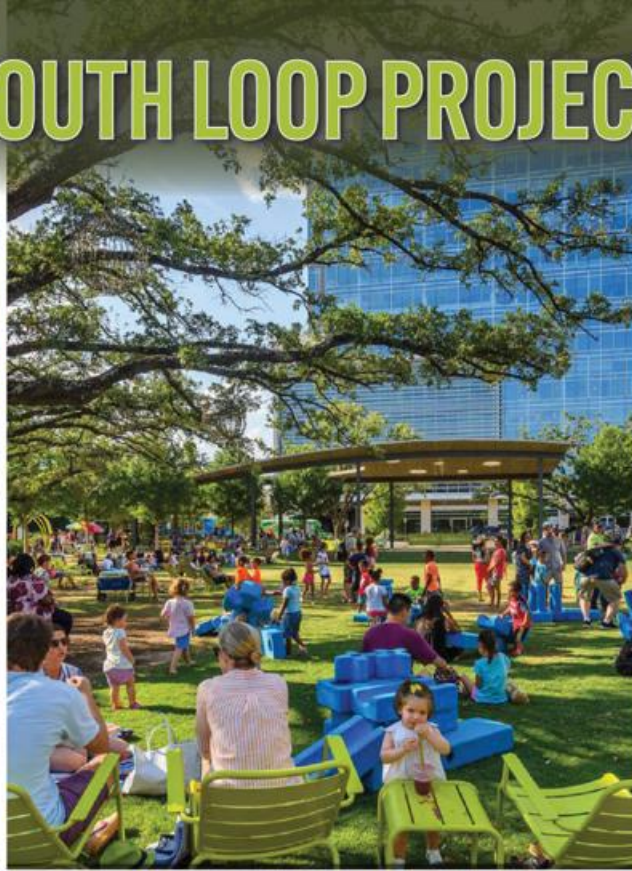
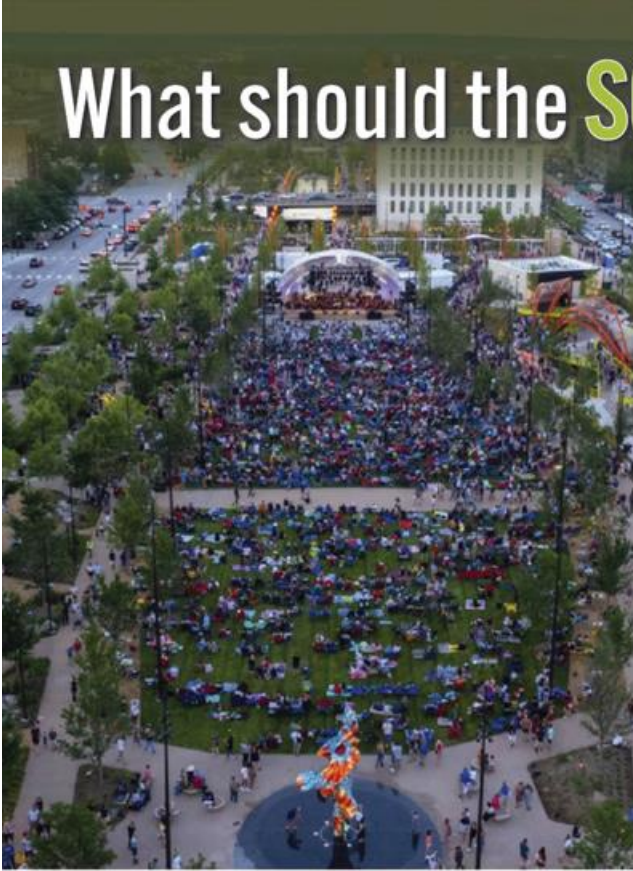
Para conocer  
más visite:

[kcsouthloopproject.org](https://kcsouthloopproject.org)

*We are committed to providing equal access to this event for all participants. If you need a reasonable accommodation, contact Erin Barham at [erin@parsonkc.com](mailto:erin@parsonkc.com) or 816-601-0136 by March 1, 2023.*



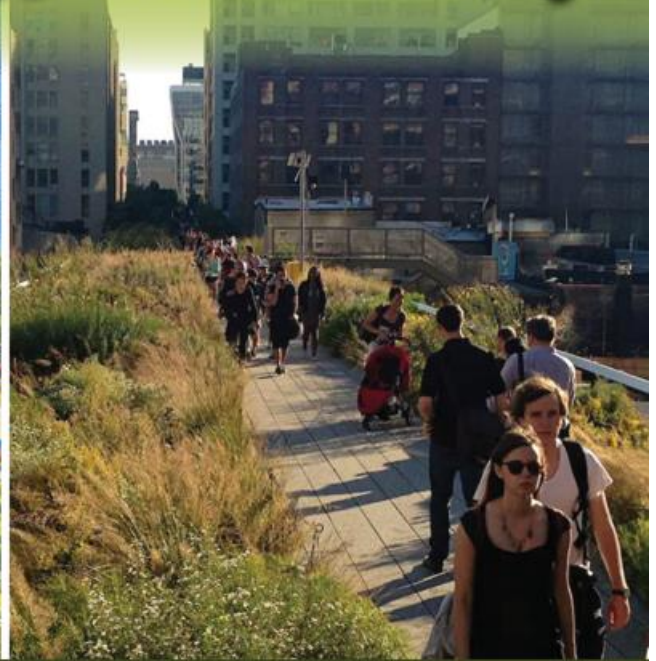
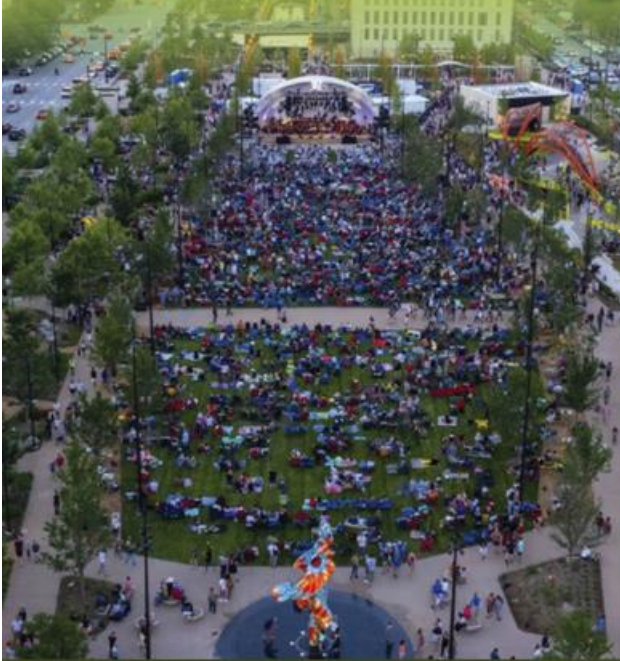
# What should the **SOUTH LOOP PROJECT** be for Kansas City?



Share your thoughts. Take the survey at <http://kcsouthloopproject.org/survey1>



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**COME INSIDE & TELL US  
WHAT YOU THINK ABOUT**



**SOUTH  
LOOP  
PROJECT**



**SOUTH  
LOOP  
PROJECT**  
KANSAS CITY, MO





**WELCOME,**  
**THANK YOU FOR COMING!**

## PROJECT OVERVIEW

THE SOUTH LOOP PROJECT STUDY IS A COLLABORATIVE EFFORT OF THE PROJECT PARTNERS LED BY PORT KC, THE CITY OF KANSAS CITY, MISSOURI, AND THE DOWNTOWN COUNCIL. THE STUDY WILL ADVANCE THE PLANNING AND DESIGN FOR DECKING OVER I-670 TO PROVIDE A 5.5 ACRE SUSTAINABLE URBAN PARK.

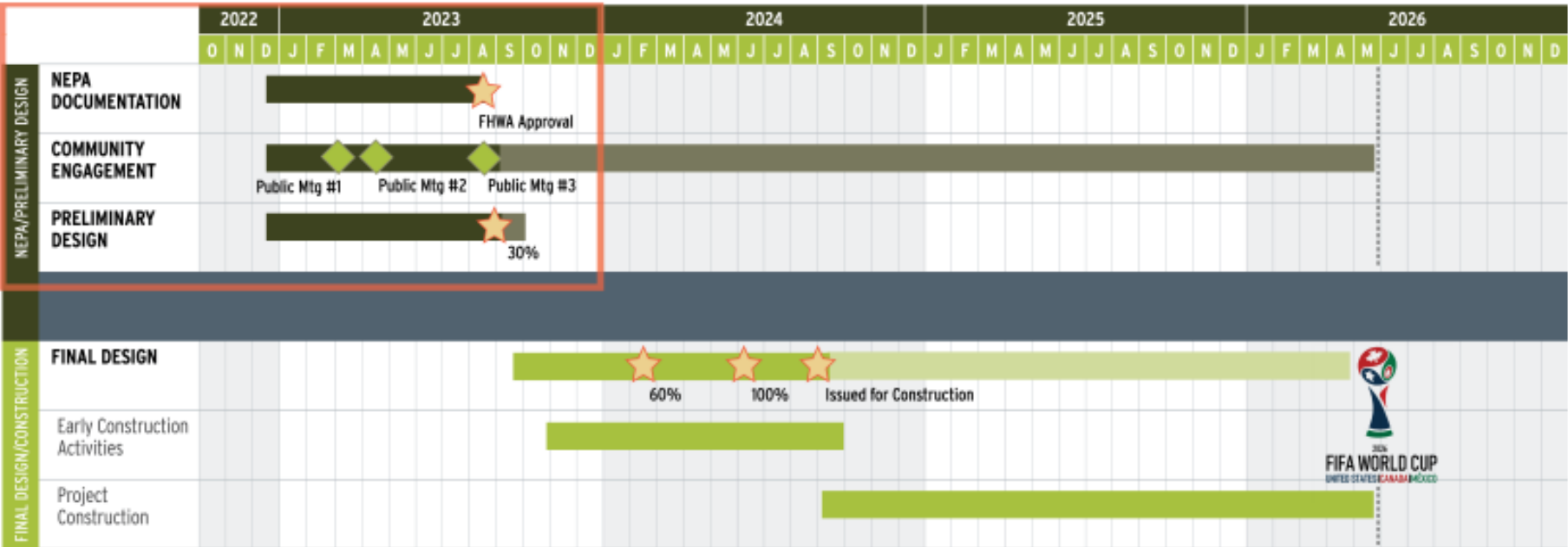
### **WE NEED YOUR INPUT TODAY ON THE FOLLOWING:**

1. REVIEW THE DRAFT PURPOSE AND NEED FOR THE PROJECT AND PROVIDE YOUR THOUGHTS
2. PROVIDE YOUR FEEDBACK ON PREFERENCES FOR PARK AMENITIES TO INFORM FUTURE DESIGN CONCEPTS.

MEMBERS OF THE PROJECT PARTNERS AND THE CONSULTANT TEAM ARE AVAILABLE TO ANSWER QUESTIONS AND LISTEN TO YOUR FEEDBACK.



## PROJECT SCHEDULE



\*NOTE: Conceptual schedule shown, subject to full funding of project and required approvals.



**SOUTH  
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## PROJECT BOUNDARIES

### **NORTH BOUNDARY:**

Westbound traffic lanes of Truman Road from Grand Boulevard on the east to Wyandotte Street on the west

### **SOUTH BOUNDARY:**

Eastbound traffic lanes of Truman Road from Wyandotte Street to the west to Grand Boulevard to the east

### **EAST BOUNDARY:**

Grand Boulevard to the intersection of Truman Road on the north and south

### **WEST BOUNDARY:**

Wyandotte Street to the intersection of Truman Road on the north and south

\*Additional two blocks of I-670 beneath the convention center from Broadway Boulevard to Wyandotte St

## WHAT IS NEPA?



The National Environmental Policy Act (NEPA) was signed into law on January 1, 1970. NEPA requires federal agencies to assess the human and natural environmental effects of their proposed actions prior to making decisions.

The Federal Highway Administration (FHWA) is the federal agency with oversight responsibility for this project due to:

1. The proposed project occurring over I-670, a federally designated Interstate highway
2. A direct \$28.6 million federal funding allocation to the project.

## WHAT IS AN ENVIRONMENTAL ASSESSMENT?

NEPA requires the preparation of a report to document the decision-making process, public and resource agency input, and potential social, economic, and natural environmental impacts. The types of documents prepared under NEPA are Categorical Exclusions (CEs), Environmental Assessments (EAs), and Environmental Impact Statements (EISs).

FHWA has determined that an Environmental Assessment (EA) will be prepared for this project.

The public and resource agencies will have the opportunity to review and provide comments on the EA document.

If FHWA determines that there are no potentially significant impacts resulting from the project, it will issue a FONSI - Finding of No Significant Impact - which concludes the NEPA process for the project.





# NEPA PROCESS



## South Loop Project EA:

Analyze and document impacts resulting from deck park concepts.



## Purpose & Need Review and Concept Screening:

Does the purpose and need make sense and fit the project? Are the Concept Alternatives feasible?

\*Public Information meeting held



## EA Evaluation:

What are the impacts of each alternative?  
What is the best reasonable alternative?

## Reasonable Alternatives:

How do the alternatives best meet the purpose and need for the project to work?

\*Public Information meeting held.



## Public Hearing and Agency Review:

What do the Resource Agencies and the public think of the proposed solution or solutions? Have we missed anything?

EA - Draft EA available for comment

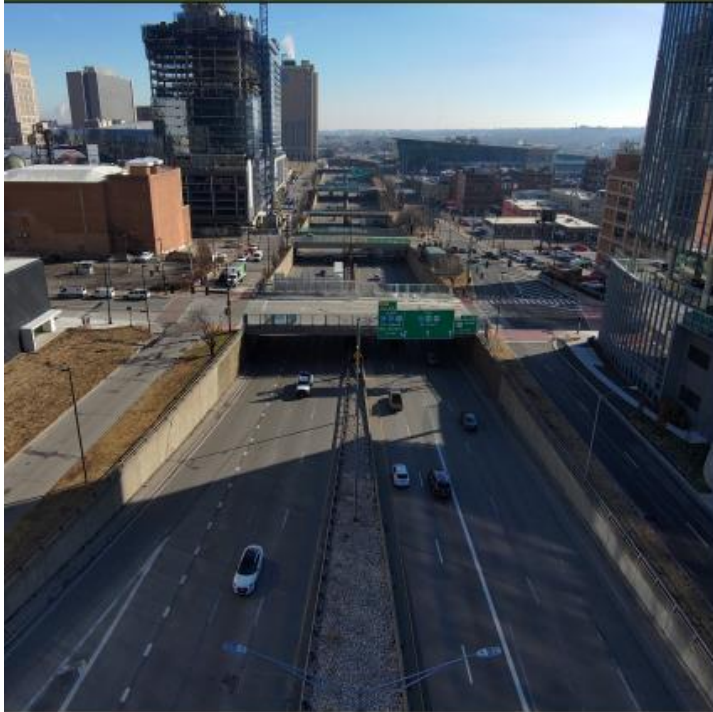


## Final EA / FONSI:

Identify the best reasonable alternative, based on purpose and need, impacts and public input. The EA is finalized when given federal approval, called a FONSI.

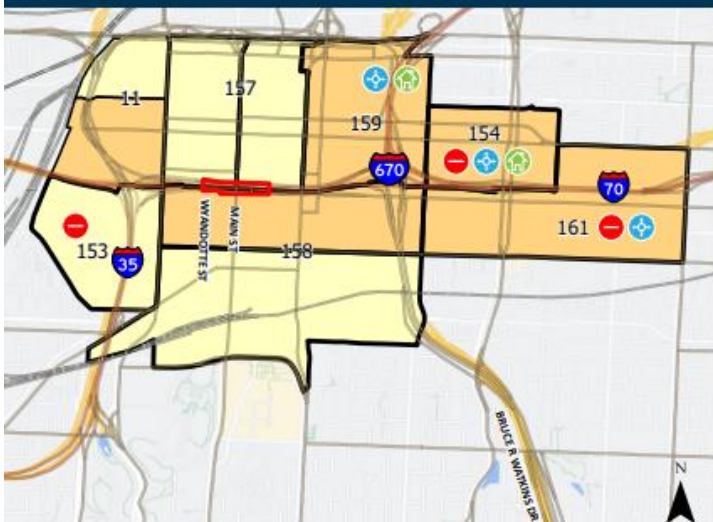


## ENVIRONMENTAL EVALUATIONS



### Legend

- 1-670 Link Project Area
- Block Groups without Persistent Poverty (within a Half Mile)
- Block Groups with Persistent Poverty (within a Half Mile)
- Historically Disadvantaged Community
- Opportunity Zone
- Choice Neighborhood



The NEPA process requires the evaluation of impacts of numerous resources and topic areas such as:

### NATURAL ENVIRONMENT

- Wetlands, streams, and surface waters
- Water quality
- Floodplains
- Wildlife and habitat
- Threatened and endangered species
- Geology and soils
- Air quality

### HUMAN ENVIRONMENT

- Land use
- Residential relocations and displacements
- Environmental justice, equity, economic and community impacts
- Utilities
- Parks and public lands (Section 4(f))
- Cultural resources (archeological sites and historic structures)
- Pedestrian and bicycle facilities
- Transportation, transit & traffic circulation
- Noise
- Safety, security, and emergency routes
- Construction impacts
- Cumulative and secondary impacts



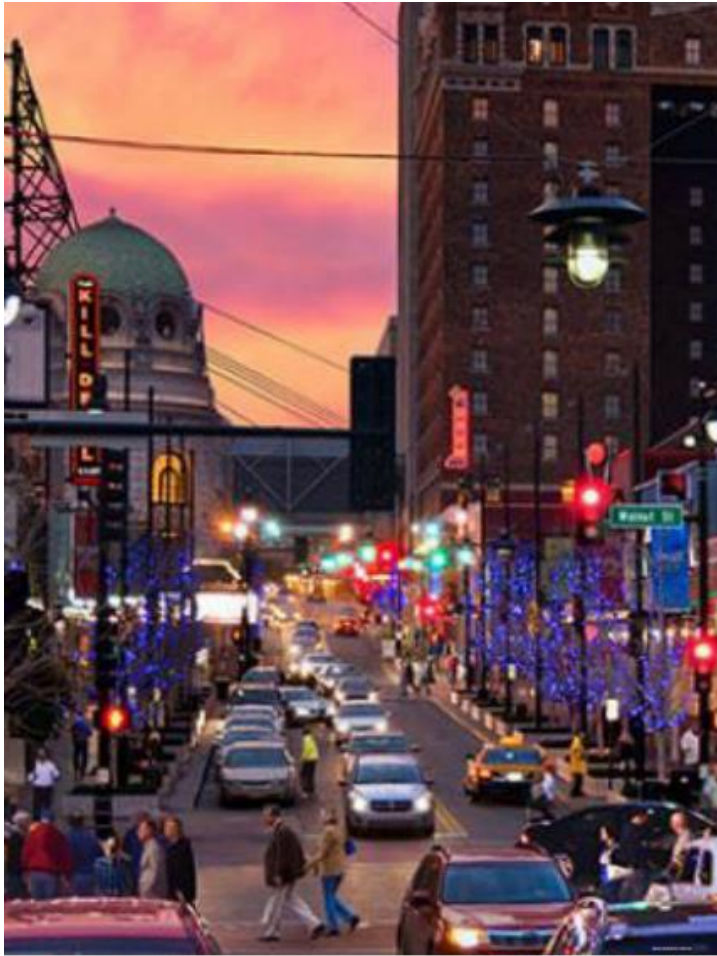
## PURPOSE AND NEED

What is a Purpose and Need Statement? In an environmental document, the Purpose and Need establishes the guiding principles of the project and should identify issues that the proposed improvements solve or address.

The purpose of this project is to address three community challenges created when I-670 was constructed in the late 1960's. Addressing those challenges will require:

1. Repairing the physical separation of economic, cultural and residential districts;
2. Enhancing multimodal connections for residents of adjacent neighborhoods;
3. Reducing environmental impacts associated with the auto-oriented environment created by the I-670 improvements.







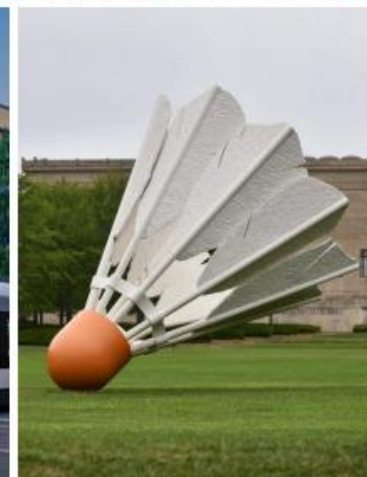






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An aerial photograph of a large stadium at night. The stadium is illuminated with bright lights, and the field is a vibrant green. Fireworks are exploding in the sky above the stadium. The surrounding area is dark, and the city lights are visible in the background.

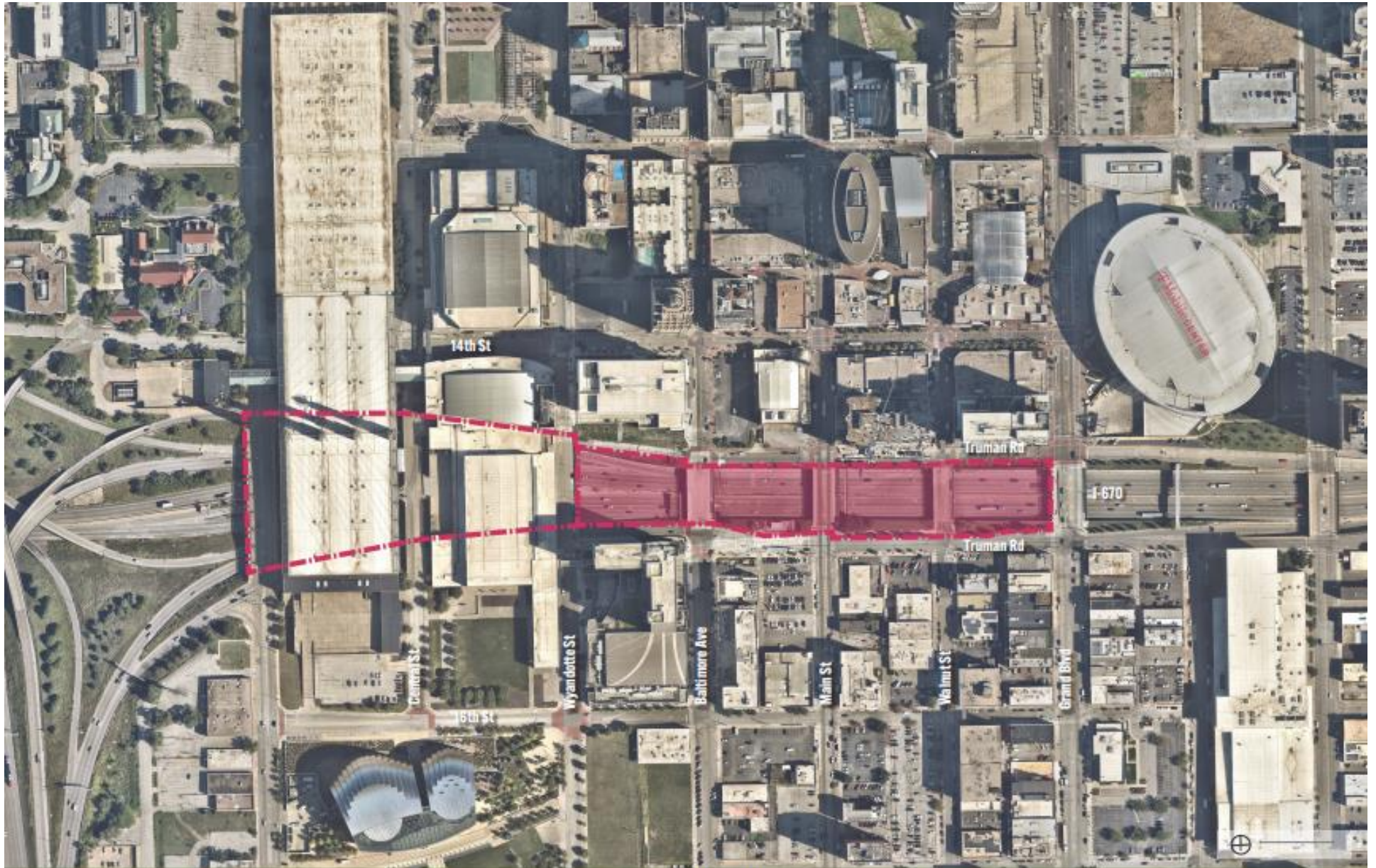






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EXISTING SITE





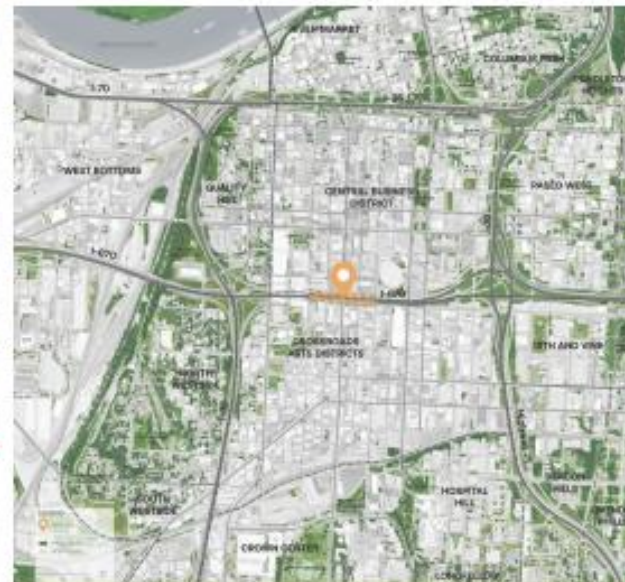




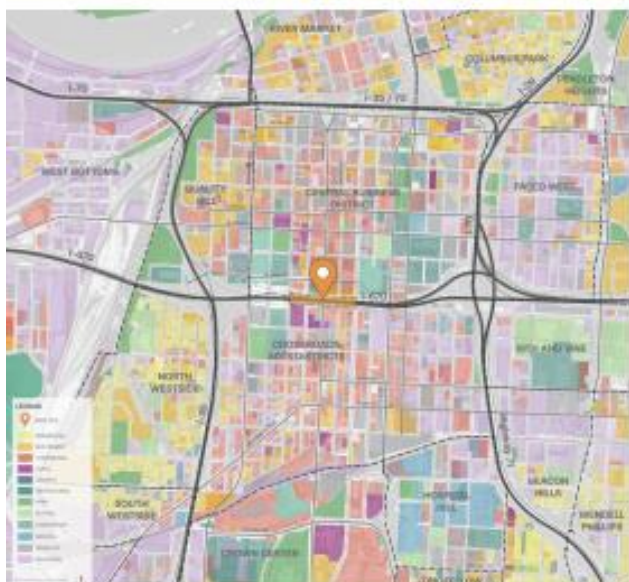
BIKE ROUTE



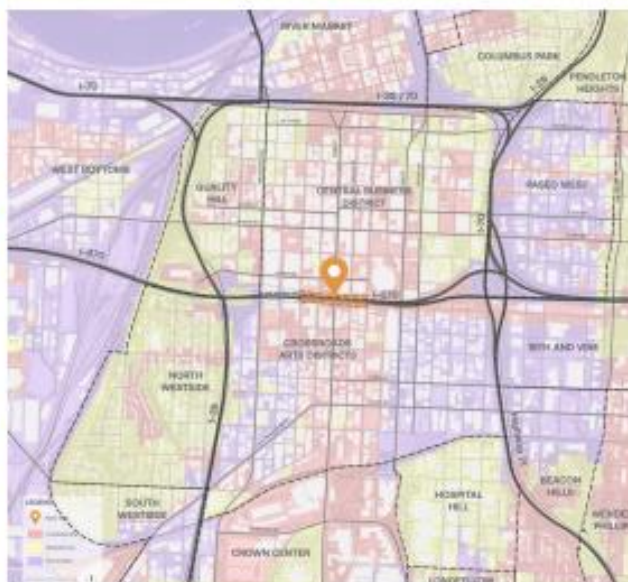
TRANSPORTATION



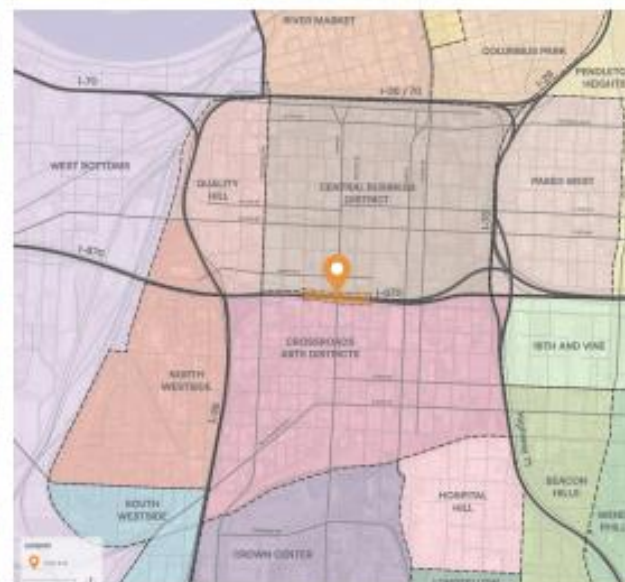
TREE CANOPY/OPEN SPACE



LAND USE



ZONING



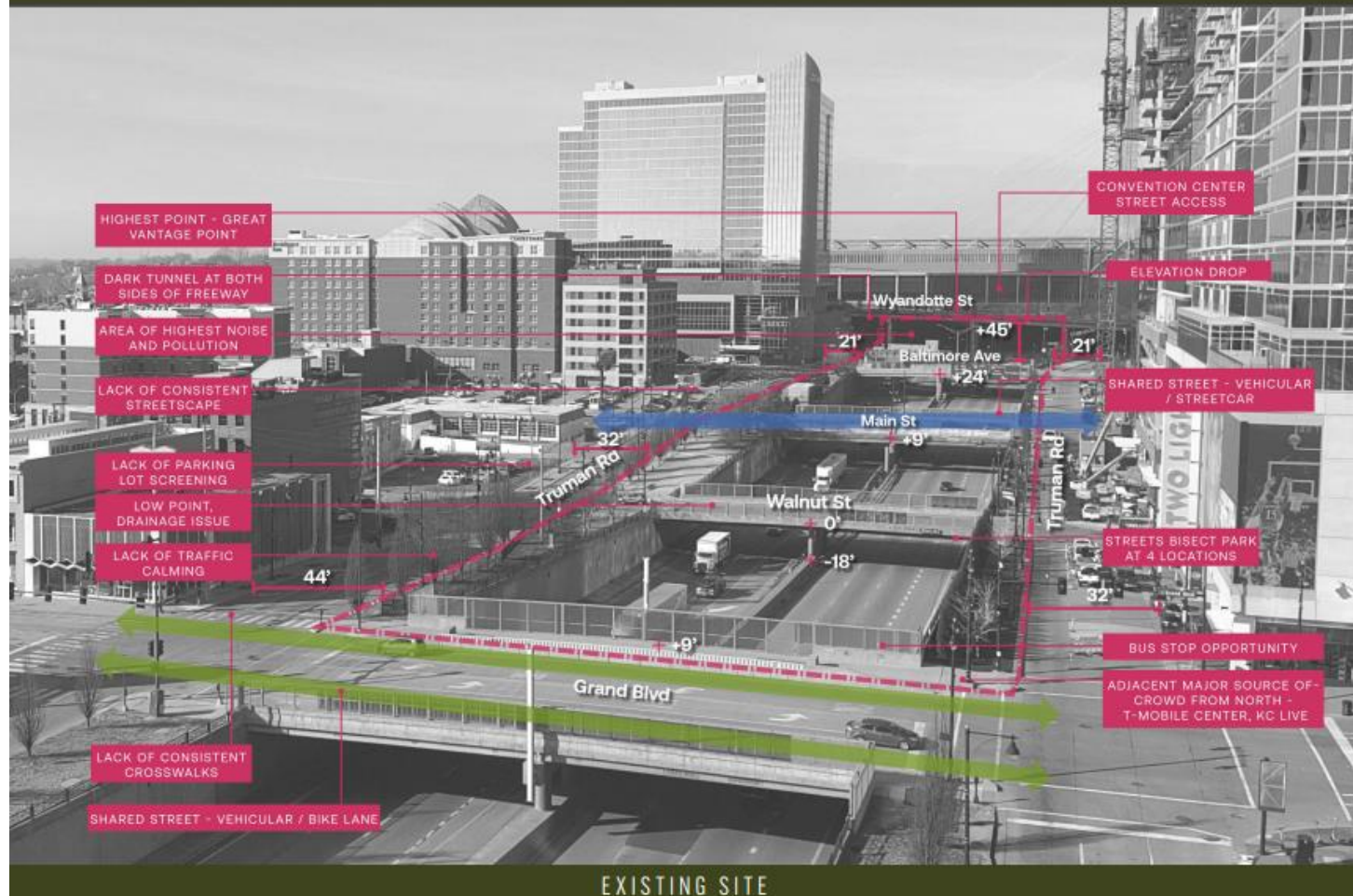
NEIGHBORHOODS



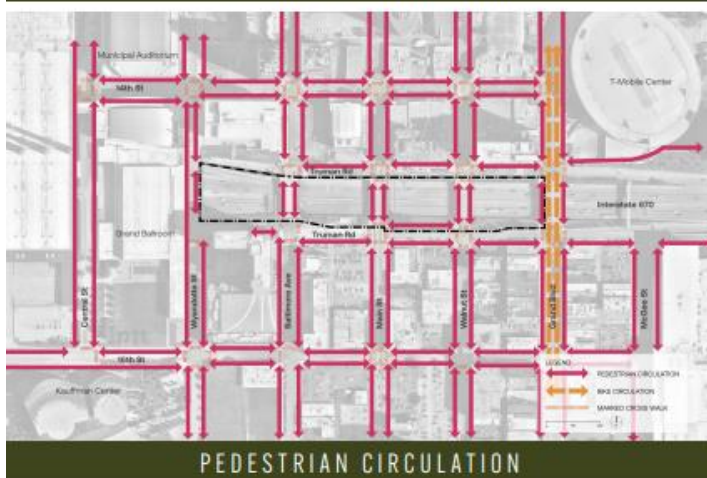


# SOUTH LOOP PROJECT

KANSAS CITY, MO



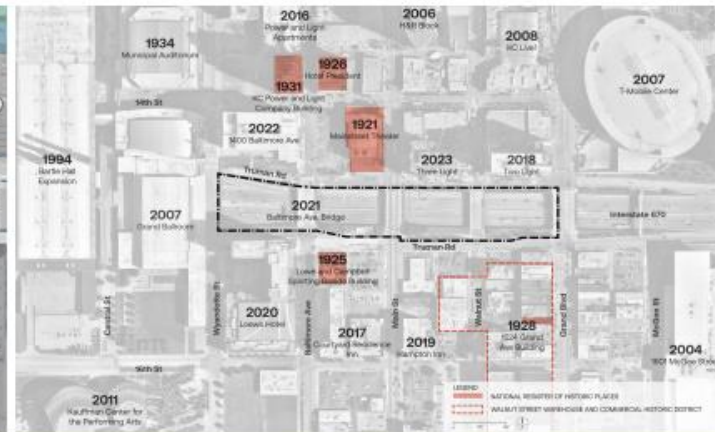








LAND USE



HISTORICAL PLACES/DEVELOPMENT



PARK BLOCK SIZES



EXISTING TREES



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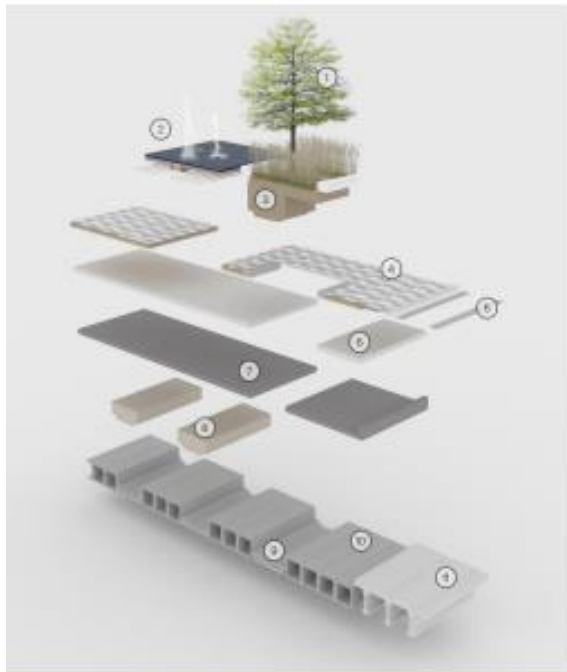




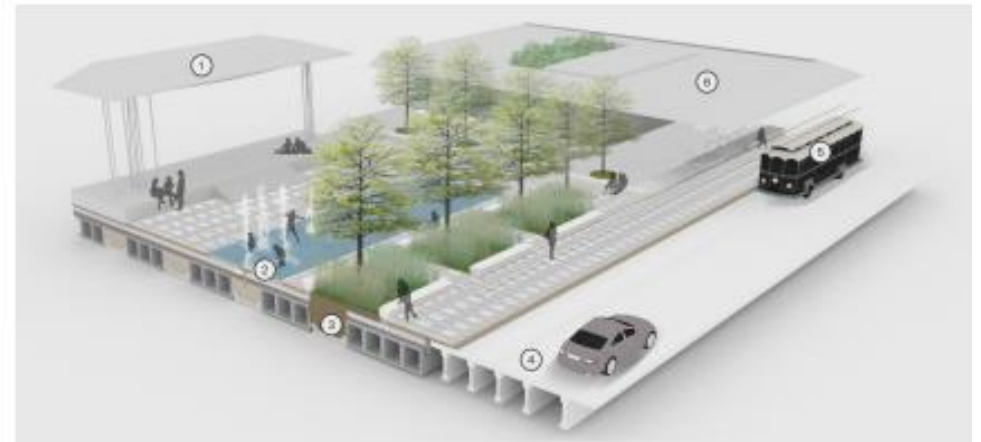








- ① REGIONALLY-APPROPRIATE PLANTS  
Natives and adapted species reduce water needs, create habitat
- ② AMENITY FEATURES  
Minimized structural connections
- ③ ENGINEERED SOIL  
Balances weight restrictions with soil biota
- ④ PEDESTRIAN PAVING SYSTEM  
Conceals structural appurtenances
- ⑤ LIGHT RAIL TRACK  
Constructed on existing deck
- ⑥ ENGINEERED STRUCTURAL FILL
- ⑦ TOPPING SLAB  
Includes waterproofing system
- ⑧ HDPE STRUCTURAL FILL
- ⑨ DROP SLAB INSERTS  
Accommodates trees and utilities, provides route for stormwater
- ⑩ PRE-STRESSED BOX BEAM SYSTEM
- ⑪ EXISTING BRIDGE STRUCTURE



- ① PERFORMANCE PAVILION
- ④ OLIVE ST. BRIDGE
- ② MOODY PLAZA WATER FEATURES
- ⑥ MCKINNEY AVE. TROLLEY
- ③ PLANTING TRAYS FOR FUTURE TREES
- ⑤ FAB PAVILION

## KLYDE WARREN PARK | DALLAS, TX



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MYRIAD BOTANICAL GARDENS | OKLAHOMA CITY, OK









LEVY PARK | HOUSTON, TX



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GENE LEAHY MALL | OMAHA, NE



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**SHADE STRUCTURE**

PARK AMENITY  
PREFERENCE



COMMUNITY SPACE

PARK AMENITY  
PREFERENCE





PARK CAFE

PARK AMENITY  
PREFERENCE





## FOOD TRUCKS

# PARK AMENITY PREFERENCE





**DOG PARK**

PARK AMENITY  
PREFERENCE



PERFORMANCE PAVILION

PARK AMENITY  
PREFERENCE





**MULTI-USE PLAZA**

PARK AMENITY  
PREFERENCE





EVENT LAWN

PARK AMENITY  
PREFERENCE





**POP-UP MARKETS AND SMALL BUSINESS OPPORTUNITIES**

**PARK AMENITY  
PREFERENCE**





**PARK RESTROOMS**

**PARK AMENITY  
PREFERENCE**





SHADY COURTS

PARK AMENITY  
PREFERENCE





## ORNAMENTAL GARDENS

# PARK AMENITY PREFERENCE





**CHILDREN'S EDUCATION & PLAY AREA**

PARK AMENITY  
PREFERENCE





PARK GAMES

PARK AMENITY  
PREFERENCE





**INTERACTIVE PUBLIC ART**

**PARK AMENITY  
PREFERENCE**





**INTERACTIVE WATER FEATURE**

**PARK AMENITY  
PREFERENCE**





**PASSIVE SPACE**

**PARK AMENITY  
PREFERENCE**





AMPHITHEATER

PARK AMENITY  
PREFERENCE





**SPORTS COURTS AND FITNESS**

**PARK AMENITY  
PREFERENCE**





READING ROOM / EDUCATIONAL OPPORTUNITIES

PARK AMENITY  
PREFERENCE





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# South Loop Project

## Public Meeting #1 Summary

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### Introduction

The South Loop Project team, in collaboration with the three project partners, hosted an in-person, open house public meeting on Tuesday, March 7, 2023. This was the first of three public meetings. The project partners are Port KC, Downtown Council of Kansas City (DTC), and the City of Kansas City, Missouri.

People were invited to come and go to view informational boards presenting the National Environmental Policy Act (NEPA) process, site analysis, and potential park features and amenities. Project team members were available to talk through the boards and facilitate two public engagement activities. This summary details information about the in-person, open house public meeting, promotion and survey.

### Public Meeting #1 Overview

Over 200 people attended this first public meeting and 36 completed feedback forms. Public Meeting #1 was held from 4:30-6:30 p.m. on Tuesday, March 7, 2023, at the Kirk Family YMCA located at 222 W. 11th Street, Kansas City, MO 64105.

The purpose of Public Meeting #1 was to:

- Present a project overview, the NEPA process, and the Purpose and Need.
- Present a variety of project topics and site analysis data.
- Elicit feedback through an interactive dot exercise to weigh in on the park vision, as well as potential features and amenities, and provide an opportunity for attendees to leave open-ended comments.
- Launch a survey for those who were unable to attend online.

At the in-person meeting, people could come and go at their convenience to view multiple boards placed around the perimeter of the room. Board topic areas covered:

- Project overview
- Project schedule
- Project boundaries and site map
- What is NEPA?
- What is an Environmental Assessment?
- NEPA process
- Environmental evaluations
- Purpose and Need
- Site analysis maps - walkability, bike route, transportation, tree canopy/open space, land use, zoning, neighborhoods, vehicular circulation, topography,



pedestrian circulation, parking and loading, historical places/development, park block sizes, and existing trees

- Examples of other similar parks around the country
- Activity board: Three options of the park vision
- Activity boards: 20 options with visual examples of park amenity preferences

### Public Feedback from Public Meeting #1



At the park boards, attendees had the opportunity to participate in two dot activities to provide feedback; first, to place one dot on their preferred vision for the park in Kansas City, and second, to place five dots on their top park amenity preferences among 20 options.

#### Activity #1

When asked, "What should the South Loop project be for Kansas City?", a majority of public meeting attendees preferred "The Community Front Yard for Downtown". A breakdown of the responses are as follows:

- The Place for Civic and Cultural Events (32)
- The Community Front Yard for Downtown (109)
- A Green Refuge in the City (34)

Additional comments received as presented verbatim:

- Art fairs, food trucks, festivals are a must
- Why does a city need a refuge?

#### Activity #2

When asked, "What are your top five (5) preferences for park features and amenities?", attendees responded as follows:

- Amphitheater (30)
- Children's Education and Play Area (52)
- Community Space (4)
- Dog Park (22)



- Event Lawn (39)
- Food Trucks (46)
- Interactive Public Art (79)
- Interactive Water Feature (24)
- Multi-Use Plaza (30)
- Ornamental Gardens (54)
- Park Cafe (52)
- Park Games (5)
- Park Restrooms (49)
- Passive Space (95)
- Performance Pavilion (26)
- Pop-Up Markets & Small Business Opportunities (75)
- Reading Room (5)
- Shade Structure (47)
- Shady Courts (101)
- Sports Courts and Fitness (44)

*Some attendees left additional comments on sticky notes posted to specific boards which are available in Appendix A.*

### **Comments from Public Meeting #1 Attendees**

At the public meeting, a total of 36 feedback forms (available as a hard-copy or through a QR code) and 26 open-ended comments were submitted. Below are the comments verbatim as submitted.

I'd really like to see this become a park for use by downtown residents. Concepts like amphitheaters and other large installations will only be used on weekends and otherwise be useless. I'd also like to see trees and natural plant life. Also playgrounds, didn't see that as an option. There's been talk of closing Walnut for this, I know that's not the focus of this session, but I'd like to preemptively give feedback that I am very opposed to any form of this project if that happens. Keep the street grid!

I work in product management and I love you've done dot voting and notecards. I worried this would end up being a community mtg out of "Parks and Rec". Kids and adults need a free/bookable outdoor skating rink downtown. Skating areas get a bad rap because of unconscious bias and misinformation. As a part of @kcrollerwarriors not profit skating rinks are one of the most costly expenditures for the kid and adult teams.

Space was small, didn't allow much for people to gather and discuss for an extended period of time.

I love this idea to bringing safe green spaces to KC. Our city is slowly growing and this is the next addition we have all been waiting for. Downtown lacks events (spaces) to bring families and people of all ages together because the few spaces we have that are similar to these ideas are fairly smaller or located outside of downtown. Really looking forward to how this project develops in the coming years.

I think it's important to have non-white developers and planners on your team. These community outreach planning sessions are important and should be continued, but you should try to plan for the generations of KC residents who will be here to enjoy the park for decades, not the ones who are here now. Don't be afraid to reject the public's opinion (lol, sometimes they are wrong). Don't try too hard to be NYC, Boston, etc. There are great elements in/about KC that should be incorporated. People respect

authenticity any way.

Nice display but 4th floor-- really?!! Some items seem repetitive, makes me think there is some manipulation going on (already set- so can get extra votes by combining).

Thank you for including the community in this event- to get input on the urban park.

Would like to see this space used for outdoor activities. We have various venues for concerts that can take place outside. This space would be better used for families, playgrounds, gardens, etc.

Love the variety of options and availability of feedback from the community but concerned that the focus will shift to entertainment and commerce. We need more green space, not more P&L/Plaza/Crown Center.

The opportunity to see green spaces grow in an unused space in my city has been a privilege. We could all benefit from any of the options pitched. Primarily a space to walk and sit in peace at any time of day in the middle of the city's bustle. I have loved the concepts I have visited in other cities (Dallas, Highline, others) and how people gather around them.

This is a brilliant idea. Hopefully the north loop is in a planning stage somewhere. KC, like other cities, turned many beautiful buildings into ugly parking lots. Projects like this, along with Rock Island bridge, Zip line plan, the Buck O'Neil Bridge park and so on, are a chance for KC to redeem itself and reclaim a vibrant downtown. KC needs a city Ferris wheel- not in the crossroads but up in Barney Allis Plaza, right in the middle of the hotels and convention center on one of the highest hills in the city. Yes, please. Cheers.

There must be input from every zip code in KC, as far as planning is concerned. How does the public participate in the planning process? Please consider accessibility (ADA).

We are opposed to any/all non-critical improvements which require tax payer monies when all of KCMO is not included in the process or finished project

Such an opportunity Please minimize corporate sponsorship- logos, etc. Green Leed green shade green Please, a few less frightened caucasions Avoid obvious manipulations or assumptions of "cool" Democracy is bad for art a la Thomas Kinkade, Barbara Cartland Please, fear no art, fear no difficult art Take this opportunity for monumental works on loan and rotating from Nelson\_Atkins Kemper museum.

Green space and gardens are important. Don't forget we are the city of Fountains!!

I liked the format for this and all of the ideas presented. It's a great way to get feedback.

Thank you for having enough representatives to ask questions to. Really excited about this project.

Be sure to consider cultural art or artifacts from KC, such as art from Black/Brown artists, and/or sports para. from Negro leagues or jazz artifacts. Please limit pet privileges.

KC is the city of fountains. It needs a large impressive fountain!

If any intersecting streets/bridges are being considered to be closed and used as park space, I would like to see Walnut bridge be closed.

I feel there is enough land/space to facilitate the creation of a park with the following aspects: civic/cultural events space, community front yard for downtown, and a green refuge in the city.

Great presentation and very helpful team who answered my questions! My personal preference for a park would focus on green space (trees, flowers, etc) nothing fancy. I would book a bigger space for future events/presentations



Need a bigger space and MC.

This was a great event! So neat to see the potential and the community excited about something that would really enhance the city. Thank you!

Performance pavilion and amphitheater are too similar Shady courts and shade structure are too similar Food trucks and pop ups are too similar Bathrooms should not be a feature to focus on, because it should be a part of the park from the start.

The information I received implied there would be a presentation at this event. Instead "getting public input" is just an excuse for making it look as if there is a lot of public support. The area has had tons of money poured into it in the last 15 years- while other parts of the city have been neglected and are justifiably upset. This "park" is not a good move. It will be nothing more than a lovely front yard for the Lowe's hotel and Three Light.

## Public Meeting Promotion

The public meeting was promoted the following ways:

- Print postcard invitations
  - Sent through postal mail directly to approximately 6,605 residents and businesses zip-code targeted in the Central Business District and Crossroads area
  - Delivered stacks to 26 locations and adjacent businesses in the project study area
  - Shared with the DTC for distribution at committee meetings
  - Shared with attendees at Update Meeting #1
  - Distributed on Kansas City Area Transportation Authority buses
- Paid social media campaign through the Downtown Council of Kansas City Facebook and Instagram accounts
- A media alert and a news release distributed by the City of Kansas City to media outlets
- Three dedicated emails sent through MailChimp
- A promotional toolkit with content and digital graphics emailed to key target audiences to share through their communications channels to reach their constituents:
  - Neighborhood groups
  - Community organizations
  - City Council members and their aides
  - Update Meeting members
  - Project team members
    - The outreach tracker for public meeting and survey promotions is available in Appendix B.



- Project website (<https://kcsouthloopproject.org/publicmeeting1/>)



### Postcard Invitation Drop Locations

From February 20-28, 2023, a street team dropped off stacks of printed postcard invitations at 26 locations and adjacent businesses in the project study area. Additionally, postcard invitations were distributed on the Kansas City Area Transportation Authority buses.

Business	Address	City	State	Zip Code
Kansas City Area Transportation Authority	On buses			
Spark Coworking KC	1475 Walnut St	Kansas City	MO	64106
Kirk Family YMCA	222 W 11th St	Kansas City	MO	64105
Crossroads Charter School	1011 Central St	Kansas City	MO	64105
Kansas City Central Library	14 W 10th St	Kansas City	MO	64105
Kauffman Center of the Performing Arts	1601 Broadway Blvd	Kansas City	MO	64108
Flashcube apartments and co-work space	720 Main St	Kansas City	MO	64105
One Light	50 E 13th St	Kansas City	MO	64106
Loew's Hotel	1515 Wyandotte St	Kansas City	MO	64108
Courtyard by Marriott	1535 Baltimore Ave	Kansas City	MO	64108
Streetcar Grille & Tavern	1580 Main St	Kansas City	MO	64108
Pinnacle Imports	2001 W Pennsylvania Ave	Kansas City	MO	64108
Anton's Restaurant	1610 Main St	Kansas City	MO	64108
Lula's Southern Cookhouse	1617 Main St	Kansas City	MO	64108
Starbucks	1571 Main St	Kansas City	MO	64108
Hampton Inn and Suites	1571 Main St	Kansas City	MO	64108
Calverts Lube Express	1501 Main St	Kansas City	MO	64108
Something White Bridal Boutique	1510 Walnut St B	Kansas City	MO	64108



Tannin Wine Bar	1526 Walnut St	Kansas City	MO	64108
The Terrace	1520 Grand Blvd	Kansas City	MO	64108
Recordbar	1520 Grand Blvd	Kansas City	MO	64108
Encompas	1512 Grand Blvd	Kansas City	MO	64108
Messenger Coffee	1624 Grand Blvd	Kansas City	MO	64108
Taps on Main	1715 Main St	Kansas City	MO	64108
Plexpod	1715 Main St	Kansas City	MO	64108
Gallup Maps	1733 Main St	Kansas City	MO	64108
Mildred's Coffee	908 Baltimore Ave Suite 103	Kansas City	MO	64105

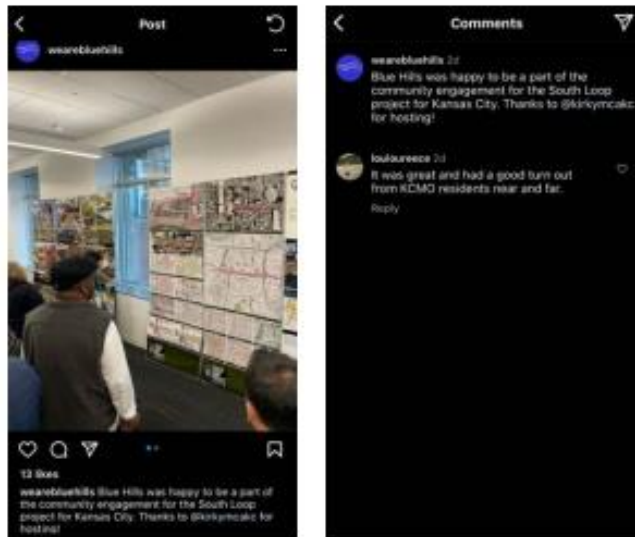
## Paid Social Media Campaign

A dedicated paid social media campaign was launched with two goals, to increase awareness about the public meeting and a call to action for people to take the survey. The paid social media campaign report is available in Appendix C.

## Emails

People can opt-in to receive news and notices through the South Loop Project website. Three dedicated emails were sent to those who opted in through MailChimp:

- [February 23, 2023](#)
  - 191 recipients
  - 36.3% opens (65)
- [March 1, 2023](#)
  - 263 recipients
  - 39.6% opens (99)
- [March 6, 2023](#)
  - 287 recipients
  - 46.4% opens (129)



## Toolkit

A promotional toolkit with content and digital graphics was emailed to the project team, three project partners, City Council members and their aides, Update Meeting members, and approximately 170 key target audiences to help distribute information about the public meeting and survey through their communications channels to reach their constituents.

The toolkit included:

- Email/newsletter content
- A statement and contact information if someone wanted to make a reasonable request for an accommodation
- Two digital graphics sized for social media channels (1200x600 px, and 1080 x 1080 px)
  - Facebook, Twitter, LinkedIn, Instagram, email, website
- Customizable social media posts

A second toolkit was created for the same groups to promote the survey after the public meeting. This toolkit included:

- Email/newsletter content
- Two digital graphics sized for social media channels (1200x600 px, and 1080 x 1080 px)
  - Facebook, Twitter, LinkedIn, Instagram, email, website
- Customizable social media posts



Examples of earned media promotion include:

**Kansas City's major plan to connect communities downtown, KMBC 9 Heart of the Matter**

<https://www.kmbc.com/article/kansas-city-s-major-plan-to-connect-communities-downtown-heart-of-the-matter/43195064#>

<https://twitter.com/CodyKMBC/status/1632395553957986308>

**Kansas City residents chime in on proposed Downtown South Loop project, KMBC 9**

<https://www.kmbc.com/article/kansas-city-missouri-residents-chime-in-on-proposed-downtown-south-loop-project/43241309>

[https://www.facebook.com/kmbc9/posts/pfbid035U3kgSnJKMBbRtTGUVmMwayd5sz8umPsAlnAkhsZMTPsGKYHaBQK3nRNGkz2bLBKI?\\_cft\\_\\_\[0\]=AZUMP9Do98yitklhK0Gz2VICqJsVtXiIryfo3MxUdIPNsLEduN8utr\\_XM30awwzVbPdcHGEVqZh0Qa7cupUSWIFoZNVFd5cJ3fKizAnbwZJ-XEfSxabrvLsai6RjtL4JeM&\\_tn\\_=%2CO%2CP-R](https://www.facebook.com/kmbc9/posts/pfbid035U3kgSnJKMBbRtTGUVmMwayd5sz8umPsAlnAkhsZMTPsGKYHaBQK3nRNGkz2bLBKI?_cft__[0]=AZUMP9Do98yitklhK0Gz2VICqJsVtXiIryfo3MxUdIPNsLEduN8utr_XM30awwzVbPdcHGEVqZh0Qa7cupUSWIFoZNVFd5cJ3fKizAnbwZJ-XEfSxabrvLsai6RjtL4JeM&_tn_=%2CO%2CP-R)

**Crowd packs South Loop Link event to help shape \$200M park's features, Kansas City Business Journal**

<https://www.bizjournals.com/kansascity/news/2023/03/08/south-loop-link-i-670-urban-park-open-house.html>

**Public Feedback Results Combined - In Person and Online Survey**

Following the public meeting, an online survey was open from March 7-21, 2023. The survey was available in English and Spanish.

The survey received approximately 1,633 responses total, 1,458 online responses and 175 in-person responses from the first public meeting; 1,417 online responses were in English and 41 were in Spanish.

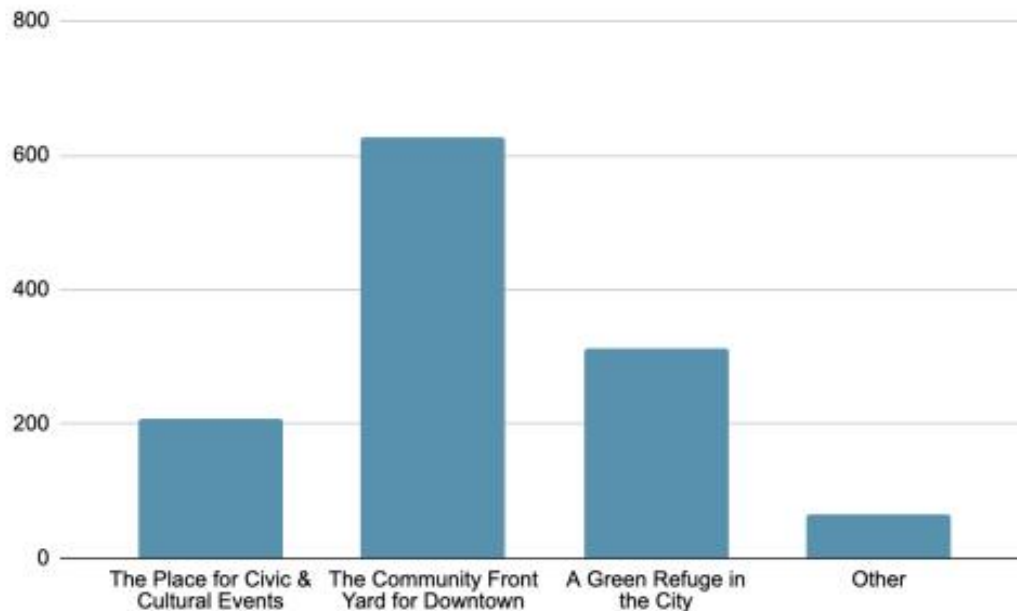
The target audience for the survey included people who live, work or commute within the study area. The survey was promoted through the following ways:

- Paid social media campaign through the Downtown Council of Kansas City Facebook and Instagram accounts
- Three dedicated emails sent through MailChimp
- A promotional toolkit with content and digital graphics emailed to key target audiences to share through their communications channels to reach their constituents:
  - Neighborhood groups
  - Community organizations
  - City Council members and their aides
  - Update Meeting members
  - Project team members

- The outreach tracker for public meeting and survey promotions is available in Appendix B.
- Project website

Below is a summary of survey results combined, which includes all responses collected online and in-person.

#### **What should the South Loop Project be for Kansas City?**



Respondents felt that the South Loop Project in Kansas City should be:

- The Place for Civic & Cultural Events (208)
- The Community Front Yard for Downtown (626)
- A Green Refuge in the City (312)
- Other (67)

Those who responded "Other" left comments. Their comments are presented verbatim as submitted below:

- Why can't it be a combination of all three? A place for cultural events, a community front yard, and a green refuge? A multi-purpose green space that connects the city and those who live, work and play downtown.
- A combination of community front yard & green refuge in the city
- All the above :)



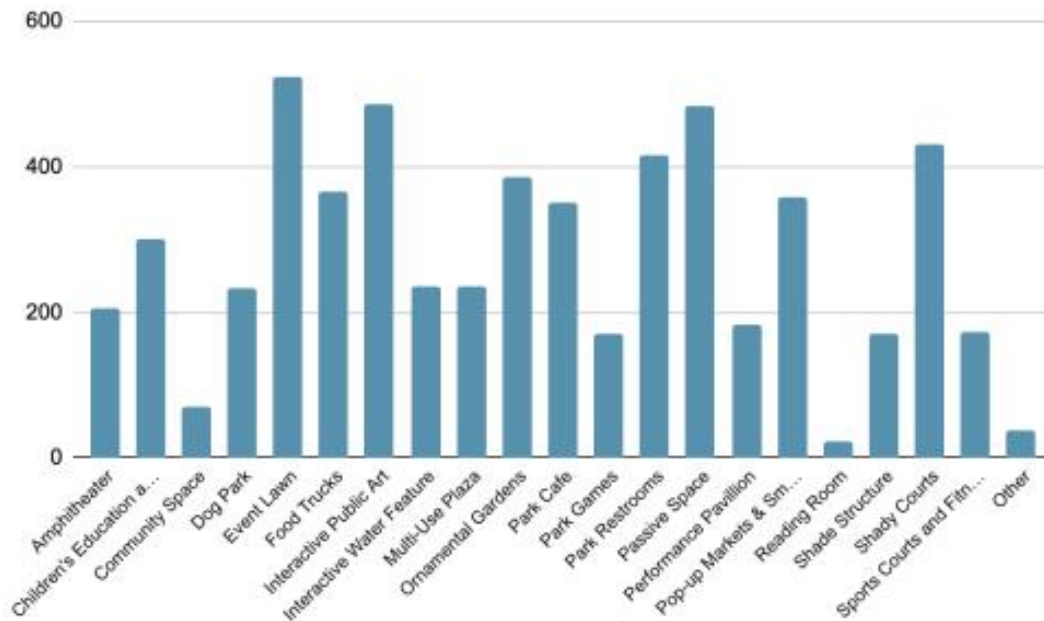
- The money should be spent on real parks rather than hugely expensive tiny areas over a freeway.
- We can't afford this.
- All of the above.
- All three...above...definitely needs trees and a meeting space
- Community front yard. We have enough concert locations and we might be getting another in a new a Royals stadium
- How about using the money to fix roads and sidewalks ?
- Homeless encampment
- A green space that promotes innovative green technologies and energy efficiency.
- Don't do with city or public money.
- Project will be nothing but a grab for taxpayers money
- Non existent
- All the above
- a blend of a place for civic and cultural events,front yard and family entertainment.
- All three
- A combo of front yard and green refuge.
- I don't think it's important, nor worth spending millions w
- Civic/cultural events with greenery and a park
- It should be all of the three listed above. It should be the "Central Park" of Kansas City and serve the entire city and visitors. Make it worthwhile, not just a green space!
- All of the above
- all of the above!
- This should not be built at all. It will make going through the loop even more dangerous.
- We'd like a fenced-in playground like the ones in New York.
- Leave it exactly how it is.
- Combination of all 3
- Update the existing bridges for vehicles and turn the closed off McGee bridge into a pedestrian bridge. That's it. No deck, no more closed off streets. Downtown is already difficult to get to and through.
- None. This is wasteful spending, which should be spent on getting the homeless in downtown out. I live in downtown and the fact that there's homeless people defecating on the sidewalks in the middle of the day, is a larger issue than some green space.
- Part front yard, part cultural/civic gathering, part green refuge
- Amazing destination park/ playground similar to the gathering place in Tulsa but without the water.

- All the above
- A multi use area that can host events/small business, but also be a quiet respite for local residents.
- Where the Ferris Wheel really should go, not Pennway
- It should All three the above.
- Family Gatherings such playgrounds, picnics and grilling
- All of these
- Is there a way for it to be all 3? Maybe that's a pipe dream....
- Please install exercise equipment for people who would like to workout. I think it would make Kansas City healthier if we install outdoor exercise equipment at parks and other greenspace.
- A mix of all 3 in the following order: Front Yard, Green Refuge & Cultural Events Lite. That order actually depends on the parking situation as well. I say the latter thing w/ Kessler Park in mind. Lots of room to do lots of things, but at what cost to green spaces and the peace of the adjacent neighborhoods?
- Can it be all three?
- placing the new baseball park on the projects block west of Main Street (similar to the Barle Hall extension over 670). this would put the ballpark adjacent to the trolley line.
- micro music venue
- Community yard and green space
- Central plaza like so many South American and European Cities, which means it's all of the above
- A protected green refuge, yes high-line, but more Central Park, less concrete, more green space. A well designed solution should encompass all of the above images
- urban forest
- All three!
- Community park with running trails/walking path
- don't do a park downtown. fund the failing schools not a wasteful park.
- Multi Use, interactive entertainment, pavilion, food, and public art.
- All of the above!!!
- All of the above and more! I think the possibilities are endless and the South Loop park could accomodate many uses.
- I like a combination of all three above options
- don't waste the money
- A walkable link between inside and outside the downtown loop.
- All of the above!
- A place for activity and togetherness that is designed to suit the needs of Kansas City's RESIDENTS, regardless of income or car-ownership.
- Why not a little of all of these?



- I would choose a combo of "front yard" and "green refuge". Places to sit for events AND room for strolling and relaxing.
- I like both the green refuge and community front yard ideas, but I don't clearly understand the difference.
- Community front yard and green refuge in the city, including an urban farm, garden, and orchard.
- For events and green refuge with park feel....it's possible.
- A 'third space' where all community members and visitors can feel welcome to exist and relax publicly without the need to spend money (but with options to do so).
- All three!!
- El patio para la comunidad y una area verde (*The patio for the community and a green area*)

**What are your top five (5) preferences for park features and amenities?**  
(select up to five)



Respondents selected their top five preferences for park features and amenities. Their responses were as follows:

- Amphitheater (206)
- Children's Education and Play Area (300)
- Community Space (71)
- Dog Park (232)
- Event Lawn (524)
- Food Trucks (367)
- Interactive Public Art (486)
- Interactive Water Feature (235)
- Multi-Use Plaza (236)
- Ornamental Gardens (386)
- Park Cafe (351)
- Park Games (170)
- Park Restrooms (415)
- Passive Space (483)
- Performance Pavillion (183)
- Pop-Up Markets & Small Business Opportunities (359)



- Reading Room (22)
- Shade Structure (170)
- Shady Courts (432)
- Sports Courts and Fitness (174)
- Other (38)

Those who responded "Other" left comments. Their comments are presented verbatim as submitted below:

- flexible changing opportunity
- Leave as is. If you need to borrow and spend perhaps more police.
- As much green as possible...with musicians or music
- Promote physical activity - walking, games, people in this city need exercise
- Leave it alone. it will just cause issues with falling chunks on the high way below.
- Trees, flower, agricultural.
- Leave as is
- Non existent
- botanical garden
- a "green means" of promoting pedestrian & bicycling travel
- Native plants
- A bio, diverse ecosystem, supporting bugs, birds, butterflies, water, absorption, filtration, education, and quietness
- Nothing
- Park and/or rink for roller skating!
- Skate park and skate rink
- Everything mentioned above has value. The park should include a variety of things. Things that would be used on a daily basis. It should also complement the P&L District.
- Native Wildflower and plant habitat
- Anything you build will become a homeless encampment. Abandon this ridiculously expensive project now!
- Leave it exactly how it is.
- Mi
- None of the above. See my first answer. Fix what we have. No more homeless camp areas.
- None. Spend funding in a more effective manner.
- BBQ grills
- Non-interactive water feature, food/beer festival destination with space for pop-up tents, native plant species
- Running Path
- Wide sidewalks for rollerblades and runners

- Multi use plaza featuring aspects of Shady Court/Structure w/ Interactive Water Feature
- baseball stadium
- Running/walking trails
- lots of trees that can grow to maturity
- what a waste of money this project is
- Self Cleaning Public Restrooms like they have in Japan.
- none, don't waste the money
- Fountain - The City of Fountains has to have a fountain!
- Food growing and education: community garden, community orchard, urban farm, etc.
- Food gardens
- As the city of fountains, A grand central fountain is a must with seating around it
- Good's ideas

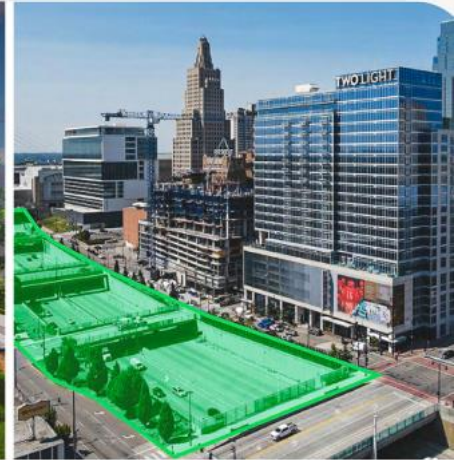




# **Paid Social Media Campaign Report**

Public Meeting #1  
Survey #1

South Loop Project



Fresco Marketing



**SOUTH  
LOOP  
PROJECT**

## **Phase 1**

Objective - Engagement and Awareness





# South Loop Campaign

## Public Meeting #1

A social media campaign was started to encourage individuals to attend the South Loop Project open house on March 7 at the Kirk Family YMCA,

We used the social media accounts of the Downtown Council of Kansas City as our platforms.(Facebook and Instagram)

South Loop Project

**Dates** - February 21 - March 6

**Goals** - Engagement and Awareness

- Feb 21 - Public Meeting - Post / Engagement Ad and Awareness Ad #1
- Feb 28 - Public Meeting - Post / Engagement Ad and Awareness Ad #2

**Channel** - Facebook & Instagram

**Call to Action** - Landing Page (<https://kcsouthloopproject.org>)

**Language** - English and Spanish

**Target** - Specific zip codes (Age 21-65+)

64101 - 64102 - 64105 - 64106 - 64108 - 64124 - 64126 - 64127

**Optimization** - After running the campaign for 7 days we adjusted and optimized the campaign adding different interests, demographics and behaviors to the target audience.

This increased engagement and decreased cost per reach.

Interests > Kansas City, Missouri (place)

Interests > Local food (food & drink)

Interests > Additional interests > Outdoors (outdoors activities)

Interests > Additional interests > Park (places)

Interests > Entertainment (leisure) > Live events (entertainment)

Interests > Food and drink > Food (food & drink)

Interests > Outdoor recreation (outdoors activities)

# The South Loop Project

Fresco Marketing

## Campaign - Awareness & Engagement

### Content

3 full screen images

6 square images

1 video

English & Spanish

### Call to Action

Landing Page

<https://kcsouthloopproject.org/publicmeeting1/>



### Copy 1

How would you use a park in Downtown?

Learn more about the South Loop Project and share your thoughts with the team! You're invited to an in-person, public meeting.

### Copy 2

Share your thoughts

The South Loop project team is hosting an in-person public meeting from 4:30-6:30 p.m. on Tuesday, March 7 at the Kirk Family YMCA. Come share what park elements are important to you!



# The South Loop Project

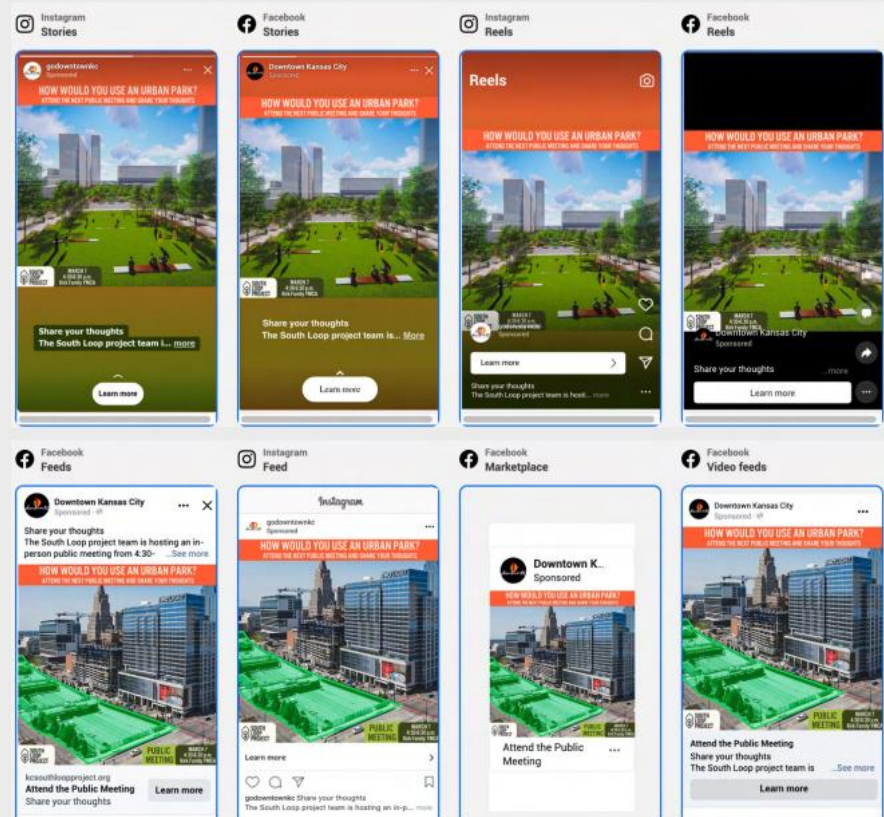
Fresco Marketing

## Ads Preview



English

Spanish



# The South Loop Project

## Awareness and Engagement Results

**99,898** The number of times your ads were on screen.  
impressions

**31,464** The number of accounts that saw your ads at least once.  
reach  
This metric is estimated.

**1,804** The total number of actions that people took on your Page and its posts, attributed to your ads.  
Page engagement

## Cost per result

19¢ per engagement (English) \$3.23 per 1,000 people reach (English)  
24¢ per engagement (Spanish) \$4.86 per 1,000 people reach (Spanish)

**HOW WOULD YOU USE AN URBAN PARK?**  
ATTEND THE NEXT PUBLIC MEETING AND SHARE YOUR THOUGHTS



**PUBLIC MEETING**


**MARCH 7**  
4:30-6:30 p.m.  
Kirk Family YMCA






# The South Loop Project

## Comments - English

 **Macio Palacio**  
what in the to much shit downtown is going on man 🤔🤔🤔🤔🤔

Like Reply Hide [Send Message](#) 2d

 **Amore Mor**  
Many won't enjoy it bc that damn rent going to push many further out by the time this project is complete. Crazy how 3 super bowls appearances can put a city on the map full of investments and expansion.


Like Reply Hide [Send Message](#) 4d Edited

 **Stella Flannery**  
Who has time for leisure when the cost of everything has tripled and income is stagnant? How are parks used now? I live blocks from a homeless encampment. Maybe it can be for tent housing that won't get bulldozed.


Like Reply Hide [Send Message](#) 4d 2

 **Charles Anthony Smith**  
NO!!!!...fix our streets and neighborhoods of these abandoned, burnt, half demolished houses!!!!


Like Reply Hide [Send Message](#) 3d 2

 **Zuñiga Andrés**  
Dont want it, fix the roads of potholes; and the way they are uneven it seems they have the surface of the moon!


Like Reply Hide [Send Message](#) 6d 7

 **Wyatt Gardner**  
Y'all gotta be kidding! 🤔


Like Reply Hide [Send Message](#) 2d

 **Sam Caloroso**  
I'd like to see similar structures and how they handle the climate.


Like Reply Hide 1w

 **Rhonda McLaughlin-Hatfield**  
I wouldn't use it downtown


Like Reply Hide 1w

 **David Remley**  
I'd rather see our local streets paved.


Like Reply Hide 1w 4

 **Yolanda DH**  
Nooooo!!!!


Like Reply Hide 1w

 **Dale Schmidt**  
It would be a great addition !!


Like Reply Hide 1w

 **Robin Case**  
I'd encourage and support homeless camps, so the unhoused could enjoy the park alongside the wealthy downtown loft residents until the city prioritizes their well being and safety over new tourist attractions. .. since you asked...

Like Reply Hide 1w

 **Jeff Niemann**  
That would be so cool... like Central Park

Like Reply Hide 1w 5

 **Chris Blackthorn**  
**Jeff Niemann** but much smaller

Like Reply Hide 1w 2



# The South Loop Project

## Comments - English


**Gary Jay**  
Do it!  
Like Reply Hide 1w


**TJ Butterworth**  
Gona be full of homeless ppl and tents watch 🤔  
Like Reply Hide 1w


**Bob Howl**  
There won't be any middle class, working people living in the city by then. They're purposefully taxing us out to bring in big money fleeing Dem s\*holes on the coats.  
Like Reply Hide 1w


**Debra Tokar**  
Well all of the homeless who use the smaller parks in the area would appreciate the additional space, as will apartment dwellers who let their dogs poop in the public spaces now and don't feel the need to clean up will appreciate the additional space. The guys driving their trucks through muddy public grass spaces downtown, tearing up the grounds will appreciate additional space for destructive deeds. Let's clean up what we already have downtown. We have once beautiful spaces being ignored. Fix those first.

March 2, 2023

**dodge\_viper\_hottie** I would simple use it to do illegal things in the trees. Maybe tie a rope to my torso and repel down and snatch picnic baskets or other small items much like a spider. Maybe make ghost noises to spook other people. idk but I'm VERY excited!  
6d 2 likes Reply

**kevlbeach** I'd rather KC just fixed the roads.  
3d 2 likes Reply  
-- Hide replies

**johns\_bike\_repair** @kevlbeach Some of the worst roads anywhere  
2d 1 like Reply

**orangeyeti\_** It'd just be filled with dog shit





# The South Loop Project

## Comments - Spanish



**Ricardo Estevan**  
Hemos hecho esto en el Centro de Chihuahua, Chihuahua. Este proyecto seria imenso. Porsupuesto que si quiero esto.

Like Reply Hide [Send Message](#) 4d



**Sarai Sarai**  
Nel

Like Reply Hide [Send Message](#) 3d



**Hilary Mendoza**  
Sería hermoso

Like Reply Hide 1w



**Carmen Mora**  
Si pero ,bien k se pagan impuestos de todo y hay basura por doquier, creó que si recogiese toda clase de basura y la cantidad k fuera no abría tanta basura en las calles , es un ciudad grande que está en progreso cada día y no se enfocan en la limpieza , y en todas las áreas

Like Reply Hide [Send Message](#) 6d Edited



**Zuñiga Andrés**  
No

Like Reply Hide [Send Message](#) 6d



**Christy Joyce Moreno**  
**Elkin Garcia Lopez**

Like Reply Hide [Send Message](#) 5d



**Elkin Garcia Lopez**  
**Christy Joyce Moreno** gracias. El martes es perfecto para mí ...

Like Reply Hide [Send Message](#) 5d

Ricardo Estevan

We have done this in the Chihuahua Downtown, Chihuahua. This project would be huge. Of course, I do want this.

sarai sarai

Nope

Hilary Mendoza

It would be beautiful

Carmen Mora

Yes, but, well, we pay taxes on everything and there is garbage everywhere, I think that if they collect all the garbage there wouldn't be so much garbage in the streets, it is a big city that is in progress every day, and they do not focus on cleaning, and in all other areas

Andres Zuniga

No

Christy Joyce Moreno

elkin garcia lopez

elkin garcia lopez

Thank you Christy Joyce Moreno. Tuesday is perfect for me



# The South Loop Project

## Comments - Spanish



**Sara Melendez**  
Claro que si!!

Like Reply Hide [Send Message](#) 6d



**Carlos Pike**  
Un Lugar mas para que anden los bagabundos y drogadictos por la noche. Y los policias no agan nada, no gracias.de verian mejor limpiar la independence Ave de todos malandros.

Like Reply Hide [Send Message](#) 5d

↳  Ricardo Estevan replied · 3 Replies



**Chela Corona**  
Claro que si pero primero limpien las calles de basura y tapen tanto oyó que hay por todas las calles ya a mi carro le suena todo

Like Reply Hide [Send Message](#) 4d



**Victor Ortalejo**  
Si claro pero me gustaría que la ciudad se enfocara mas en la seguridad de los habitantes de esta ciudad  
En tanto pothole que tenemos en la ciudad en tantas calles sucias y casas abandonadas que ayuden en otras areas no solo en un parque en medio del centro de la ciudad...

Like Reply Hide 1w Edited   8



**Gerardo De la Cruz**  
Ningun estado unidense contesto puro migrante de otro pais

Like Reply Hide [Send Message](#) 4d 

Sara Melendez  
Of course!!

Charles Pike  
One more place for homeless people and drug addicts to hang out at night. And the police don't do anything, no thanks. It would be better to clean Independence Ave from all thugs.

Chela Corona  
Of course, but first clean the streets of garbage and cover up all the potholes that there are all over the streets. My car already makes all kind of noises due to the potholes.

Victor Ortalejo  
Yes, of course, but I would like the city to focus more on the safety of the inhabitants of this city. We have so many potholes in the city, so many dirty streets and abandoned houses. I wish they help in other areas and not just in a park in the middle of the city center...

gerardo de la cruz  
Not a single United States citizen answered, only inmigrants from another country





# The South Loop Project

## Comments - Spanish



Armando Martinez

Antes de tener un Parque , primero deben limpiar la Ciudad de tanta Basura qué HAY AMO KCMO pero me da mucha tristeza ver mi Ciudad Descuidada y Destrozada y así van a mostrar esta Ciudad tan Sucia cuando Sea el Mundial el 2026 😞😞😞😞 por favor hagan al por Kansas City Missouri se los Suplico Gracias 🙏

Armando Martinez

Before having a park, they must first clean the city of so much garbage, I love kcmo, but it makes me very sad to see my neglected and destroyed city and that is how they are going to show this City so dirty when the world cup is in 2026 please do something for Kansas City Missouri  
I beg you thank you



Fresco Marketing



## Phase 2

Objective - Engagement and Traffic





# South Loop Campaign

## Survey #1

A social media campaign was started to encourage individuals who missed the first public meeting to participate taking a survey online.

We used the social media accounts of the Downtown Council of Kansas City as our platforms.(Facebook and Instagram)

South Loop Project

**Dates** - March 8 - 22

**Goals** - Engagement and Awareness

- March 8 - Survey - Post / Engagement Ad and Traffic Ad #1
- March 15 - Survey - Post / Engagement Ad and Traffic Ad #2

**Channel** - Facebook & Instagram

**Call to Action** - Landing Page (<https://kcsouthloopproject.org>)

**Language** - English and Spanish

**Target** - Specific zip codes (Age 21-65+)

64101 - 64102 - 64105 - 64106 - 64108 - 64124 - 64126 - 64127

**Optimization** - After running the campaign for 7 days we adjusted and optimized the campaign changing the graphics and copy for the second week.

# The South Loop Project



## Campaign - Engagement & Traffic

### Content

3 full screen images  
4 square images  
1 video

English & Spanish

### Call to Action

Landing Page

<https://kcsouthloopproject.org/publicmeeting1/>



### Copy 1 - Spanish

¿No pudiste asistir a la reunión del Proyecto South Loop? Contesta la encuesta y comparte tus preferencias sobre las posibles amenidades y servicios del parque.



### Copy 1 - English

Couldn't attend the South Loop Project public meeting? Take the survey and share your vision for the South Loop Project, and your preferences about potential park features and amenities.



### Copy 2 - English

¿Tú qué opinas? Si no pudiste asistir a la reunión pública del Proyecto South Loop, ¡todavía tienes tiempo para decirnos lo que piensas contestando esta encuesta!





# The South Loop Project

## Ads Preview

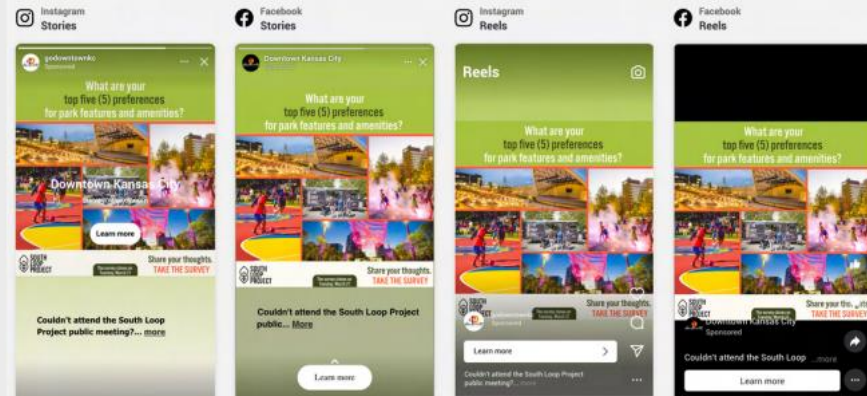


English

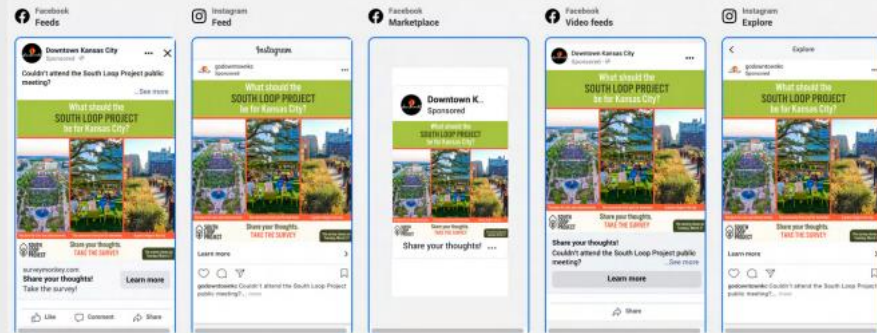
Spanish



## Stories and Reels



## Feeds



# The South Loop Project

## Engagement and Traffic

### Results

**73,973**

impressions

The number of times your ads were on screen.

**26,799**

reach

The number of accounts that saw your ads at least once. This metric is estimated.

**1,348**

Page engagement

The total number of actions that people took on your Page and its posts, attributed to your ads.

**1,548**

Clicks

The number of clicks on the ads.

**339**

Link Clicks

The number of clicks on links within the ad that led to advertiser-specified destinations. (Landing Page)

### What should the SOUTH LOOP PROJECT be for Kansas City?



The place for civic and cultural events. The community front yard for downtown. A green refuge in the city.



Share your thoughts.  
**TAKE THE SURVEY**

The survey closes on  
Tuesday, March 21

## Cost per result

22¢ per engagement (English)

49¢ per engagement (Spanish)

88¢ per link click (English)


\$2.85 per link click (Spanish)








# The South Loop Project


## Comments - English


 **Thomas Eric Turner**  
This project will be great for downtown and driving more business to the city.  
Like Reply Hide 2w

 **Jeff Longcoy**  
We need more fountains! There been no major build of them in yrs! Start adding more fountains to downtown #cityoffountains  
Like Reply Hide 2w Edited


 **City Government of Kansas City, Missouri** · Follow  
**Jeff Longcoy** the broken water mains are not enough of a fountain for you??  
Like Reply Hide 2w


 **City Government of Kansas City, Missouri** · Follow  
**Jeff Longcoy** well it IS taco Tuesday!!  
Like Reply Hide 2w


 **City Government of Kansas City, Missouri** · Follow  
**Jeff Longcoy** sorry, we tried.... 🤔 happy Tuesday!!  
Like Reply Hide 2w


 **Jeff Longcoy**  
**City Government of Kansas City, Missouri** no it's not lol 🤔  
Like Reply Hide 2w


Most Relevant is selected, so some replies may have been filtered out.



 **Heccra**  
All 3

 **Kimberly J. Spellmeyer-Young**  
How about take a vote on these projects and get the whole city involved. They didn't do that with the new bike lanes on Truman. This hurt so many businesses that they are now in the process of removing them. Wasteful spending / usage of funds.  
Like Reply Hide 2w

 **Jai Taylor**  
**Kimberly J. Spellmeyer-Young** I ask myself when was the last time I saw a bike rider on Truman. To enforce a whole bike lane, I'm coming up blank.  
Like Reply Hide 2w

 **Kimberly J. Spellmeyer-Young**  
**Jai Taylor** exactly! If they want to ride on Truman, they can use the sidewalks. It's not like when I was a kid and you saw people walking everywhere. Nowadays, you don't see that. It's really sad that people don't walk in their own neighborhoods anymore. I know I don't, because of safety reasons.  
Like Reply Hide 2w

 **Angela Dowler Pryor**  
**Kimberly J. Spellmeyer-Young** Bicycles never belong on sidewalks.  
Like Reply Hide 2w

 **City Government of Kansas City, Missouri** · Follow  
**Kimberly J. Spellmeyer-Young** we love 71 eastbound , aka the homeless highway!  




# The South Loop Project

## Comments - English

**Diana Johnson**  
The place for cultural and civic events with lots of green space like downtown St Louis  
Like Reply Hide 2w

**Beto Luna**  
I'll tell you what it shouldn't be, a homeless camp 🏠 ...



Like Reply Hide 2w

**Lisa Scott**  
I say fix the infrastructure first, cant drive thru without swerving all over the place to miss all the bumps.  
Like Reply Hide 2w

**Kimberly Nolan**  
**Lisa Scott** absolutely!!!!  
Like Reply Hide 2w

**Kimberly Nolan**  
This entire infrastructure here is in serious need of attention and you want a pretty park.. really 😞 😞  
Like Reply Hide 2w Edited

**City Government of Kansas City, Missouri** [Follow](#)  
**Lisa Scott** keeps the speeds manageable without the need for extra extortion agents, oops, officers on the roadway!! Slow down and swerve !!  
Like Reply Hide 2w

**David Remley**  
I just want S Topping paved.  
Like Reply Hide 2w 3

**City Government of Kansas City, Missouri** [Follow](#)  
**David Remley** we bet you do. Keep dreaming.  
Like Reply Hide 2w

**Ellen Taylor**  
5 of the members of this committee are women and the other 26 are men? When 51% of Kansas City's population is Women? Is this information still accurate? The community engagement committee should reflect our community.  
Like Reply Hide 2w 2

**Zuñiga Andrés**  
Fix the roads first 🙄🙄 6  
Like Reply Hide 2w

**Jack Welchon**  
Better to fix the roads they have than squander cash on big ticket boondoggles.  
Like Reply Hide 2w 10

**City Government of Kansas City, Missouri** [Follow](#)  
**Jack Welchon** we use potholes as a form of traffic control, slow down and swerve !!  
Like Reply Hide 2w





# The South Loop Project

## Comments - English

 **Rodney Soldier**  
I'm hoping this doesn't price me out of my housing .

Like Reply Hide 2w

 **City Government of Kansas City, Missouri** · [Follow](#)  
**Rodney Soldier** gentrification in action, lovely isn't it !! 😊

Like Reply Hide 2w


 **Rodney Soldier**  
**City Government of Kansas City, Missouri** I'll adjust I love living downtown. !!!!

Like Reply Hide 2w


Most Relevant is selected, so some replies may have been filtered out.

 **Robert Wade**  
Look at Blue Valley Park.. Yes they put in a nice playground, but much of the prk is basically not accessible. They have lined most of the road on the East side with big rocks to prevent anyone from parking and using that area. They put in a nice trail the last couple of years... No place to park within blocks to get to it. It's on the very much forgotten East Side of Kansas City that has not had anything done to in by the city in 50+ years... .


Like Reply Hide 2w Edited

 **Zuñiga Andrés**  
Can we focus on working on the streets fixing the roads as opposed to taking on a new project. How can you maintain this when you can't even maintain what we've got .


Like Reply Hide 1w

 **Tara Green**  
How about the homeless problem? Affordable housing? Cleaning up the city? Maintaining the roads? Putting money into the east side of the city where the real blight exists?

Like Reply Hide 1w Edited

 **Tim Theis**  
I would love a theater in the park or cool art piece like "The Bean" in Chicago...and food trucks. Lots of trees too. But I also agree w/ some of the other posters. What is truly needed in our community IMO is free access to mental health and substance abuse recovery programs...as well as free career development and education programs, and housing support for marginalized adults. These are more important than the park.

Like Reply Hide 1w

 **Charles Anthony Smith**  
Fix our streets, neighborhood worn down houses, stop MAC PROPERTIES from taking over ALL OF ARMOUR BLVD AND TROOST!!! GET AFFORDABLE HOUSING BACK INTO KANSAS CITY.... After that, then maybe we could build something like this.

Like Reply Hide 1w



# The South Loop Project

## Comments - Spanish

Most relevant ▾

 **Jerry Michael Aleman**  
Hay un lugar así y esta abandonado tiene todo eso y la brisa fresca del río se llama River front park, pero lo han descuidado

Like Reply Hide 1w Edited

 **Zuñiga Andrés**  
Ahorita me puedes mantener los caminos, las calles. Cómo crees que van a mantener esto? Te va a quitar todo dinero con impuestos y quién sabe qué y hacer lo que ellos quieren con el dinero en vez de mantener las calles son las carreteras o la ciudad

Like Reply Hide 1w

 **Luis Rodriguez**  
Pues todas se miran muy bonitas las cinco opciones

Like Reply Hide 2w

 **Anais Anais Flores**



Like Reply Hide 2w

 **Zuñiga Andrés**  
Por qué no arreglan las carreteras y los hoyos que tener en la calle en vez de hacer esas cosas y gastar el dinero .

Like Reply Hide 2w

 **Oscar Flores**  
**Zuñiga Andrés** si las arreglan . Pon dirección para hacerle saber ala ciudad gracias 🙏

Like Reply Hide 2w

 **Zuñiga Andrés**  
**Oscar** les ha comentado pero como no escuchan

Jerry Michael Aleman

There is a place like this, and it is abandoned. It has all that and the cool breeze of the river it is called River front park, but it has been neglected it.

Zuñiga Andres

You can't keep up with the roads and streets. How do you think you are going to keep this up? They are going to take all your money with taxes and who knows what and do what they want with the money instead of maintaining the streets and the highways of the city.

Luis Rodriguez

All the 5 options look good.

Zuñiga Andres

Why don't they fix the roads and the potholes instead of doing these things and spend the money.

Oscar Flores

They fix them. Put your address to let the city know.

Zuñiga Andres

I have told them but they don't listen.





# The South Loop Project

## Comments - Spanish



Anais Anais Flores

The city pays no attention to clean these properties. It is urgent that they get clean up. It has been 5 years with this dump and they do nothing.

Oscar Flores

Anais Anais Flores don't worry the owner of the property will get fine. It is not the city's fault.

Anais Anais Flores

Oscar Flores, well, I don't think so because it has been like 5 years or more and the people from the city come and see it, but they don't do anything. I don't think we deserve to live like this.



Fresco Marketing



**SOUTH  
LOOP  
PROJECT**

*Thank you*  
**gracias**







# SOUTH LOOP PROJECT

Come see initial  
design ideas

## Public Meeting Venue: The Gallery



## PUBLIC MEETING | LET'S CONNECT KC

Tuesday, April 11, 2023

5:00-7:00 PM

The Gallery Event Space

61 E. 14th Street, Kansas City, MO 64105



### South Loop Project presents initial design ideas

A 30-minute presentation will start at 5:30 p.m. followed by an open house and public comment on the initial park designs.

### Bike, walk or ride to The Gallery

See map inset on front. Located near the KC Streetcar. Complimentary parking validation is available for the KC Live! and Cosentino's garages.

A video of the presentation will be posted online after the public meeting at [kcsouthloopproject.org](https://kcsouthloopproject.org).

SCAN ME  
To learn  
more visit:

ESCANÉAME  
Para conocer  
más visite:



[kcsouthloopproject.org](https://kcsouthloopproject.org)

*We are committed to providing equal access to this event for all participants. If you need a reasonable accommodation, contact Erin Barham at [erin@parsonkc.com](mailto:erin@parsonkc.com) or 816-601-0136 by April 5, 2023.*





Which initial park design  
concept do you prefer?

Please fill out our survey  
to provide your feedback.



Scan the QR code



# SOUTH LOOP PROJECT

KANSAS CITY, MO

Public Workshop #2

11 APRIL 2023





#### PROJECT PARTNERS

---

#### CONSULTANTS



## PEOPLE FIRST

Equitable access to open space is a universal right. We need nature to build community, heal our spirit, and foster wellness.

## PLACE MATTERS

Expressing and sustaining  
The culture and spirit of place is at the heart  
of our work.

## INTELLIGENT SOLUTIONS

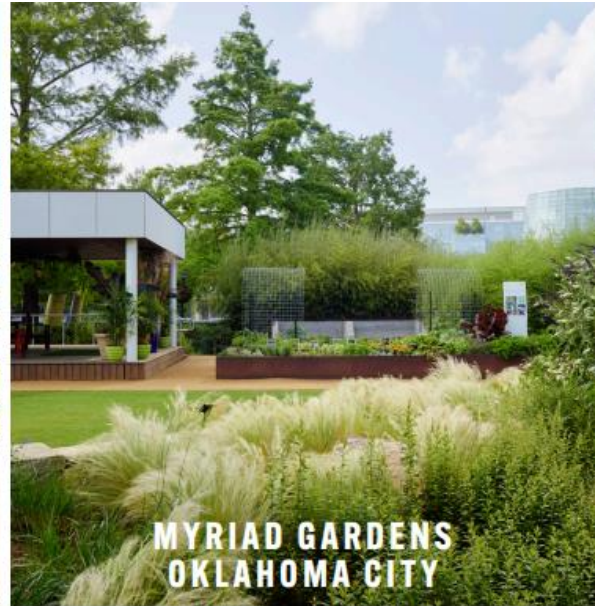
We create resilient open spaces built on  
strong understanding of natural systems.







**KLYDE WARREN PARK  
DALLAS**



**MYRIAD GARDENS  
OKLAHOMA CITY**



**LEBAUE PARK  
GREENSBORO**

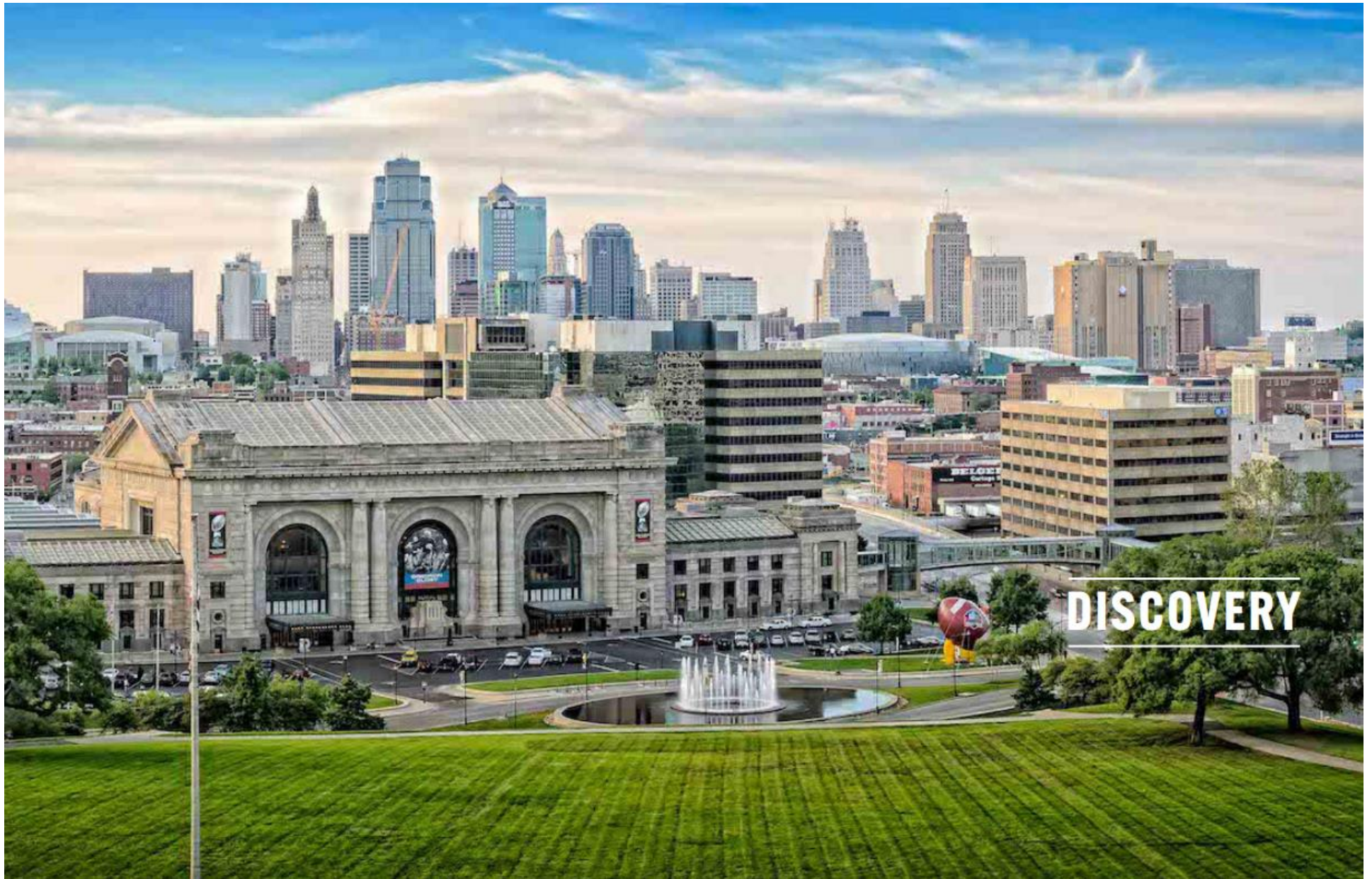


**LEVY PARK  
HOUSTON**



**GENE LEAHY MALL  
OMAHA**





DISCOVERY









1925 photograph of 15th St Bluff



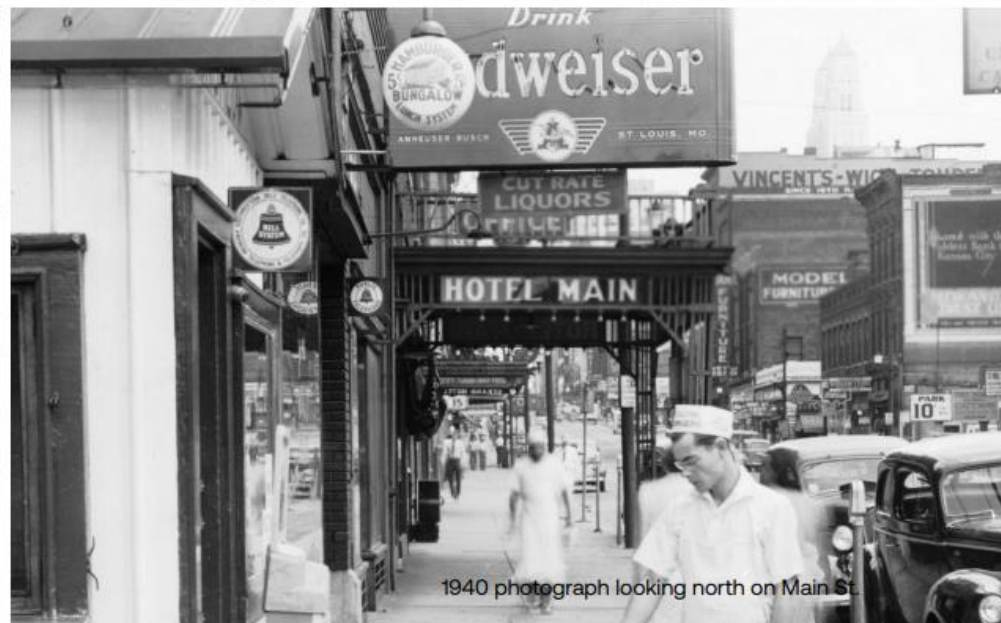
1939 median of the Paseo just south of 15th Street (Truman Rd)



Film Row from the collection of John and Naomi Shipp



1925 photograph at intersection of 15th and Main St



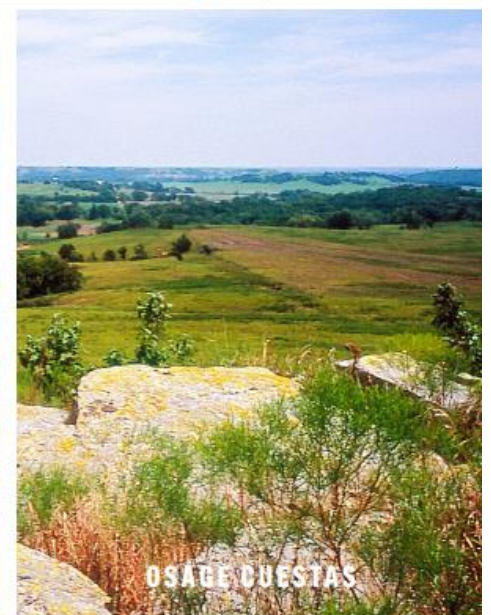
1940 photograph looking north on Main St



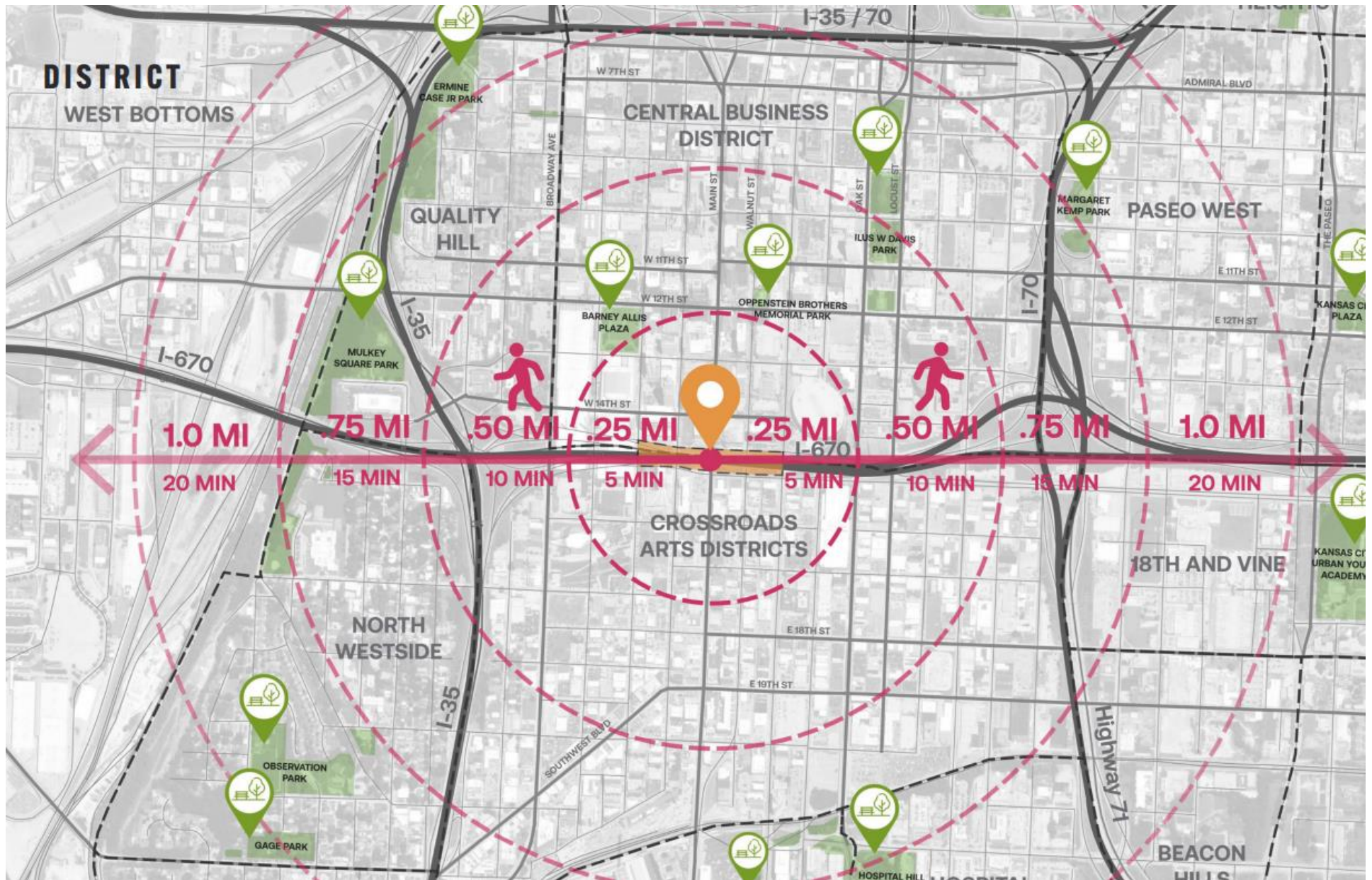
# CULTURE



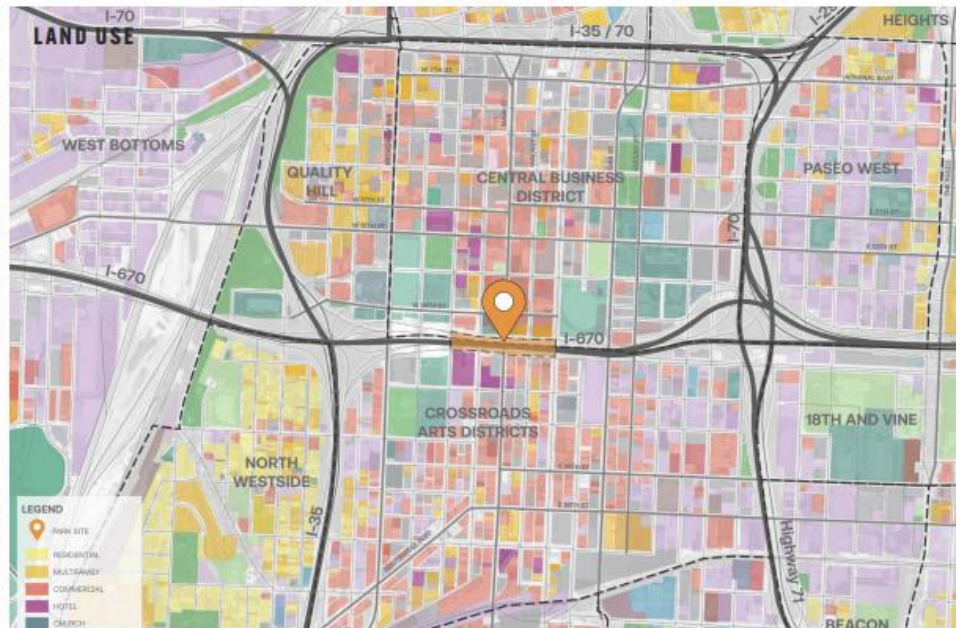
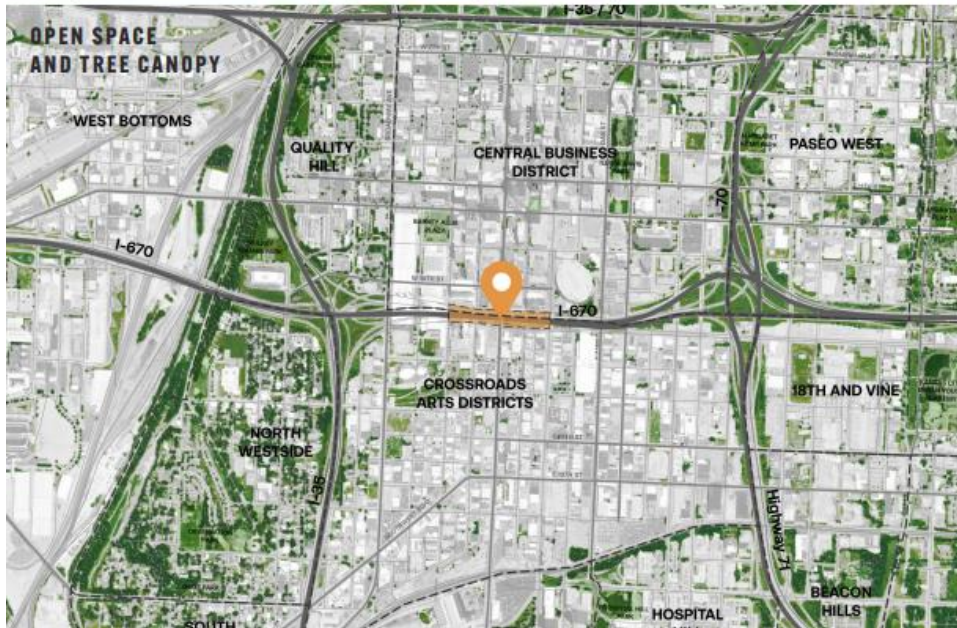
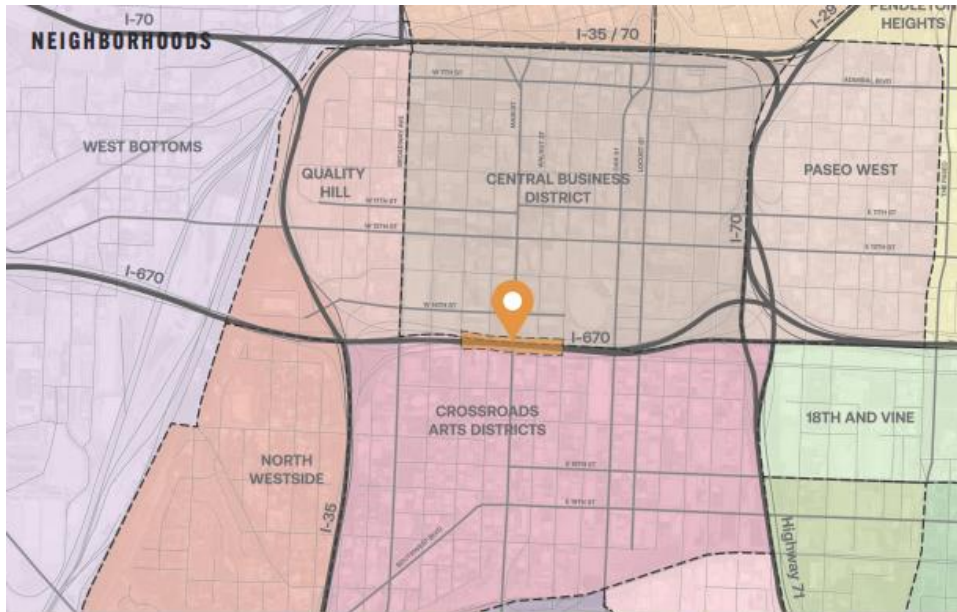




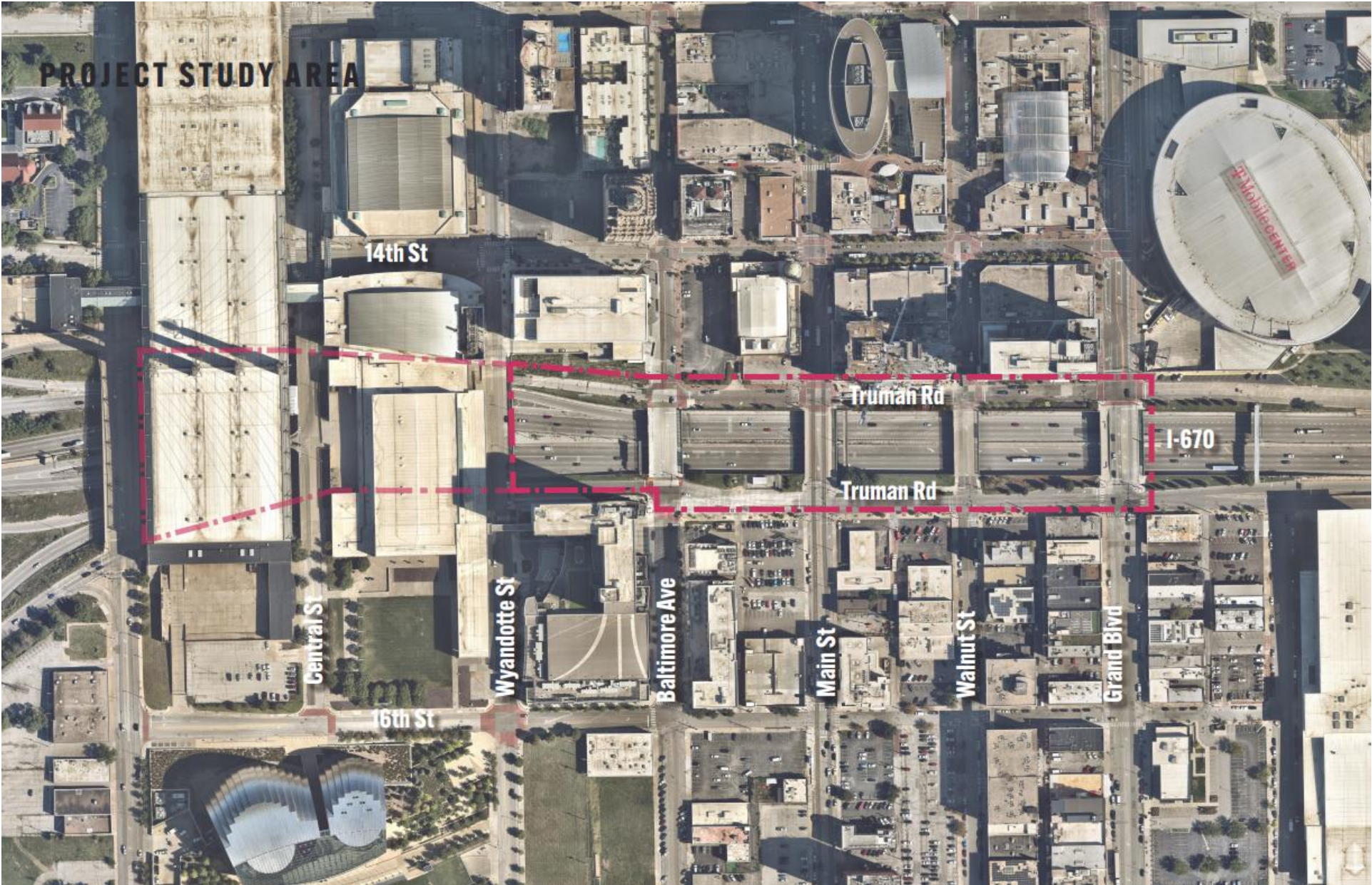






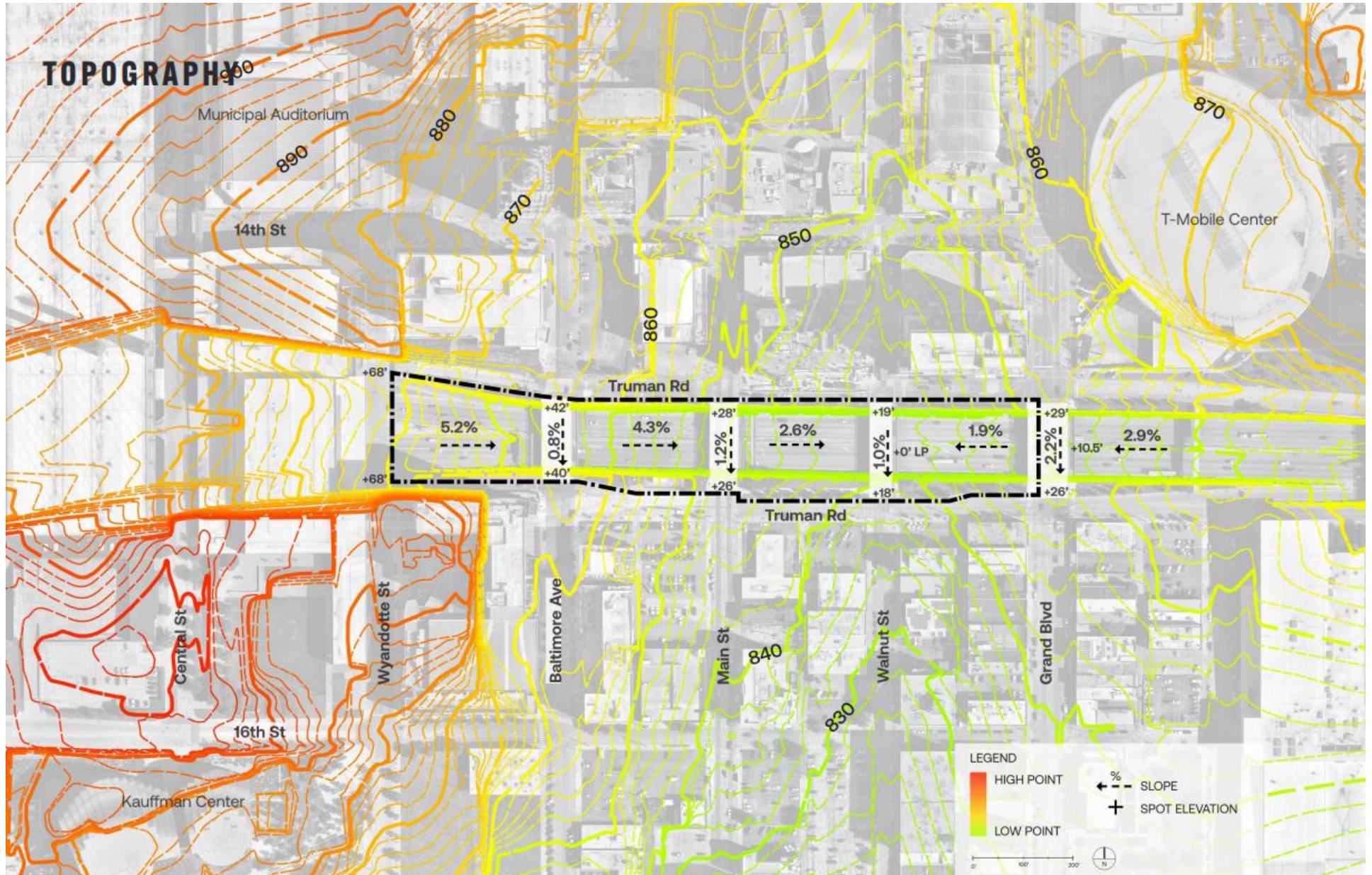






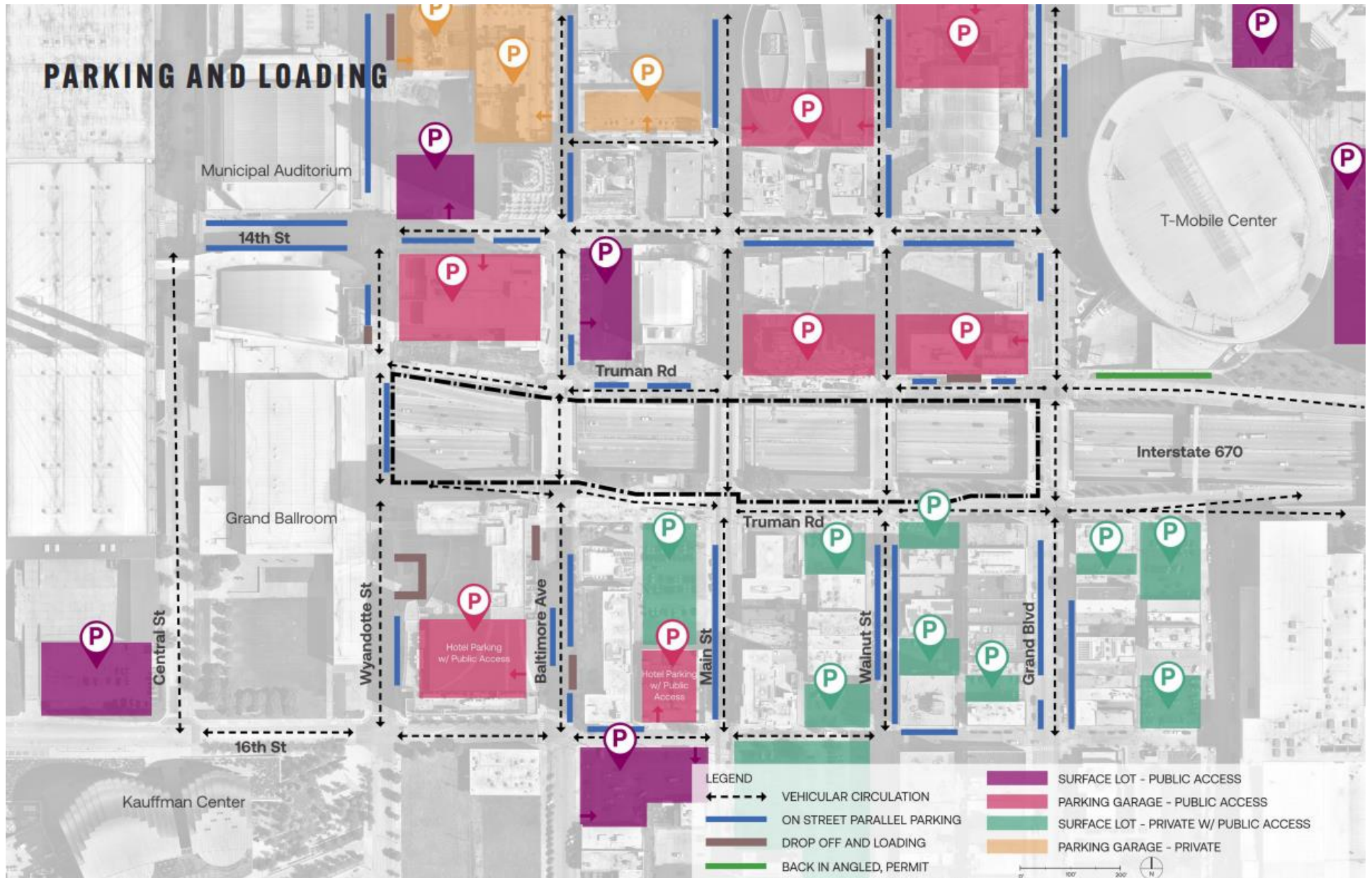


# TOPOGRAPHY

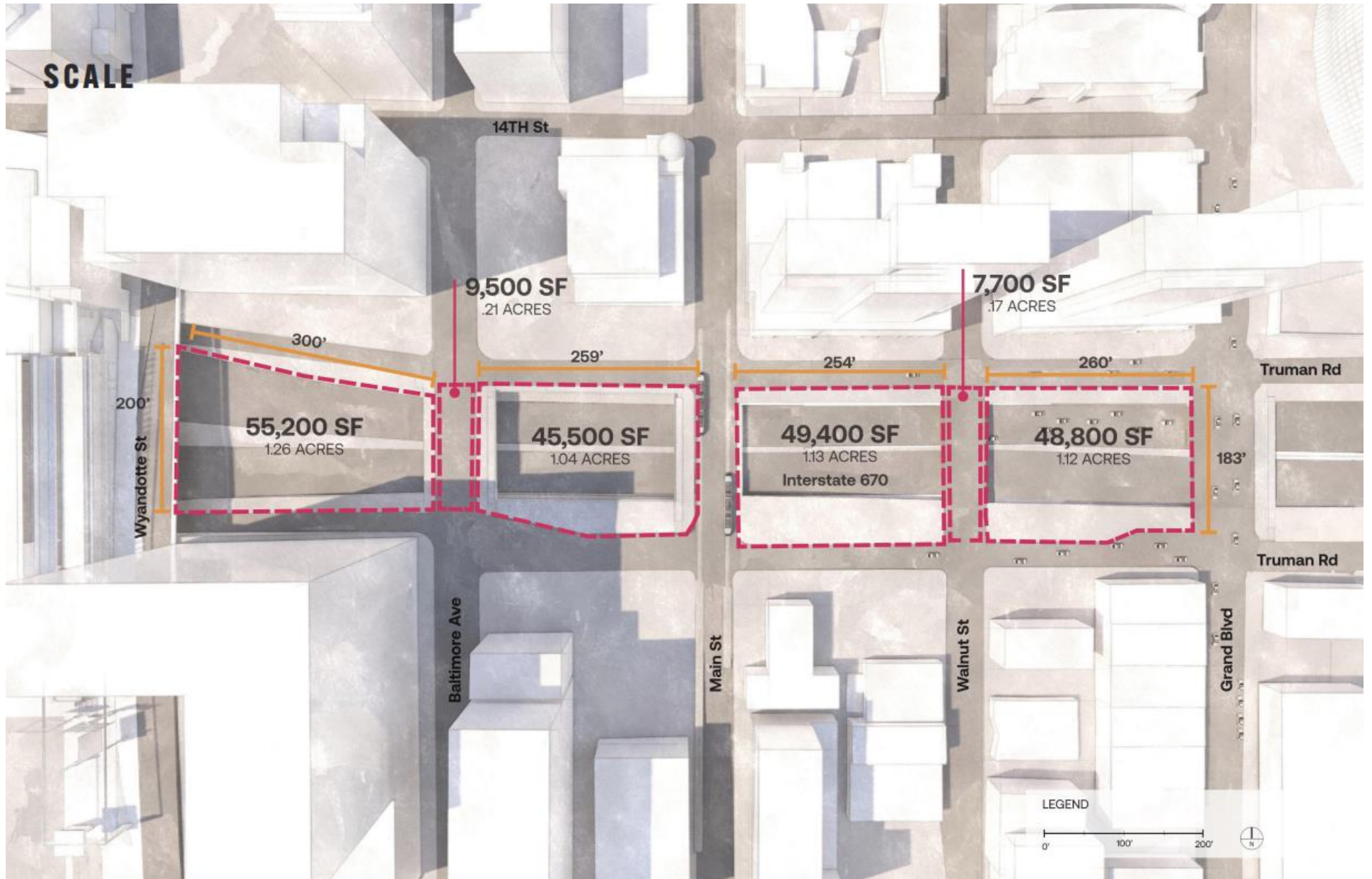




# PARKING AND LOADING

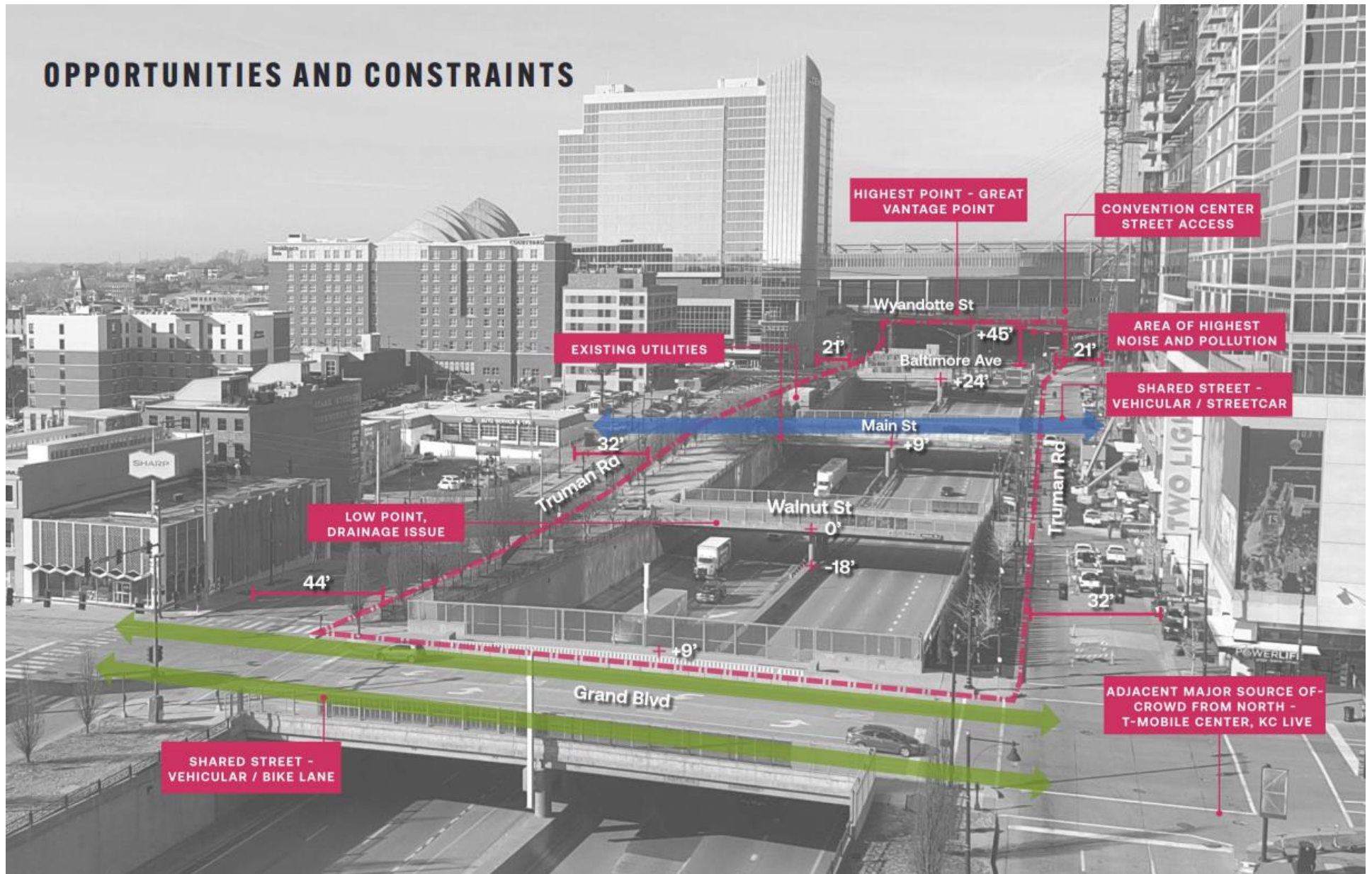


**SCALE**





# OPPORTUNITIES AND CONSTRAINTS







## PUBLIC WORKSHOP #1









SHADE STRUCTURE



COMMUNITY SPACE



PARK CAFE



FOOD TRUCKS



DOG PARK



PERFORMANCE PAVILION



MULTI-USE PLAZA



EVENT LAWN



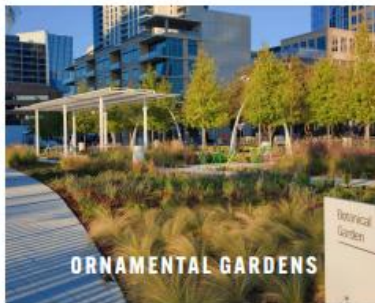
POP UPS, SMALL BUSINESS  
OPPORTUNITY



PARK RESTROOMS



SHADY COURTS



ORNAMENTAL GARDENS



CHILDREN'S EDUCATION  
AND PLAY AREAS



PARK GAMES



INTERACTIVE PUBLIC ART



INTERACTIVE WATER FEATURE



PASSIVE SPACE



AMPHITHEATER



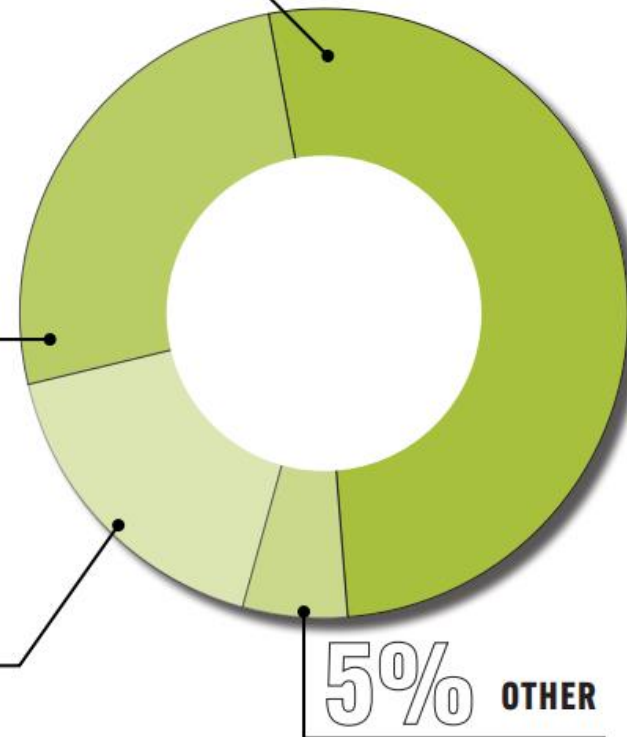
SPORT COURTS AND FITNESS



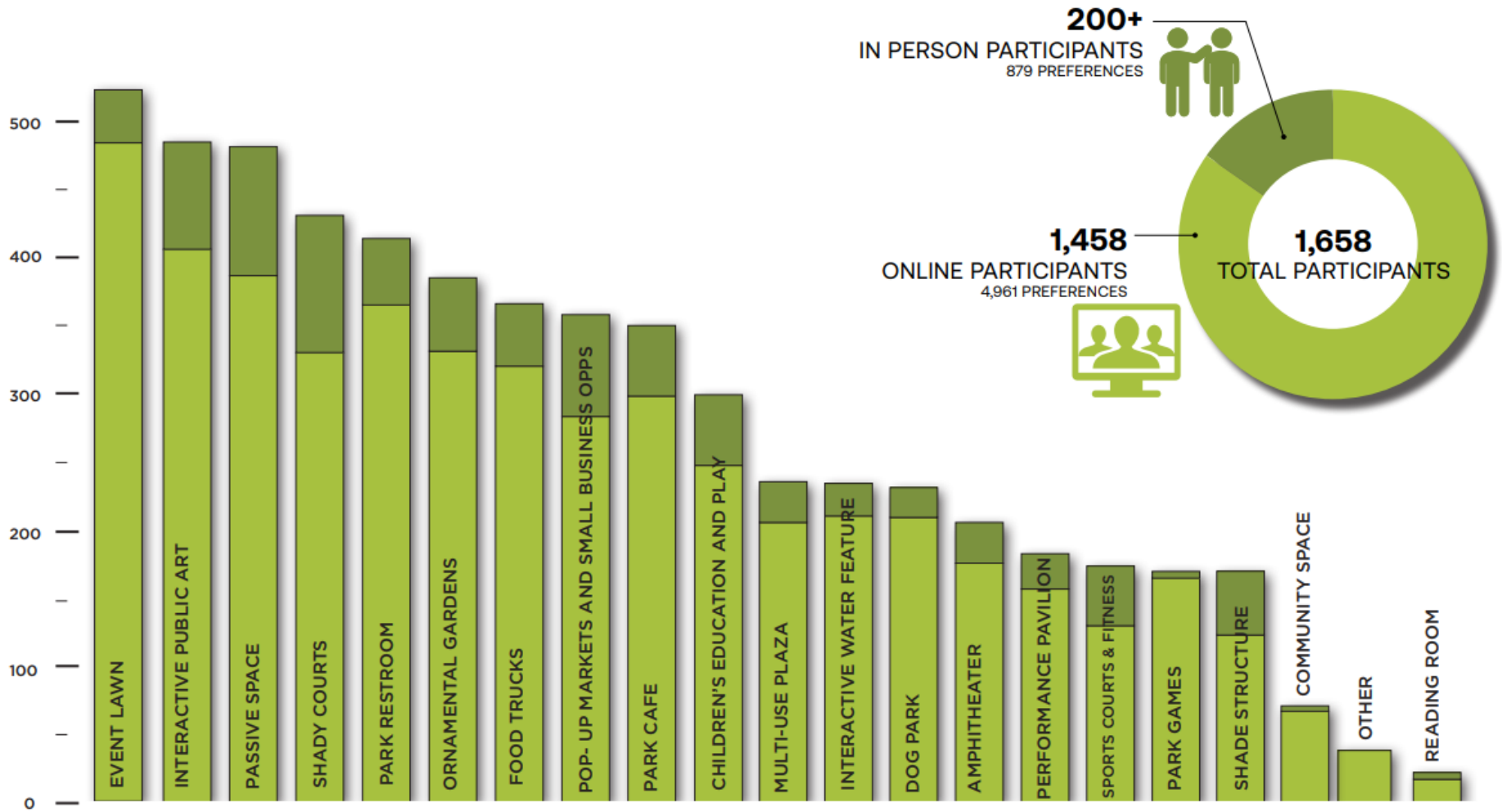
READING ROOM



## WHAT SHOULD THE SOUTH LOOP PROJECT BE FOR KANSAS CITY?



## PROGRAM PREFERENCES





## **PUBLIC WORKSHOP #1 | IN PERSON COMMENTS**

ADA / WHEELCHAIR  
COMPATIBILITY THROUGHOUT

RESTROOMS AREN'T A  
FEATURE, THEY ARE A  
NECESSITY!

CAN BE A PLACE WITH  
SHADE OR BIODIVERSITY TO  
ENJOY IMMERSIVELY

PROVIDE MANAGEMENT

PROVIDE SHADE FOR  
MORE USE

KEEP IT NATIVE, PROVIDE  
EDUCATION OPPORTUNITIES  
AND MAINTENANCE

AFFORDABLE FEES FOR  
SMALL LOCAL BUSINESSES

WE DON'T NEED MORE  
CONCERT PLAZAS.

FREE CONCERT  
OPPORTUNITIES

A GREAT LUNCH BREAK DESTINATION.  
WOULD ATTRACT MORE DOWNTOWN  
BUSINESS

YOGA PLEASE!

BOTH SHADY COURTS  
AND STRUCTURES

FREE CLEAN WATER  
FOUNTAINS

SCULPTURES AND INTERACTIVE  
ART INSTALLATIONS

## PUBLIC WORKSHOP #1 | ONLINE COMMENTS

JUST MAKE SURE THERE IS  
ADEQUATE INEXPENSIVE  
PARKING

THE CITY OF FOUNTAINS  
HAS TO HAVE A FOUNTAIN

MY BIGGEST WANT IS FOR THE AREA  
TO BE A PLACE WHERE PEOPLE CAN  
MEET AND SPEND TIME TOGETHER  
WITHOUT HAVING TO SPEND MONEY

DESIGN FOR LONGEVITY,  
NOT CURRENT TRENDS

WE ARE THE HEART OF THE  
COUNTRY. LET'S EMPHASIZE  
ON THAT

SECURITY WOULD  
BE GREAT

ART, ART, ART, AND OPPORTUNITY  
FOR MULTICULTURAL SPACES. LIKE  
AN OUTDOOR MUSEUM AND SMALL  
SHOPS.

MAKE IT  
HAPPEN!

BE SURE TO INTEGRATE PUBLIC  
TRANSIT, LIKE STREET CAR,  
INTO THE LAYOUT AND DESIGN

INCLUDE NATIVE PLANTS  
IN YOUR DESIGN AND STAY  
AWAY FROM MONO CULTURED  
LAWNS THAT REQUIRE WATER

AS MANY TREES  
AS POSSIBLE!

THIS IS A THRILLING STEP FOR THE  
CITY! PLEASE DESIGN FOR ONGOING  
MAINTENANCE AND CLEANLINESS.

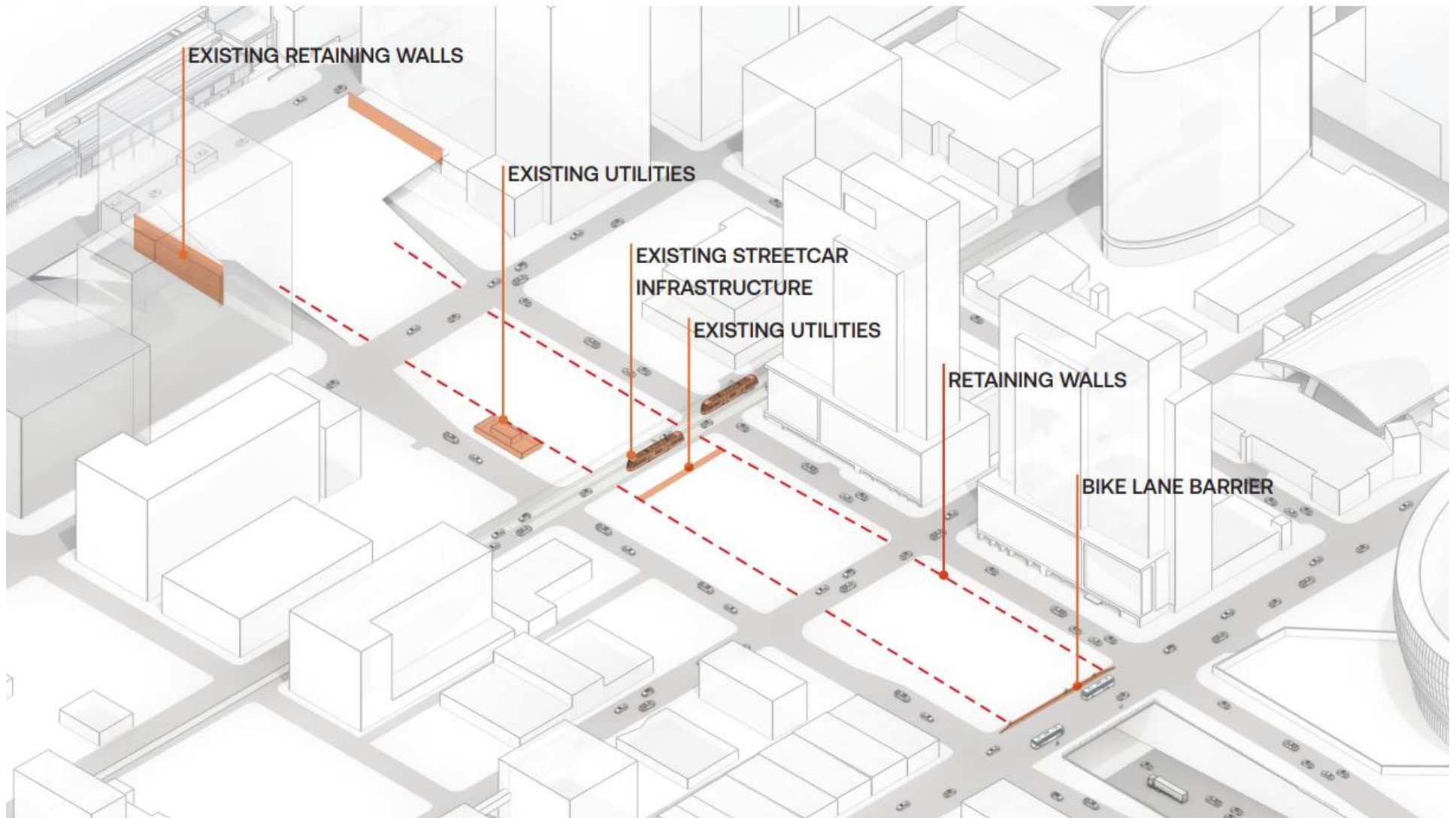




**PARK CONCEPTS**

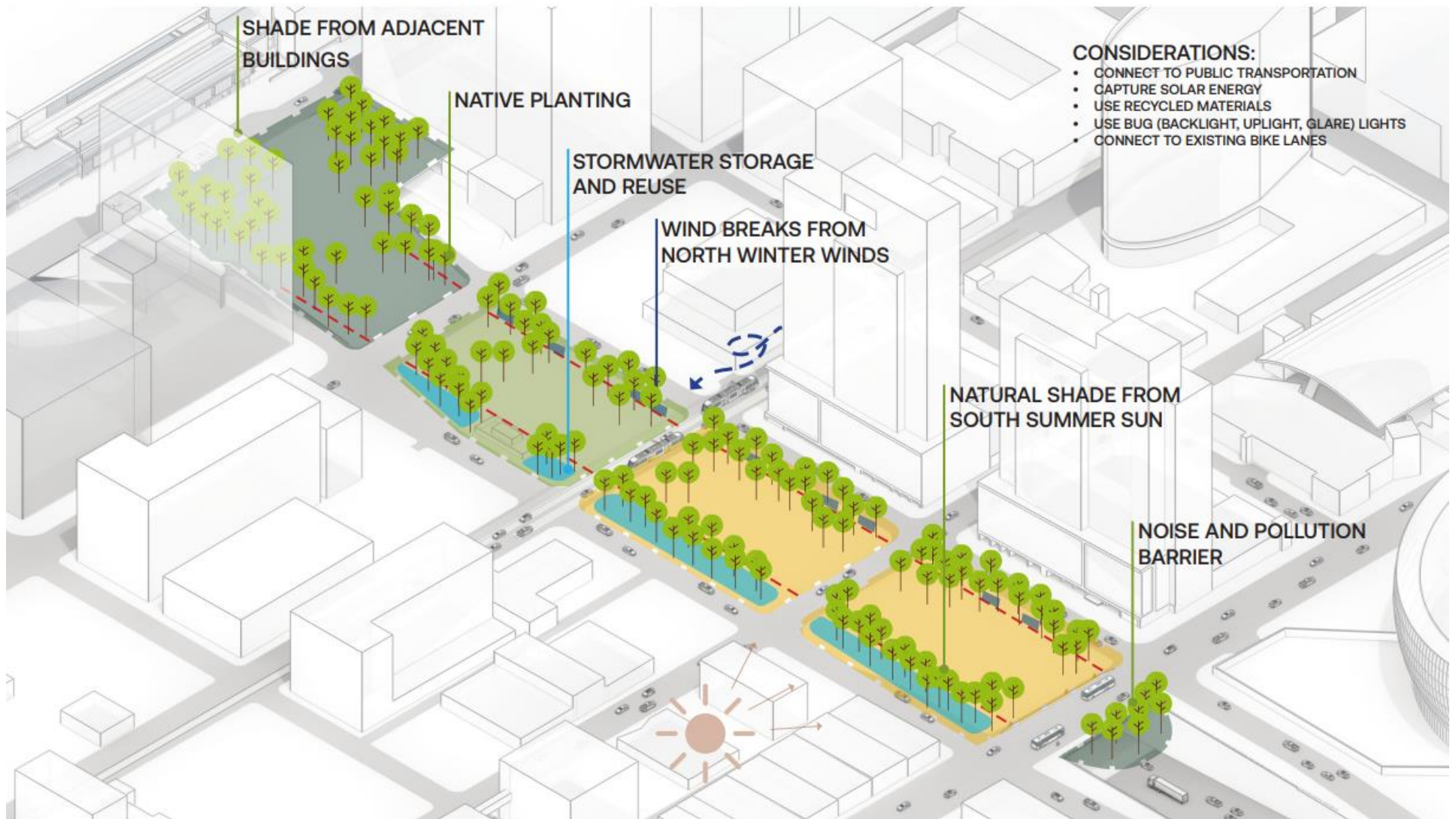


## SITE CONSTRAINTS





# SUSTAINABLE STRATEGIES



## LANDSCAPE TYPOLOGY





An aerial photograph of a city skyline. In the foreground, a large brick building is on the left, and a multi-lane highway with an overpass is on the right. In the center, a tall building is under construction, with its steel framework visible and a large crane on top. Other skyscrapers are visible in the background under a clear blue sky.

# SCHEME A | WESTERN SUPERBLOCK

## SCHEME A | PLAN

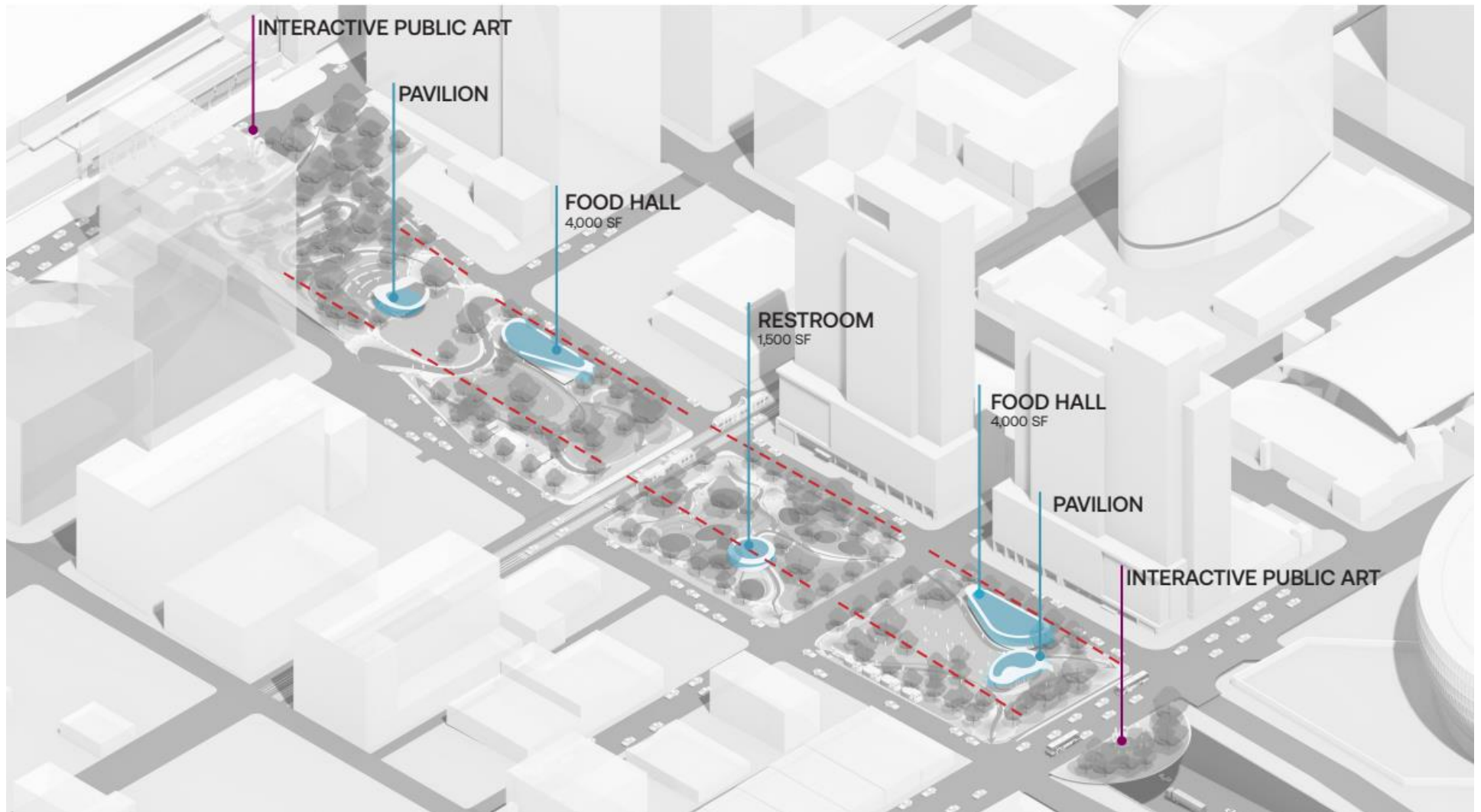




## SCHEME A | AERIAL

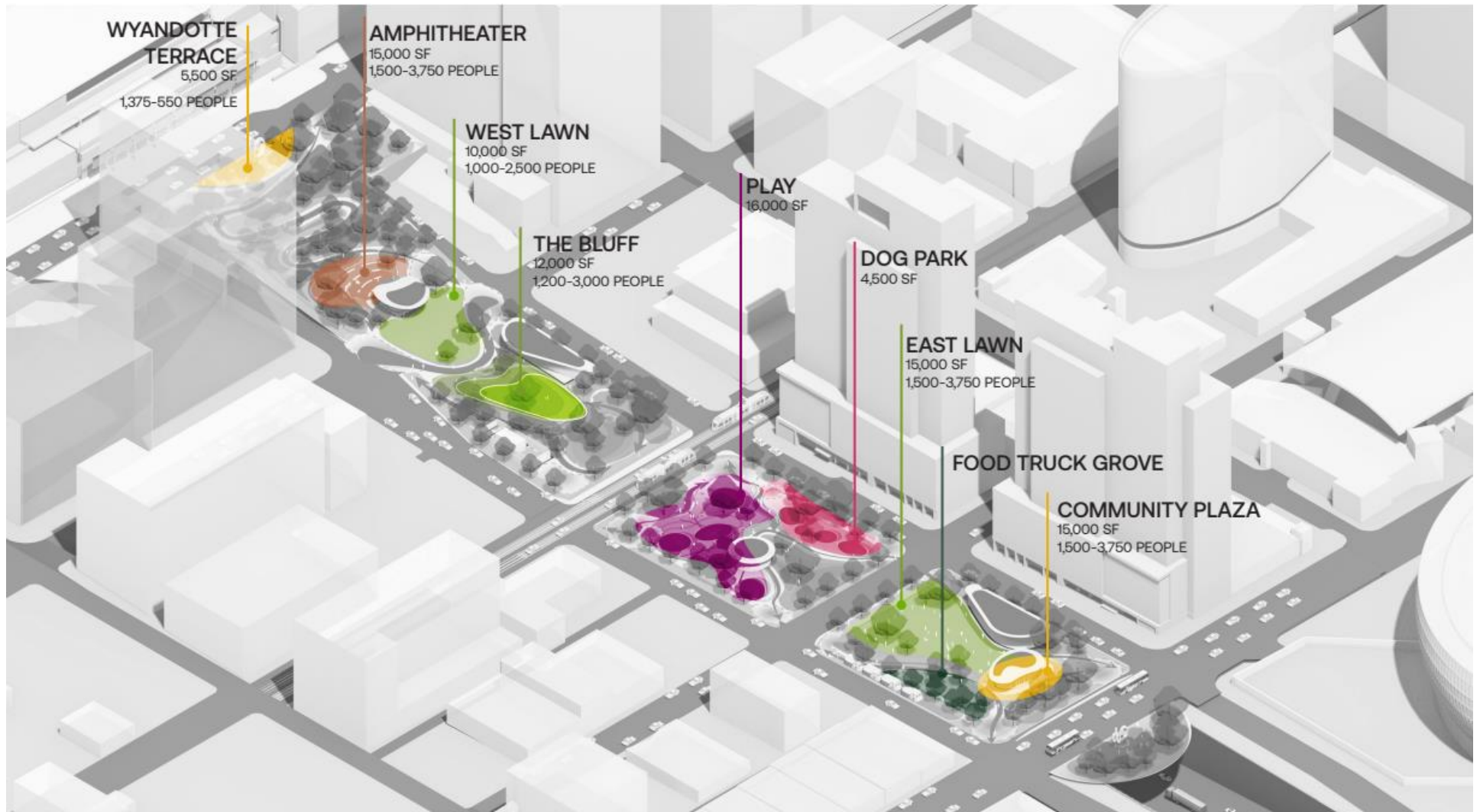


## SCHEME A | BUILDINGS AND STRUCTURES

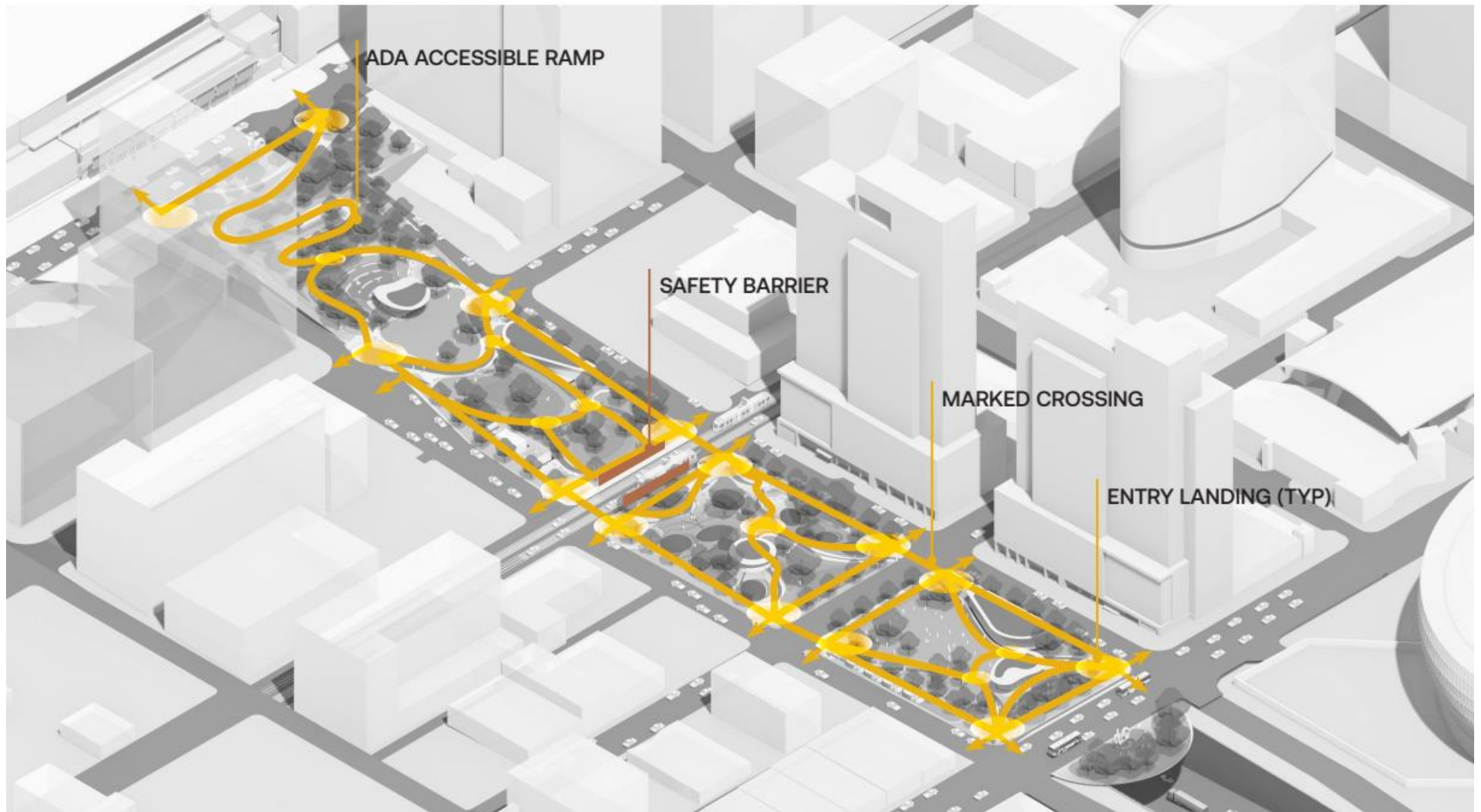




## SCHEME A | PROGRAM

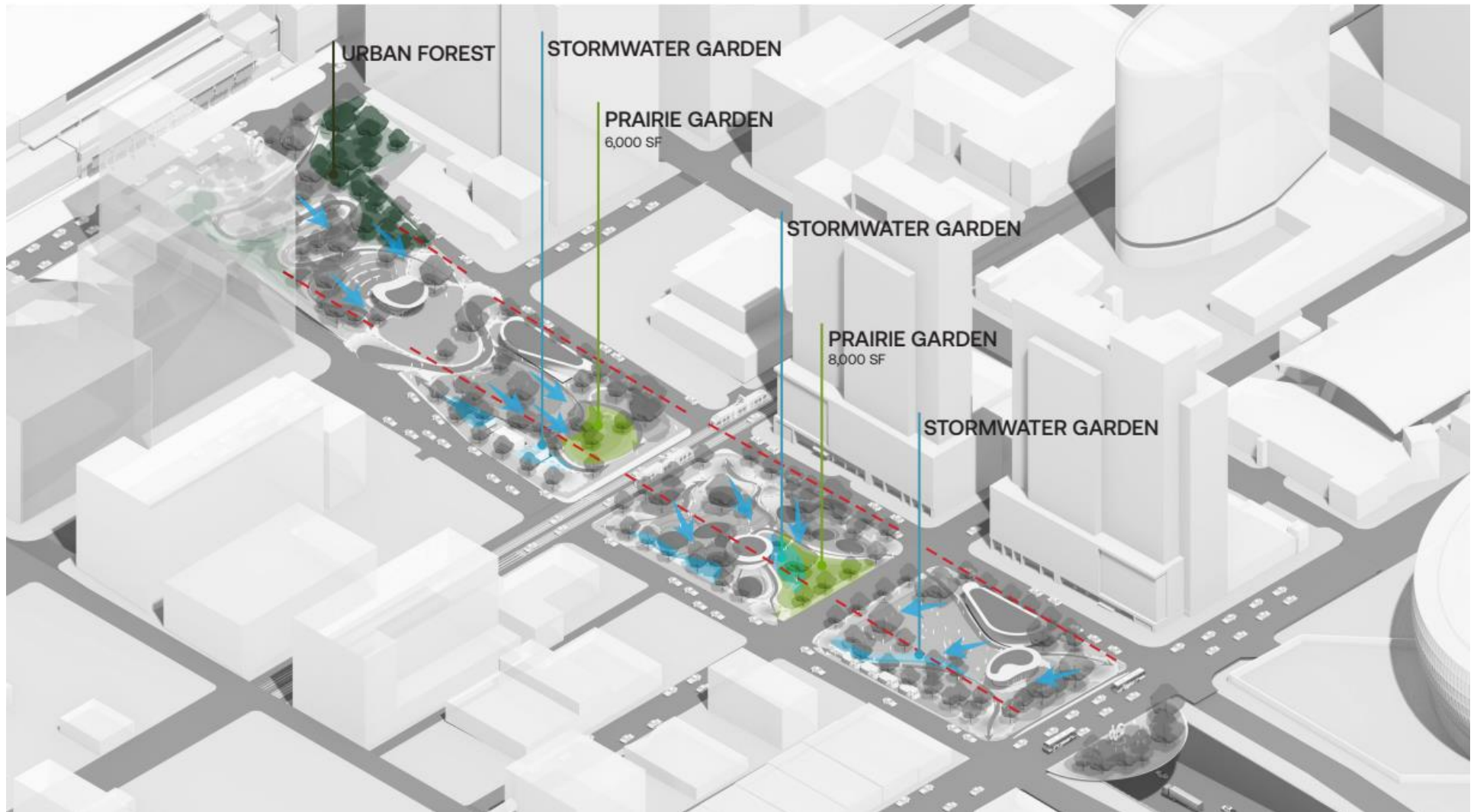


## SCHEME A | CIRCULATION + ACCESS





## SCHEME A | ECOLOGY + HYDROLOGY



## SCHEME A | PROGRAM





## SCHEME A | PROGRAM





## SCHEME A | PROGRAM





## SCHEME A | PROGRAM



**SCHEME A | ANIMATION**



An aerial photograph of a city street intersection. On the left, a tall, brown, rectangular building with a blue globe logo on its upper section stands prominently. In the foreground, a multi-lane highway interchange with concrete barriers and green overhead signs is visible. The street to the right of the interchange is lined with various commercial buildings, including a large brick building and a modern glass-fronted structure. The sky is a clear, bright blue with some light, wispy clouds. The overall scene depicts a dense urban environment with a mix of old and new architecture.

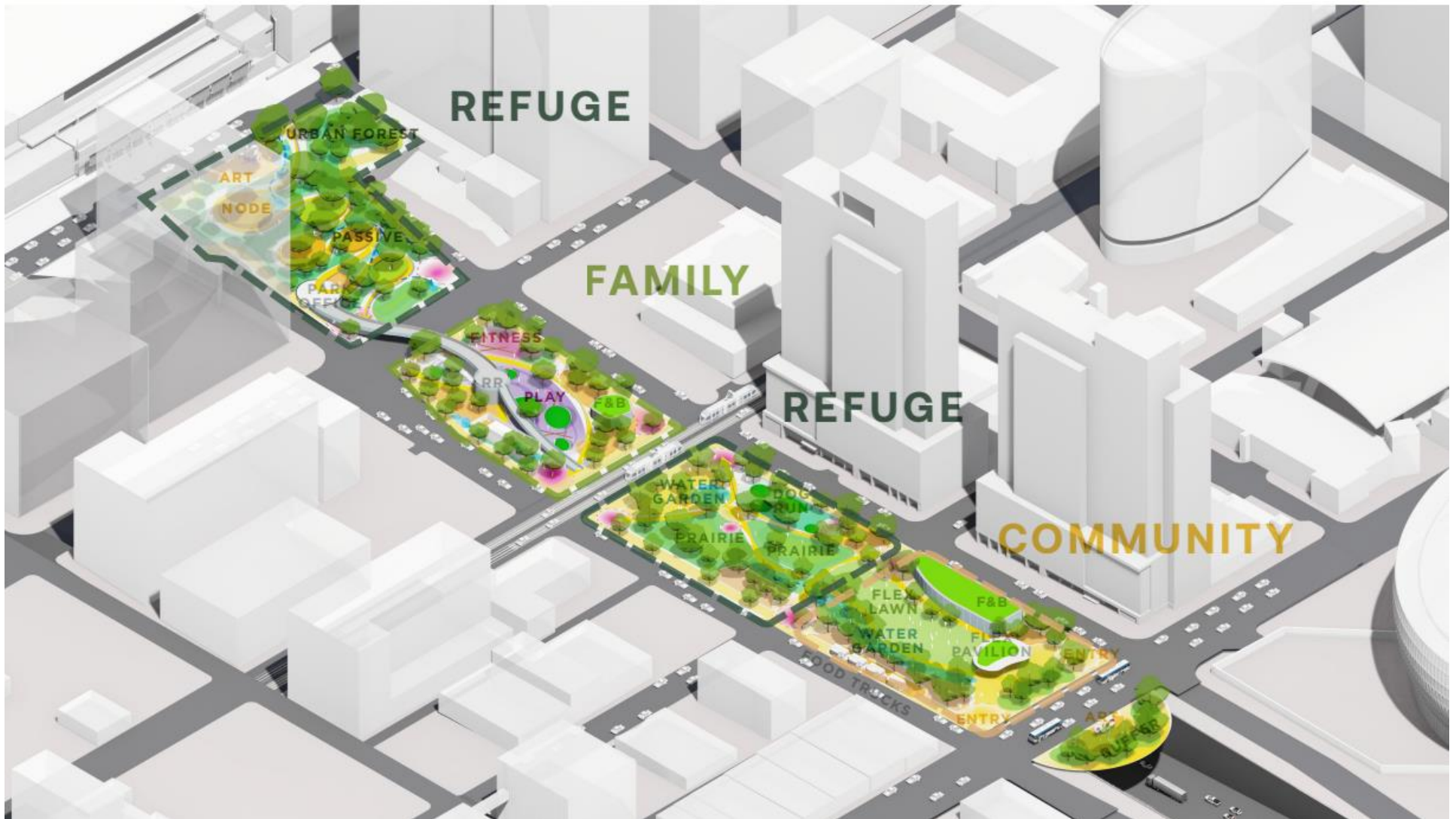
# SCHEME B | EASTERN SUPERBLOCK

## SCHEME B | PLAN

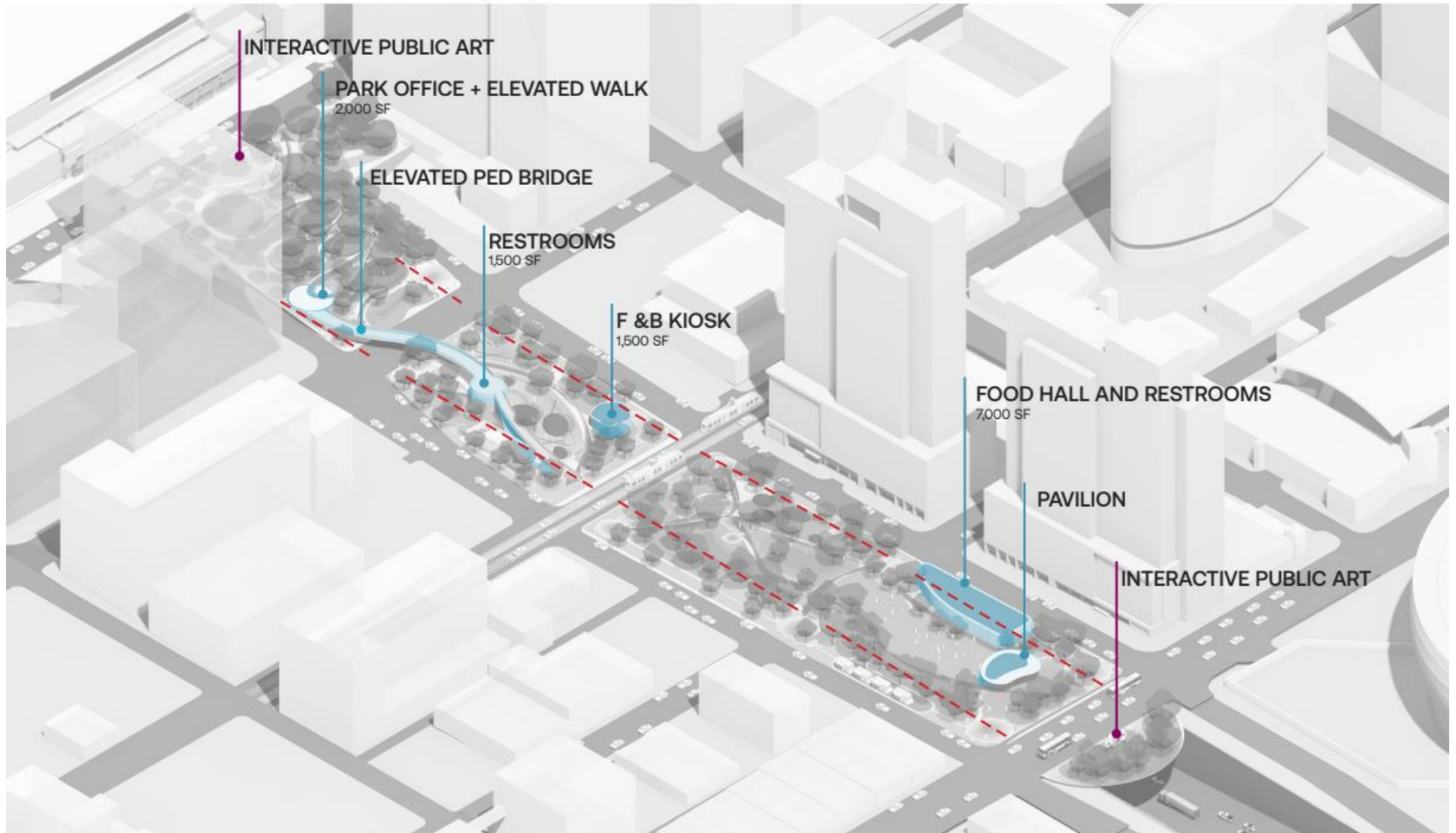




## SCHEME B | AERIAL

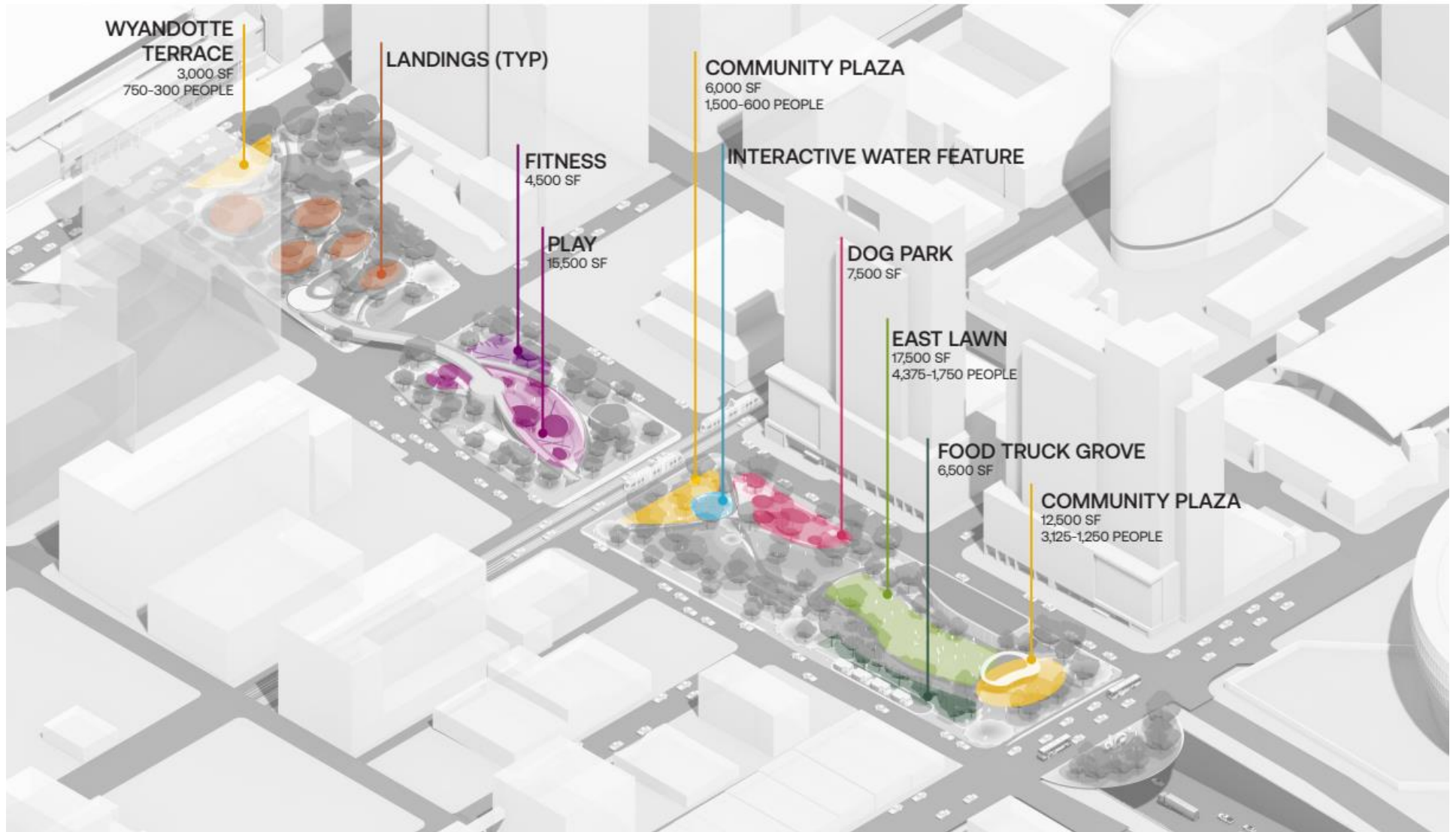


## SCHEME B | BUILDINGS AND STRUCTURES

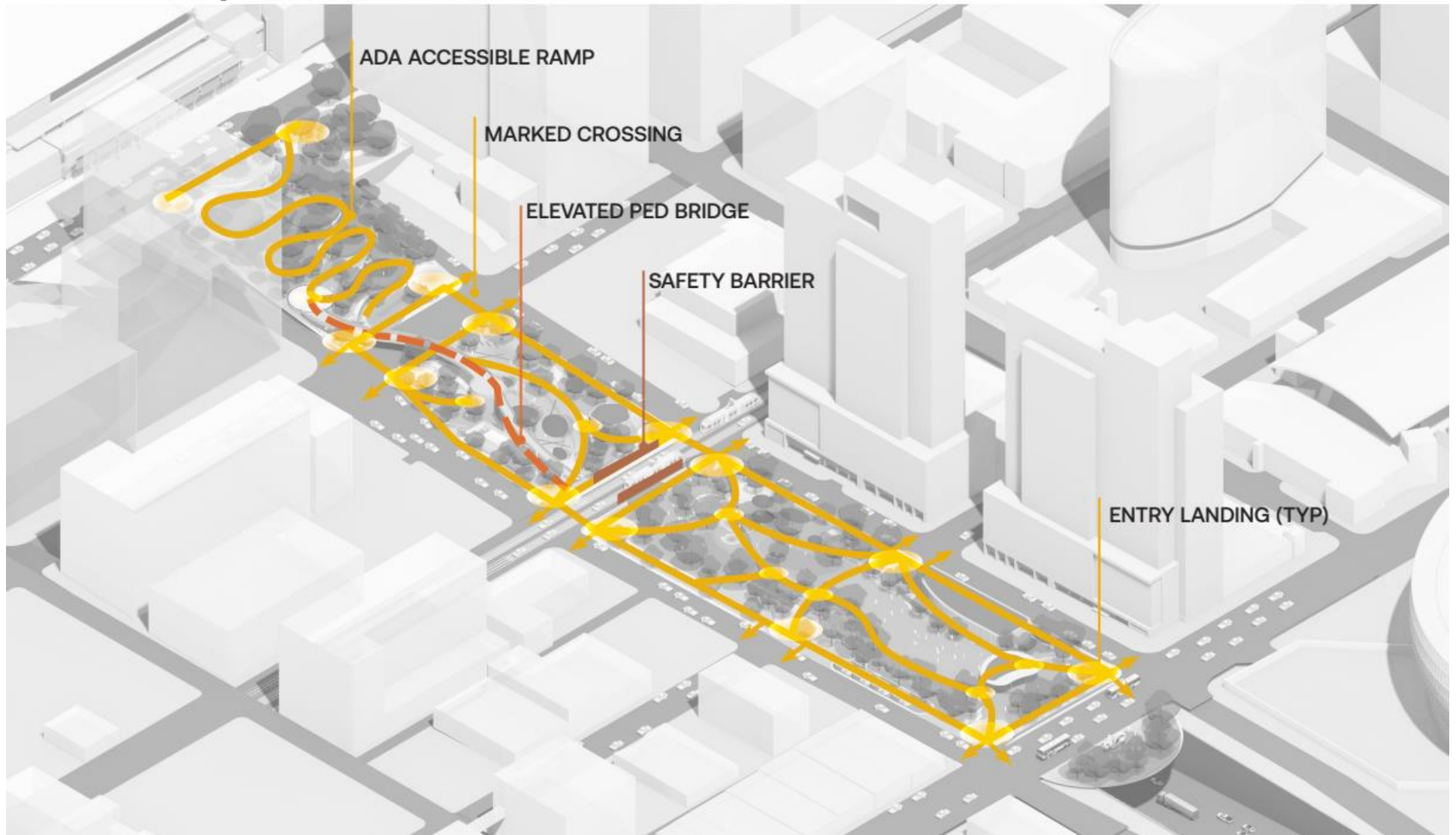




## SCHEME B | PROGRAM

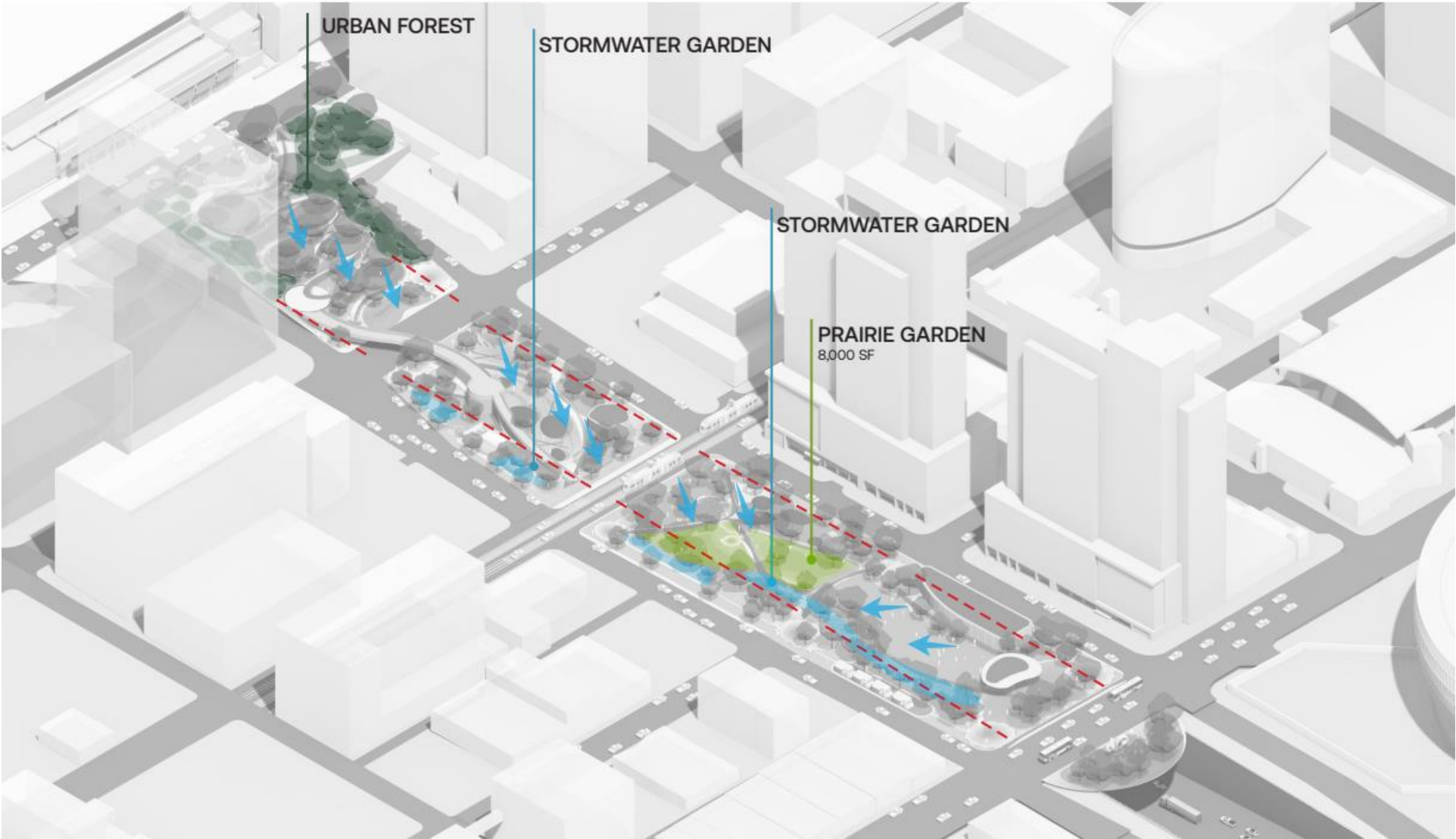


## SCHEME B | CIRCULATION + ACCESS





**SCHEME B | ECOLOGY + HYDROLOGY**



## SCHEME B | PROGRAM





## SCHEME B | PROGRAM





## SCHEME B | PROGRAM





## SCHEME B | PROGRAM



## SCHEME B | ANIMATION



# CONCEPT SUMMARY

**SCHEME A | WESTERN SUPERBLOCK**



**SCHEME B | EASTERN SUPERBLOCK**



**TELL US WHAT YOU THINK!**







**THANK YOU!**





**COME INSIDE & TELL US  
WHAT YOU THINK ABOUT**



**SOUTH  
LOOP  
PROJECT**







**SOUTH  
LOOP  
PROJECT**  
KANSAS CITY, MO

# PROJECT OVERVIEW

The South Loop Project study is a collaborative effort led by Port KC, the City of Kansas City, and the Downtown Council. The study will advance the planning and design for decking over I-670 to provide a 4.6 acre sustainable park.

## WE NEED YOUR INPUT TODAY ON THE FOLLOWING:

1. Review the project boards and provide your feedback on the design concepts.

Members of the project partners and the consultant team are available to answer questions and listen to your feedback.





### NORTH BOUNDARY:

Westbound traffic lanes of Truman Road from Grand Boulevard on the east to Wyandotte Street on the west

### SOUTH BOUNDARY:

Eastbound traffic lanes of Truman Road from Wyandotte Street to the west to Grand Boulevard to the east

### EAST BOUNDARY:

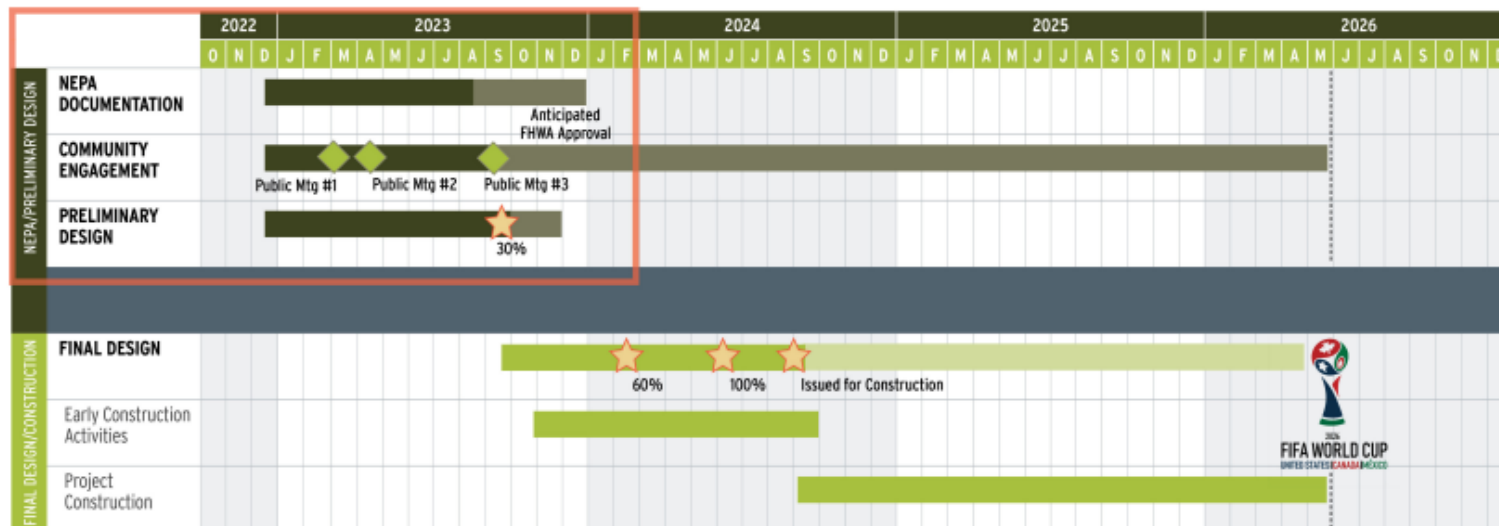
Grand Boulevard to the intersection of Truman Road on the north and south

### WEST BOUNDARY:

Wyandotte Street to the intersection of Truman Road on the north and south

\*Additional two blocks of I-670 beneath the convention center from Broadway Boulevard to Wyandotte St

## PROJECT BOUNDARIES



\*NOTE: Conceptual schedule shown, subject to full funding of project and required approvals.

## PROJECT SCHEDULE

What is a Purpose and Need Statement? In an environmental document, the Purpose and Need establishes the guiding principles of the project and should identify issues that the proposed improvements solve or address.



The purpose of this project is to address three community challenges created when I-670 was constructed in the late 1960's. Addressing those challenges will require:

1. Repairing the physical separation of economic, cultural and residential districts.
2. Enhancing multimodal connections for residents of adjacent neighborhoods.

#### PURPOSE AND NEED



**SOUTH  
LOOP  
PROJECT**  
KANSAS CITY, MO

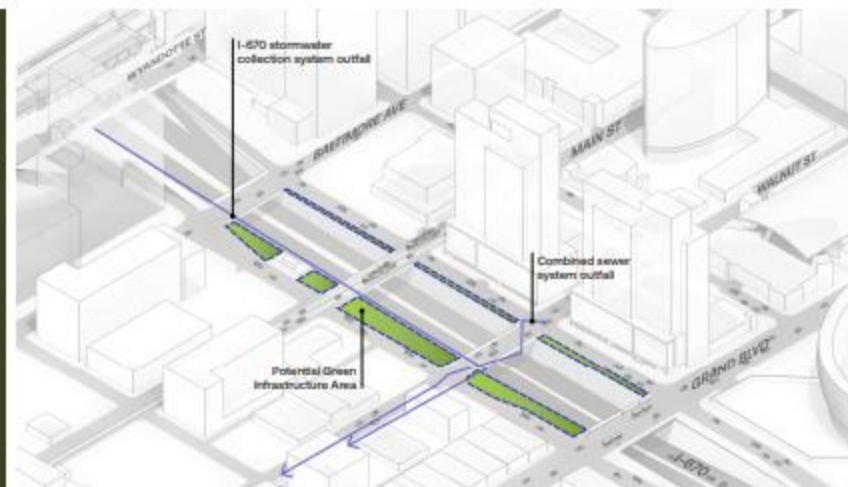


# ENGINEERING CONSIDERATIONS



## STORMWATER MANAGEMENT:

The project is evaluating opportunities to address existing and future stormwater challenges in the corridor. Along Truman Road, green infrastructure areas can treat and store stormwater runoff before it enters the sewer system.



### TRAFFIC NETWORK:

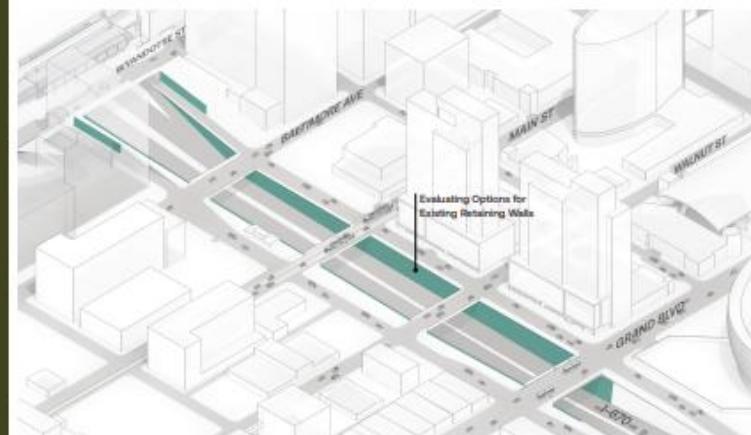
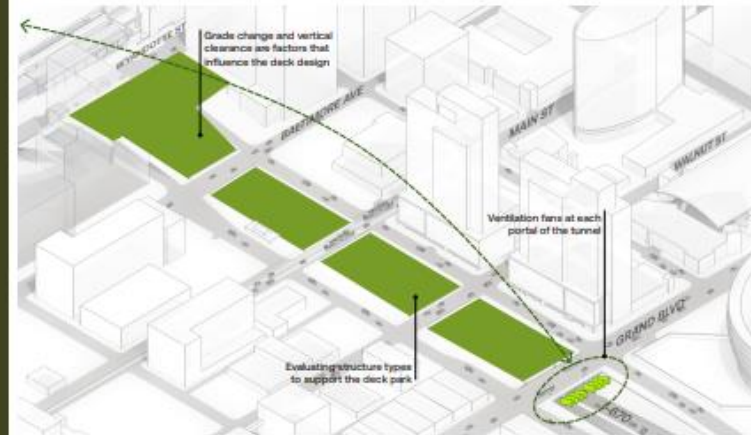
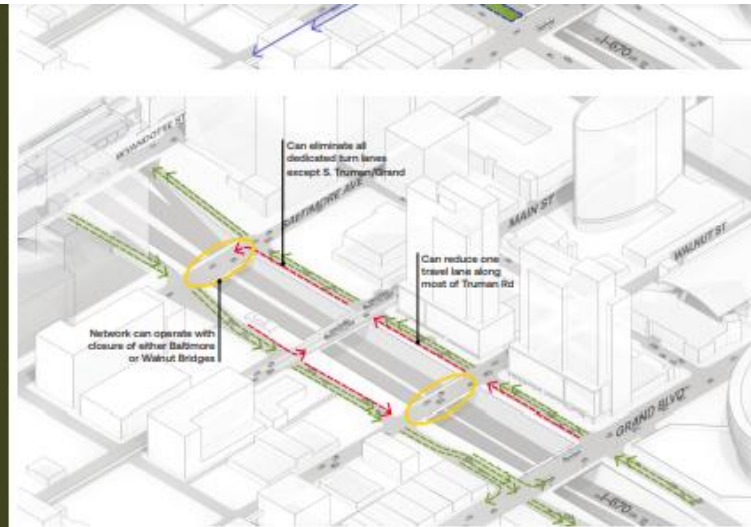
Initial analysis of AM/PM peak traffic operations in the corridor have concluded there are opportunities to provide a road diet and traffic calming of Truman Road. Additional analysis is ongoing related to event traffic and road closure impacts.

### TUNNEL CONSIDERATIONS:

The project is evaluating the impacts to I-670 by decking over the interstate trench. Structural, life safety, wayfinding, and technology recommendations are in progress and include coordination with the Project Partners, MoDOT, and FHWA.

### WALLS:

A component of the strategy for the deck structure, the existing retaining walls on each side of the interstate trench will be improved or replaced to meet the design life expectation of 100 years.



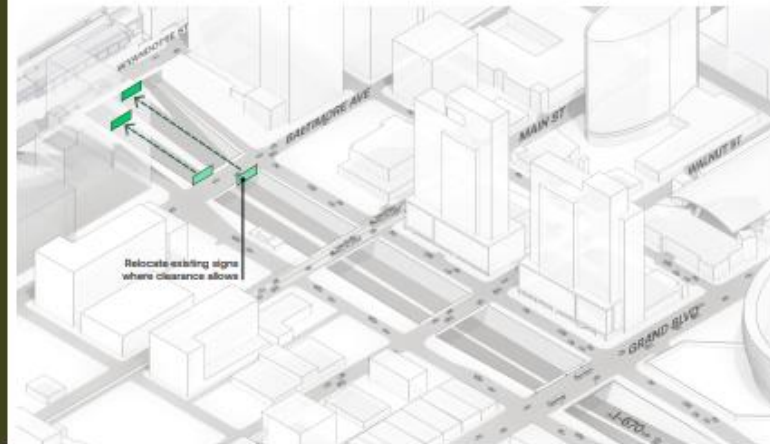
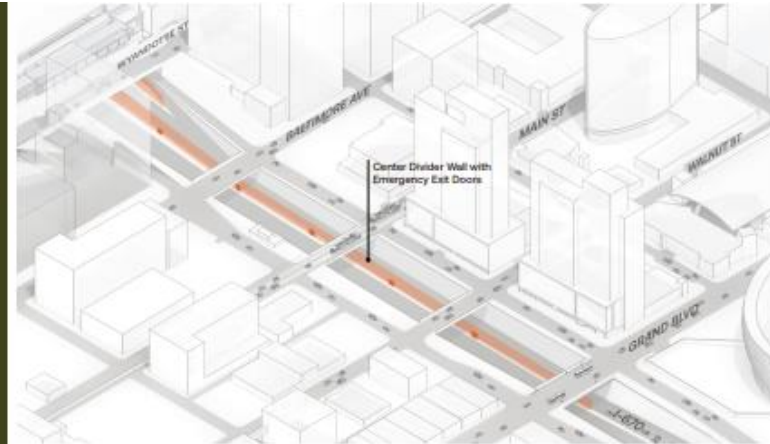


**SAFETY:**

The project will construct a center dividing wall along the interstate. The wall will support the structural deck above and separate eastbound and westbound I-670 traffic, an important life safety improvement. Egress doors will be located along the wall to provide refuge for motorists in the case of an emergency. Fire suppression infrastructure will be included in the tunnel as well.

**SIGNAGE:**

Existing corridor directional and wayfinding signage will be modified to fit within the proposed tunnel. Additional traffic control signage specific to the tunnel safety will be provided.



**SOUTH  
LOOP  
PROJECT**  
KANSAS CITY, MO

# What Should The South Loop Project Be For Kansas City?



- ADA / WHEELCHAIR COMPATIBILITY THROUGHOUT
- RESTROOMS AREN'T A FEATURE, THEY ARE A NECESSITY!
- CAN BE A PLACE WITH SHADE OR BIODIVERSITY TO ENJOY IMMERSIVELY
- KEEP IT NATIVE, PROVIDE EDUCATION OPPORTUNITIES AND MAINTENANCE
- FREE CONCERT OPPORTUNITIES
- BOTH SHADY COURTS AND STRUCTURES
- SCULPTURES AND INTERACTIVE ART INSTALLATIONS
- FREE CLEAN WATER FOUNTAINS
- A GREAT LUNCH BREAK DESTINATION. WOULD ATTRACT MORE DOWNTOWN BUSINESS
- WE DON'T NEED MORE CONCERT PLAZAS.
- YOGA PLEASE!
- PROVIDE SHADE FOR MORE USE
- AFFORDABLE FEES FOR SMALL LOCAL BUSINESSES
- PROVIDE MANAGEMENT

IN PERSON COMMENTS



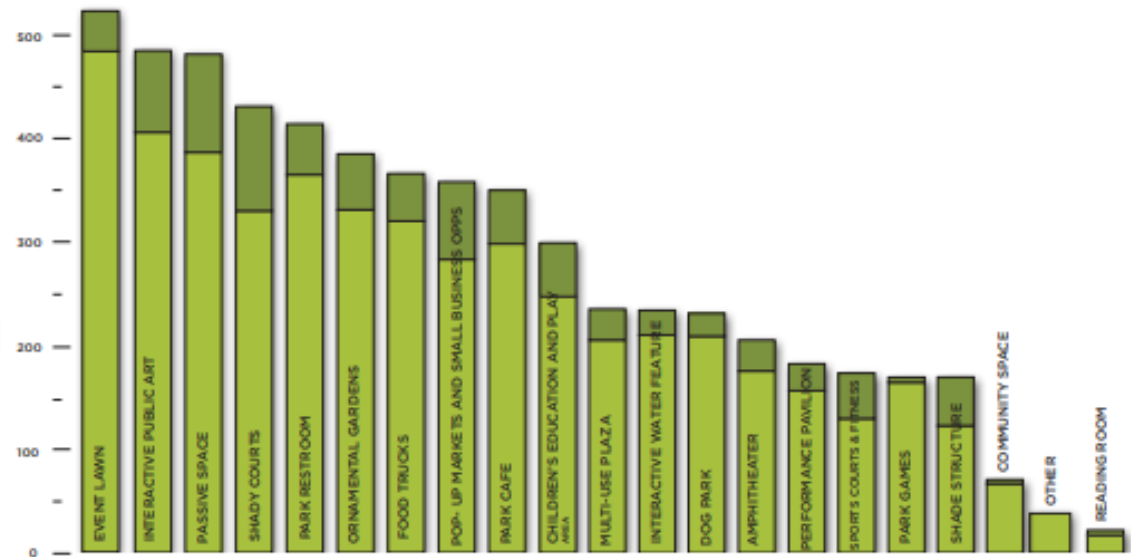
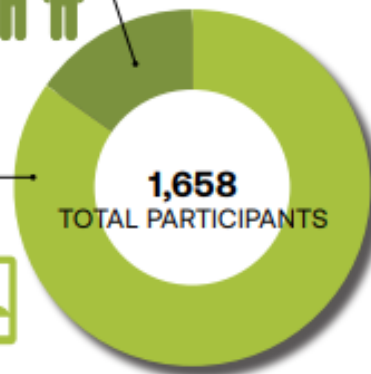


## ON-LINE COMMENTS

**200+**  
IN PERSON PARTICIPANTS  
879 PREFERENCES



**1,458**  
ONLINE PARTICIPANTS  
4,961 PREFERENCES



## SURVEY RESULTS



SHADE STRUCTURE



COMMUNITY SPACE



PARK CAFE



FOOD TRUCKS



DOG PARK



PERFORMANCE PAVILION



MULTI-USE PLAZA



EVENT LAWN



POP UPS, SMALL BUSINESS OPPORTUNITY



PARK RESTROOMS



SHADY COURTS



ORNAMENTAL GARDENS



CHILDREN'S EDUCATION AND PLAY AREAS



PARK GAMES



INTERACTIVE PUBLIC ART



INTERACTIVE WATER FEATURE



PASSIVE SPACE



AEROBICS AREA



SPORT COURTS AND FITNESS



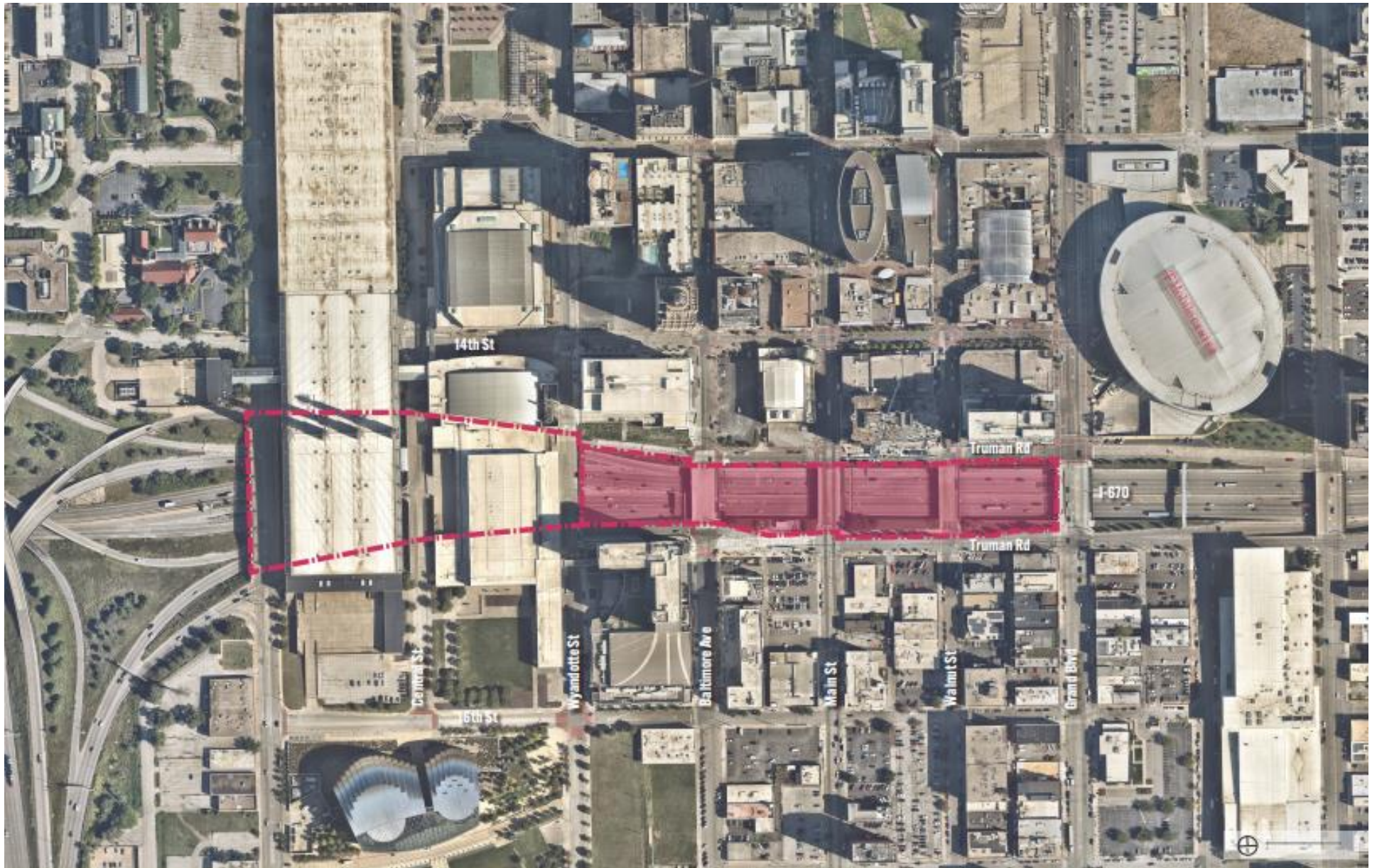
READING ROOM

## PROGRAM OPPORTUNITIES



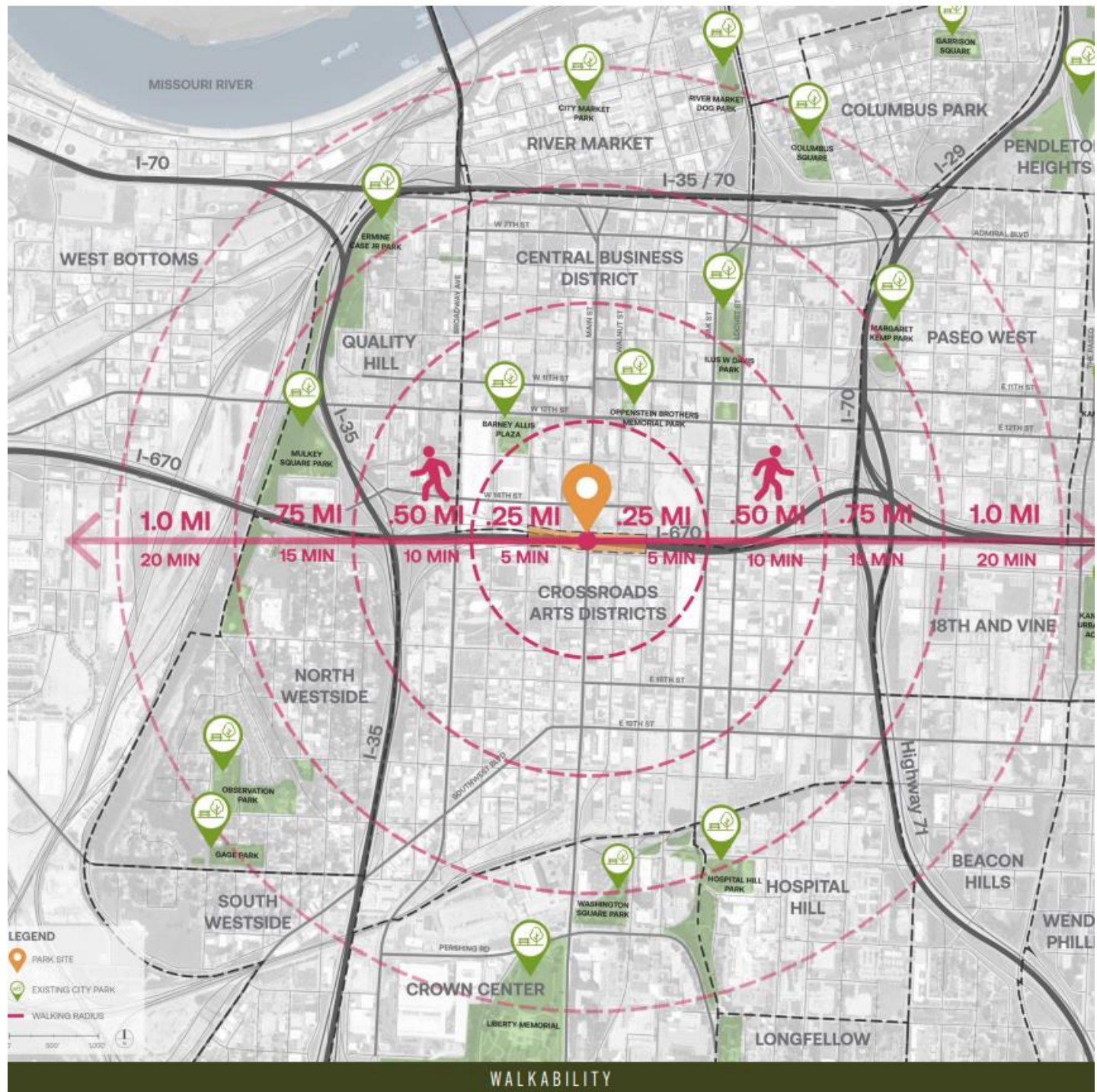
**SOUTH  
LOOP  
PROJECT**  
KANSAS CITY, MO





EXISTING SITE





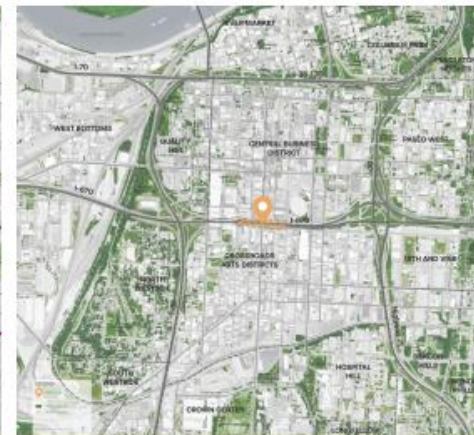




BIKE ROUTE



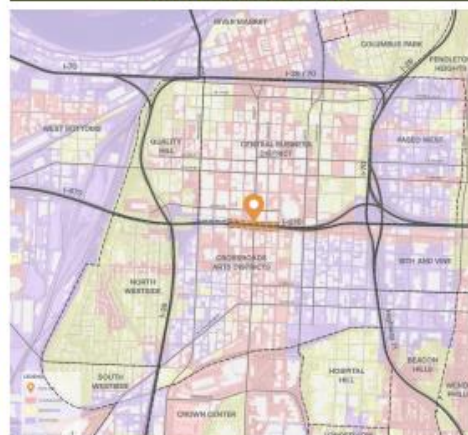
TRANSPORTATION



TREE CANOPY/OPEN SPACE



LAND USE



ZONING

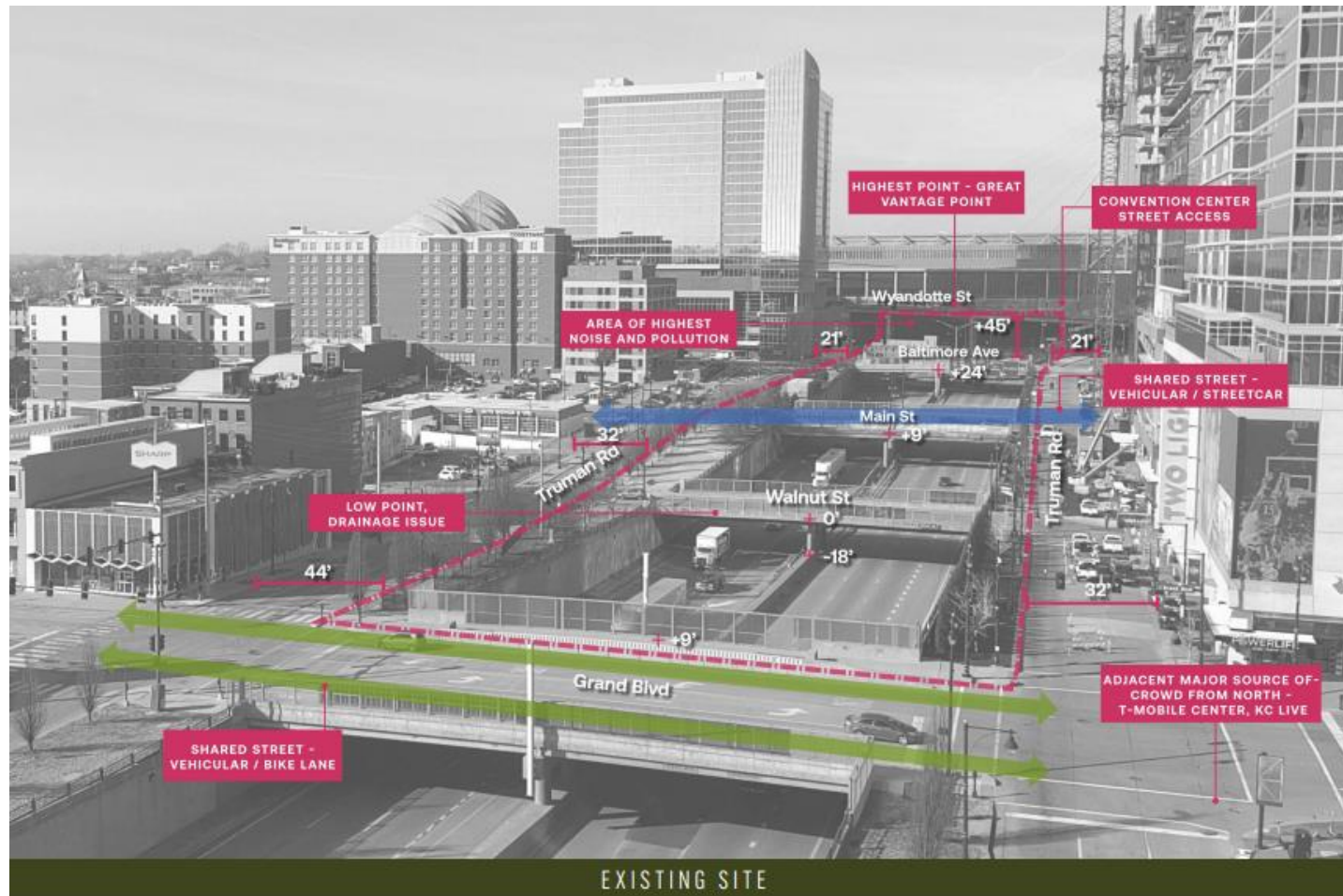


NEIGHBORHOODS

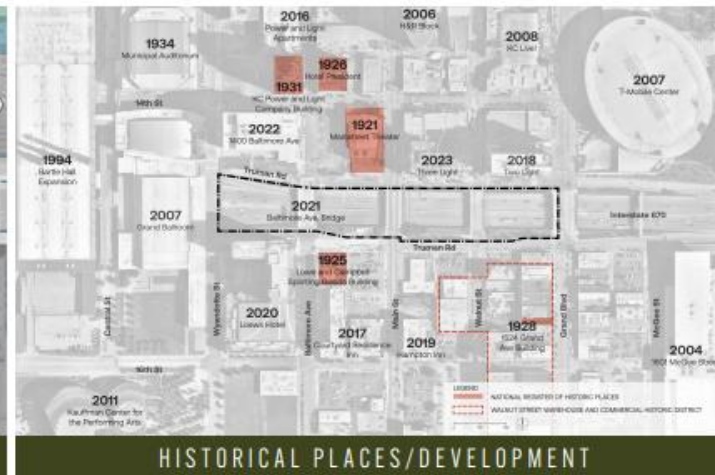
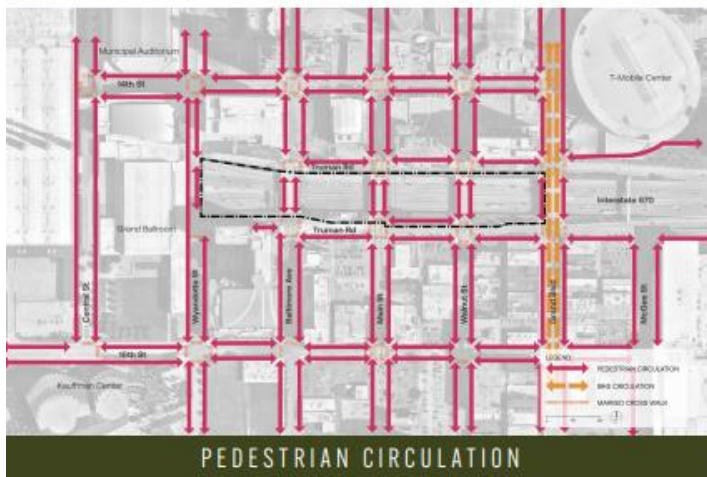
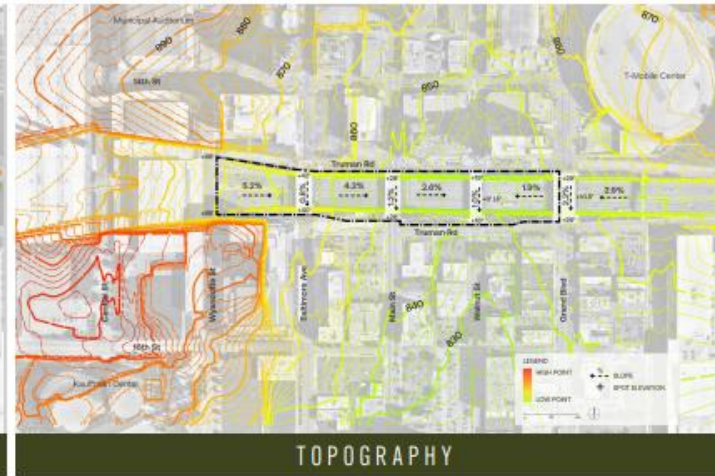


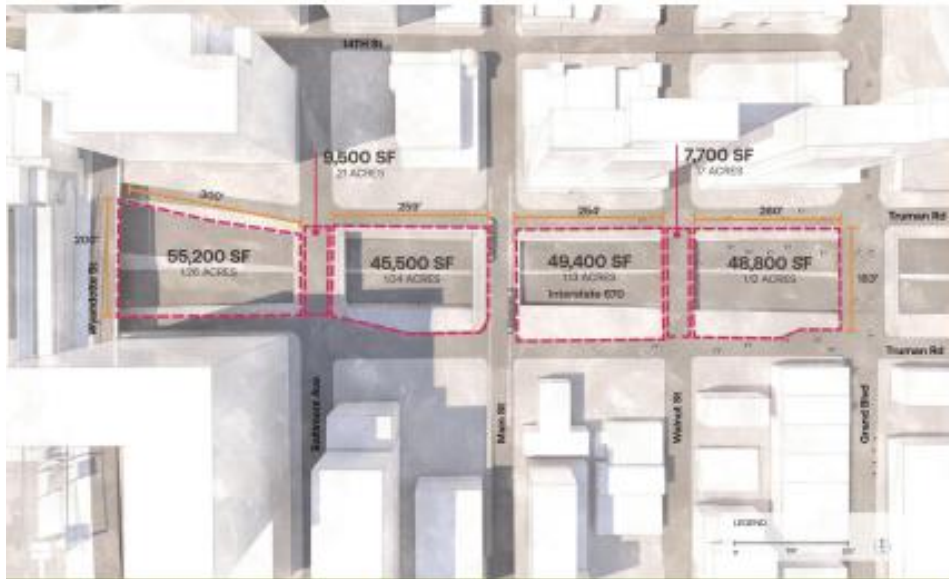
**SOUTH  
LOOP  
PROJECT**  
KANSAS CITY, MO











PARK BLOCK SIZES



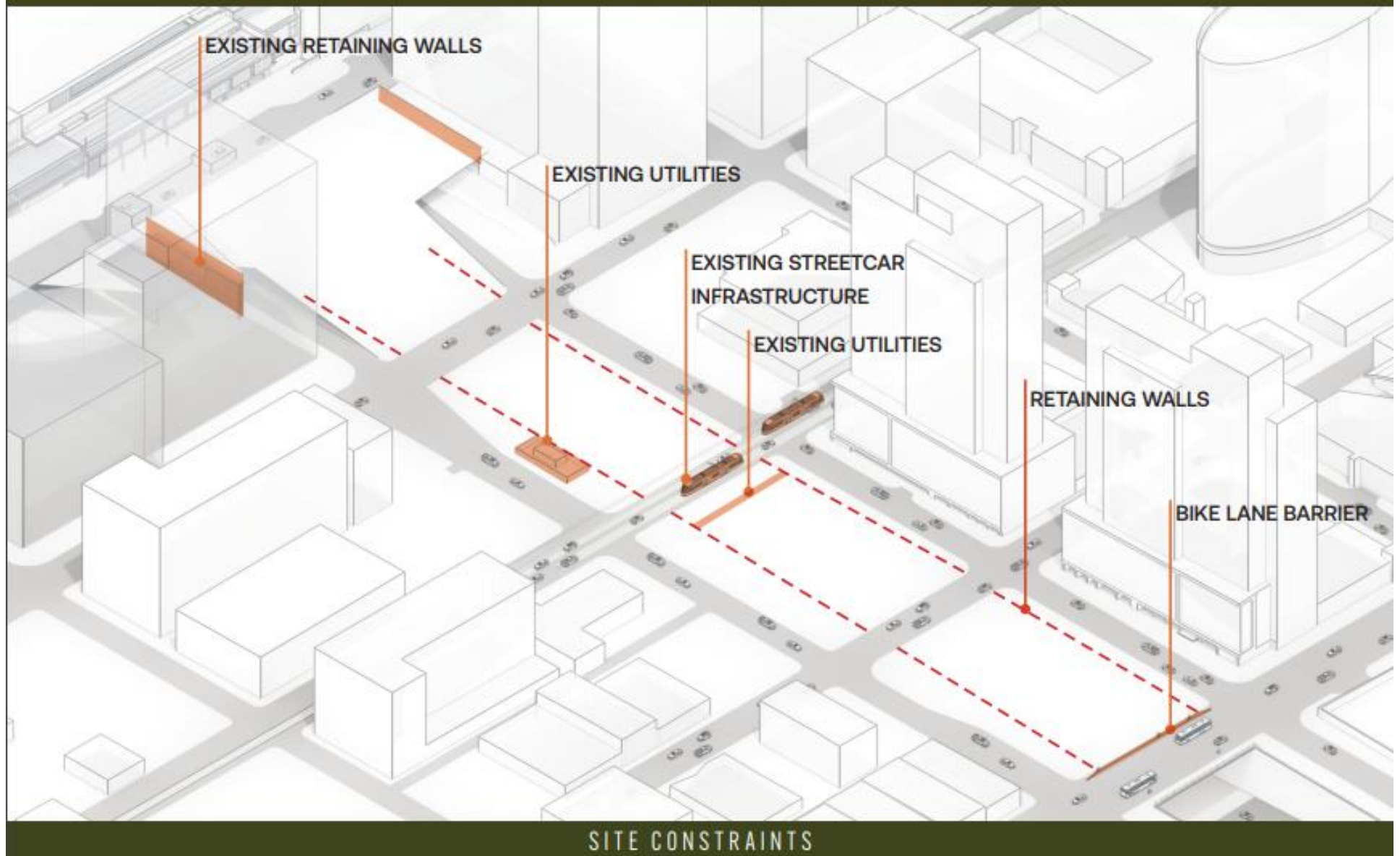
EXISTING TREES

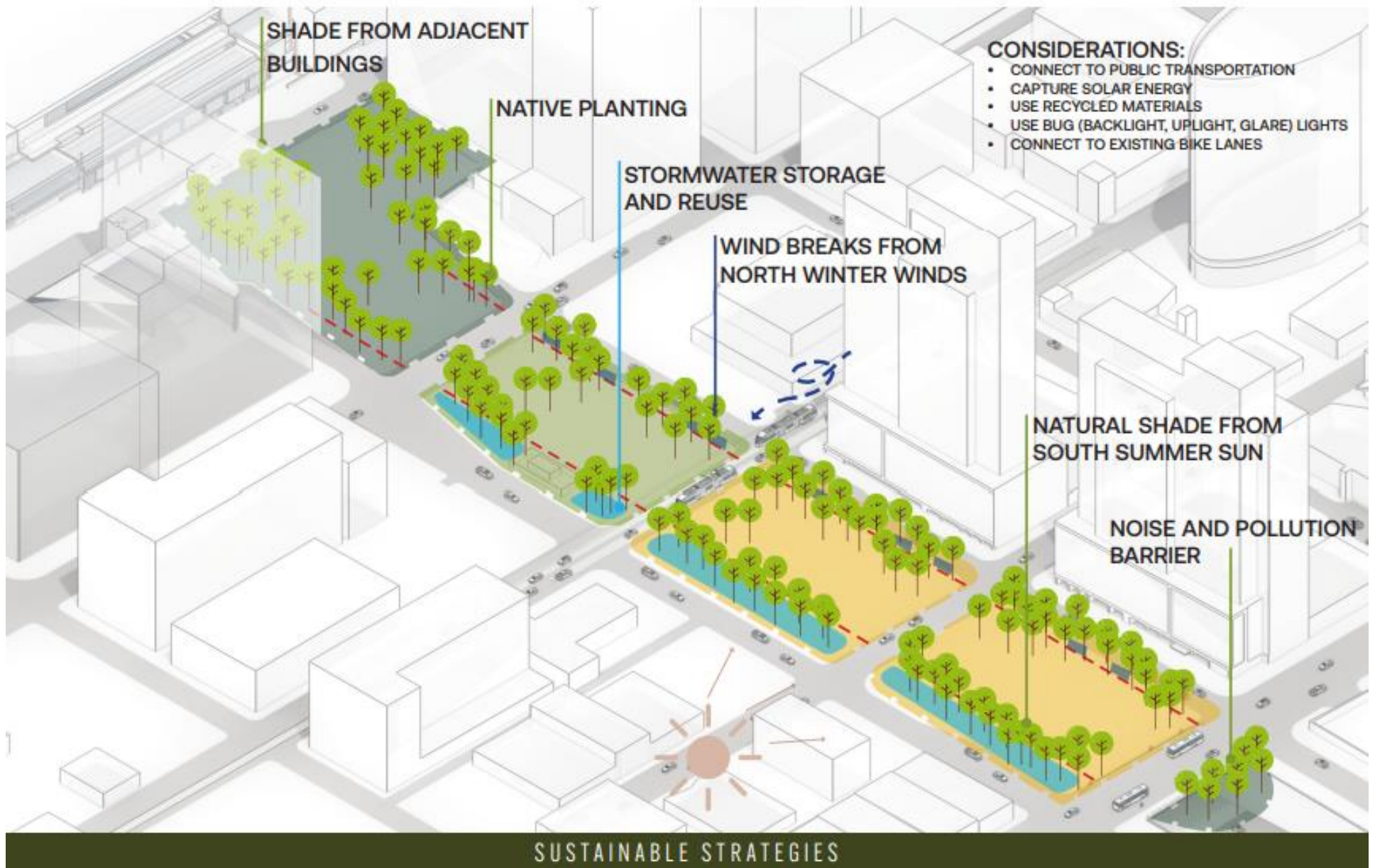


**SOUTH  
LOOP  
PROJECT**  
KANSAS CITY, MO



# DESIGN STRATEGIES









The image is an isometric architectural rendering of a city block, showing a grid of streets and various building footprints. Four specific areas are highlighted with colored dashed borders and filled with landscape imagery. The first area, in the top left, is a rectangular plot with a dark green border containing a dense forest of tall trees. The second area, in the center, is a rectangular plot with a light green border containing a grassy hill with some trees and a small figure of a person. The third area, in the bottom right, is a rectangular plot with a yellow border containing a prairie landscape with tall grasses and purple flowers. The fourth area, in the bottom center, is a rectangular plot with a yellow border containing a prairie landscape with tall grasses and purple flowers. The text 'UPLAND FOREST' is centered above the first area, 'LOESS HILLS' is centered above the second area, and 'PRAIRIE' is centered above the third and fourth areas. A dark green banner at the bottom of the image contains the text 'LANDSCAPE TYPOLOGIES'.

**UPLAND FOREST**

**LOESS HILLS**

**PRAIRIE**

LANDSCAPE TYPOLOGIES



**SOUTH  
LOOP  
PROJECT**

KANSAS CITY, MO



# SCHEME A | WESTERN SUPERBLOCK





AERIAL





WYANDOTTE ST. - BALTIMORE AVE.



BALTIMORE AVE. - MAIN ST.



MAIN ST. - WALNUT ST.



WALNUT ST. - GRAND BLVD

# PARK PREFERENCE

# SCHEME A | WESTERN SUPERBLOCK

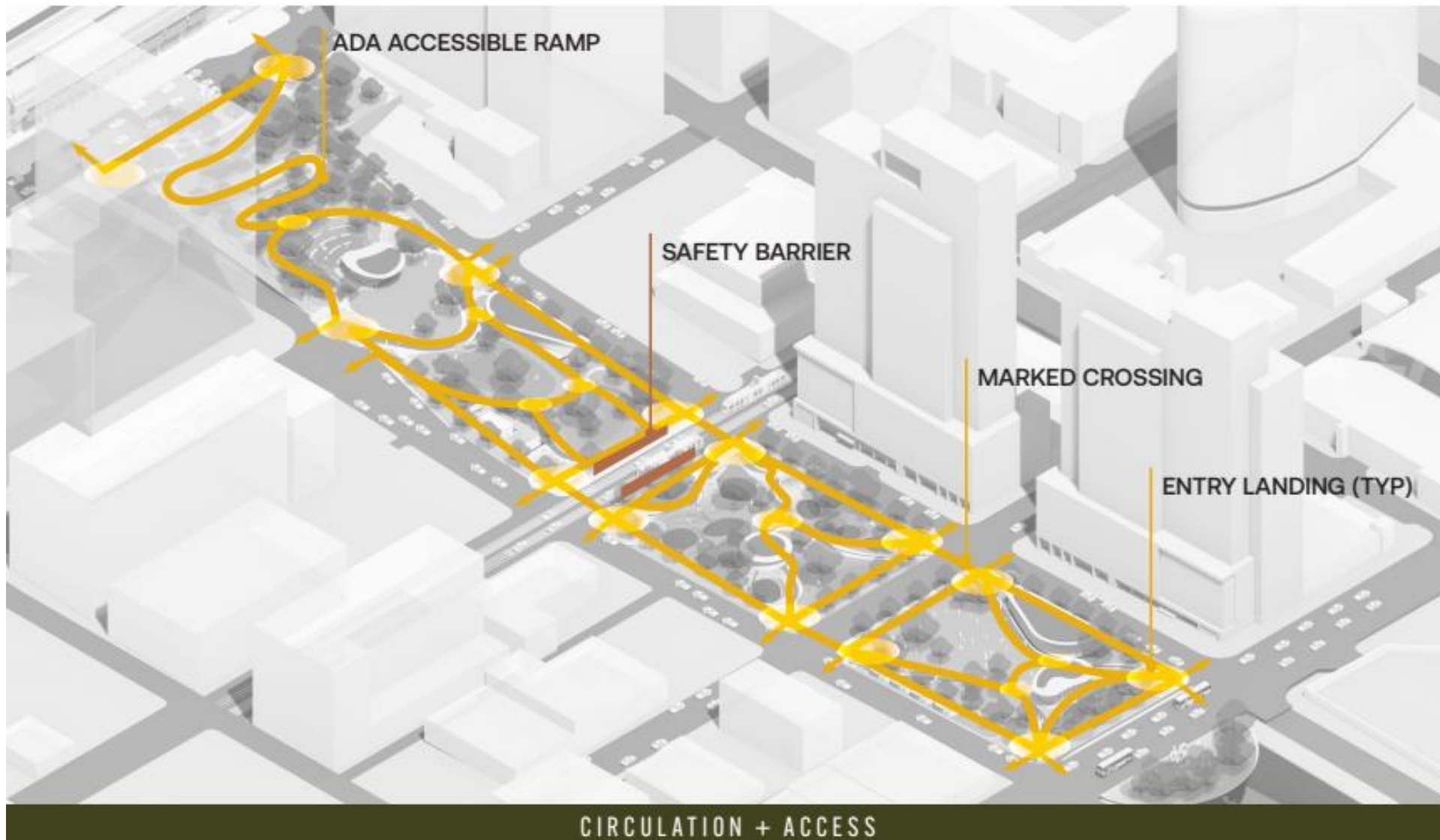


BUILDINGS + STRUCTURES

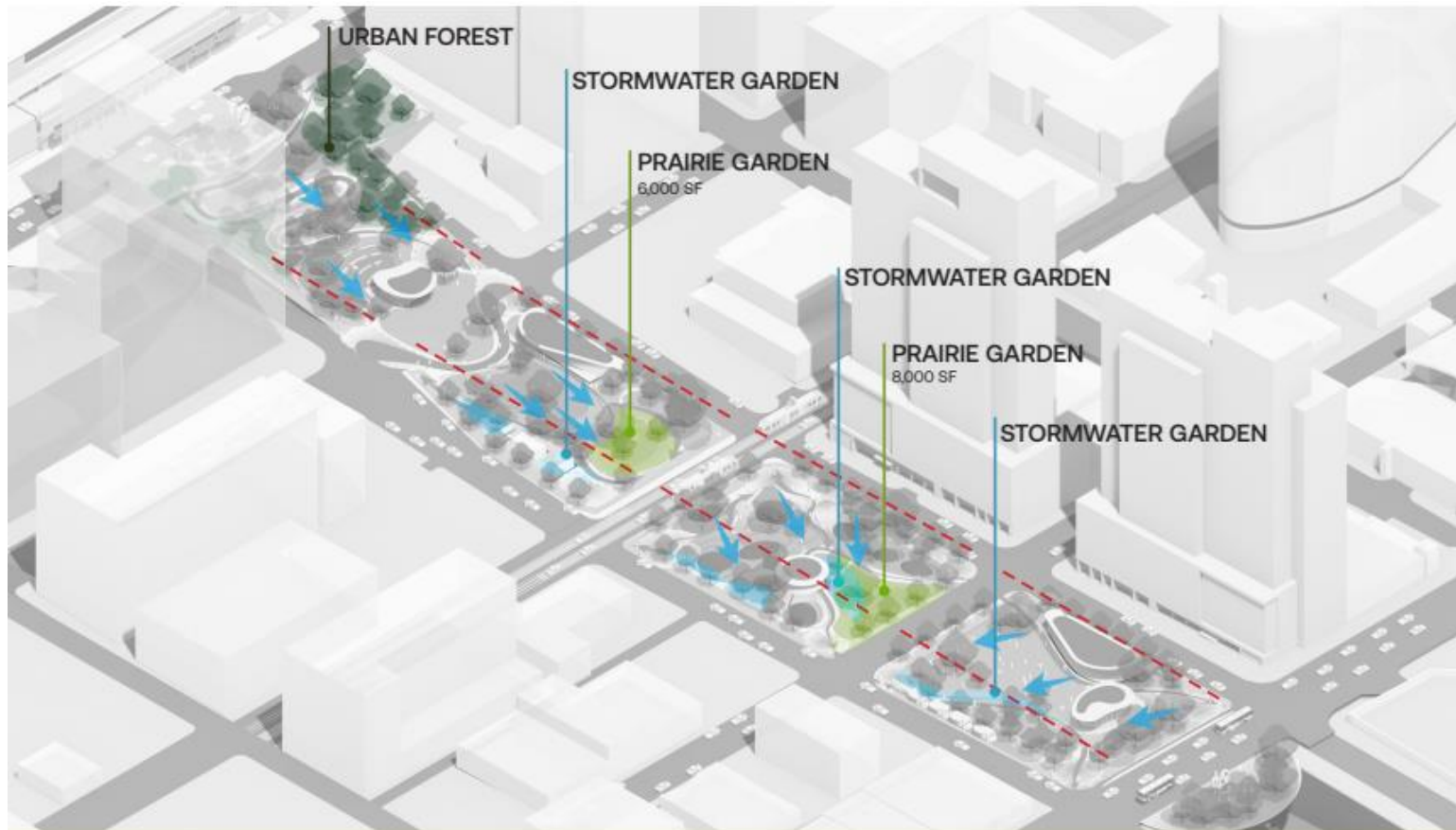




## PROGRAM







ECOLOGY + HYDROLOGY

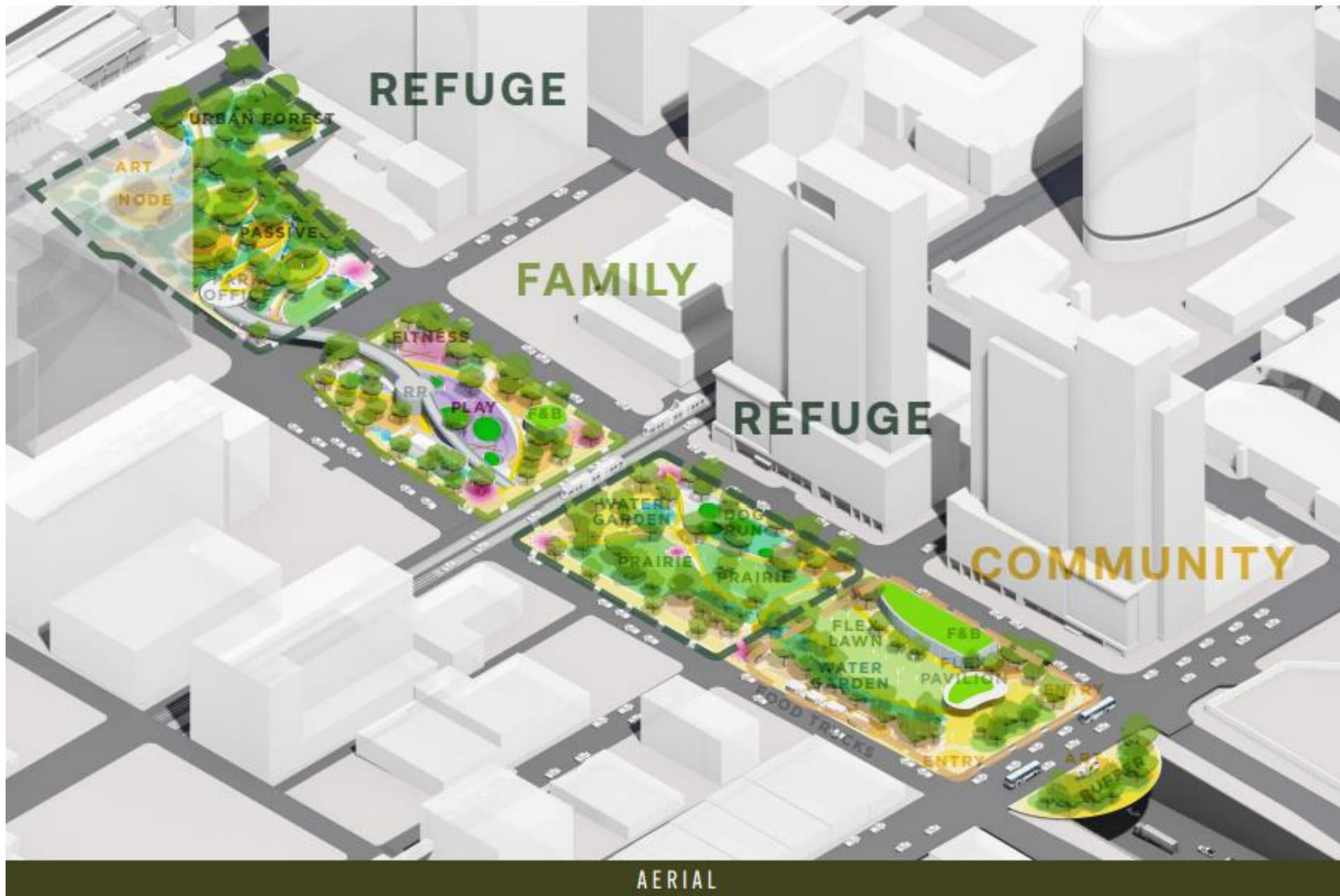


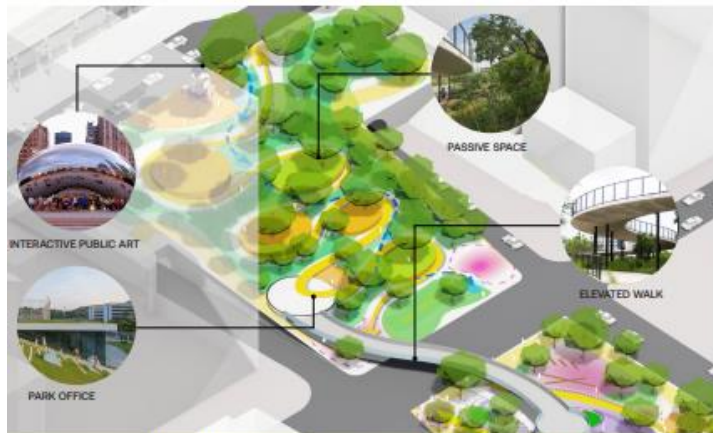
**SOUTH  
LOOP  
PROJECT**  
KANSAS CITY, MO

# SCHEME B | EASTERN SUPERBLOCK









WYANDOTTE ST. - BALTIMORE AVE.



BALTIMORE AVE. - MAIN ST.



MAIN ST. - WALNUT ST.

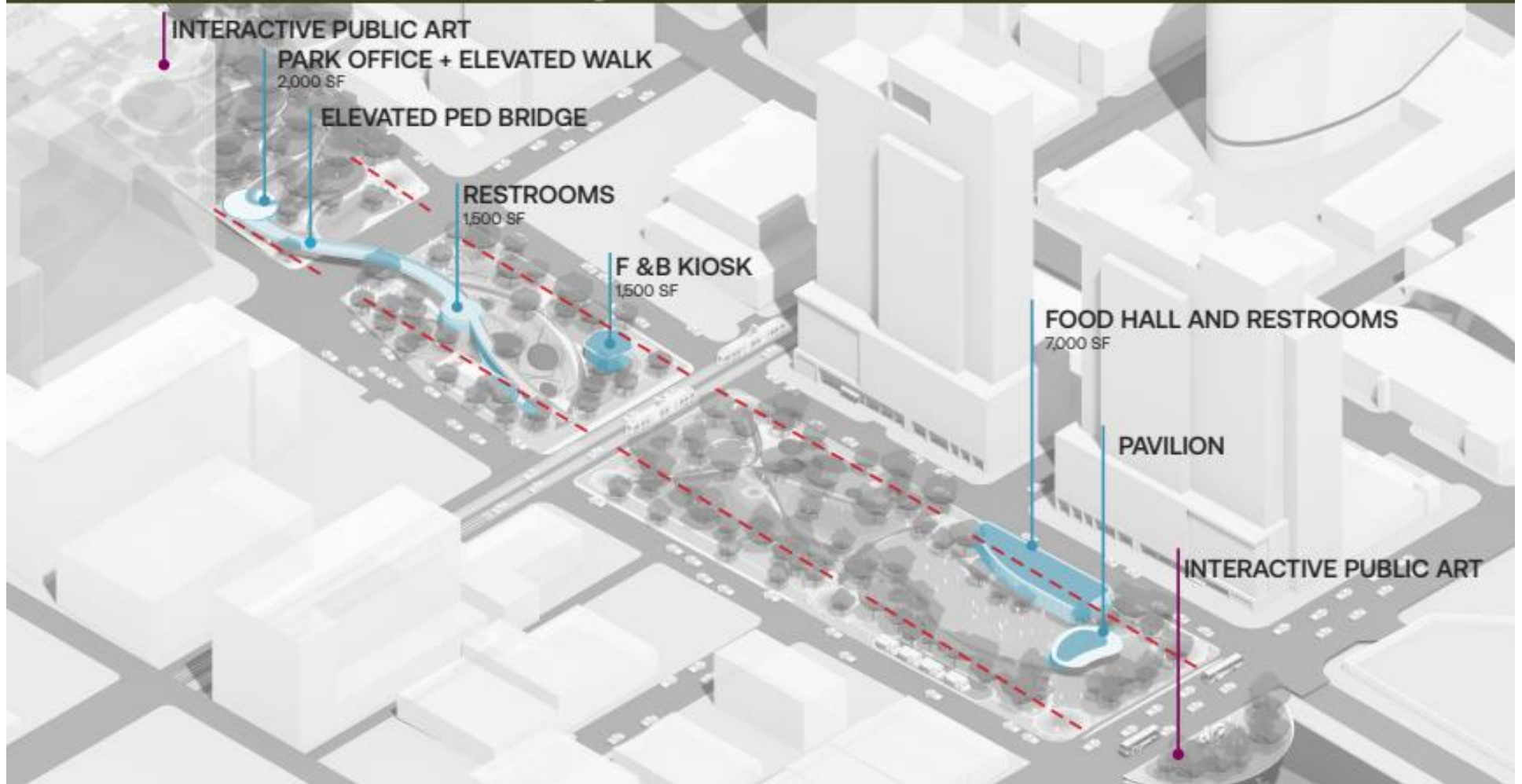


WALNUT ST. - GRAND BLVD

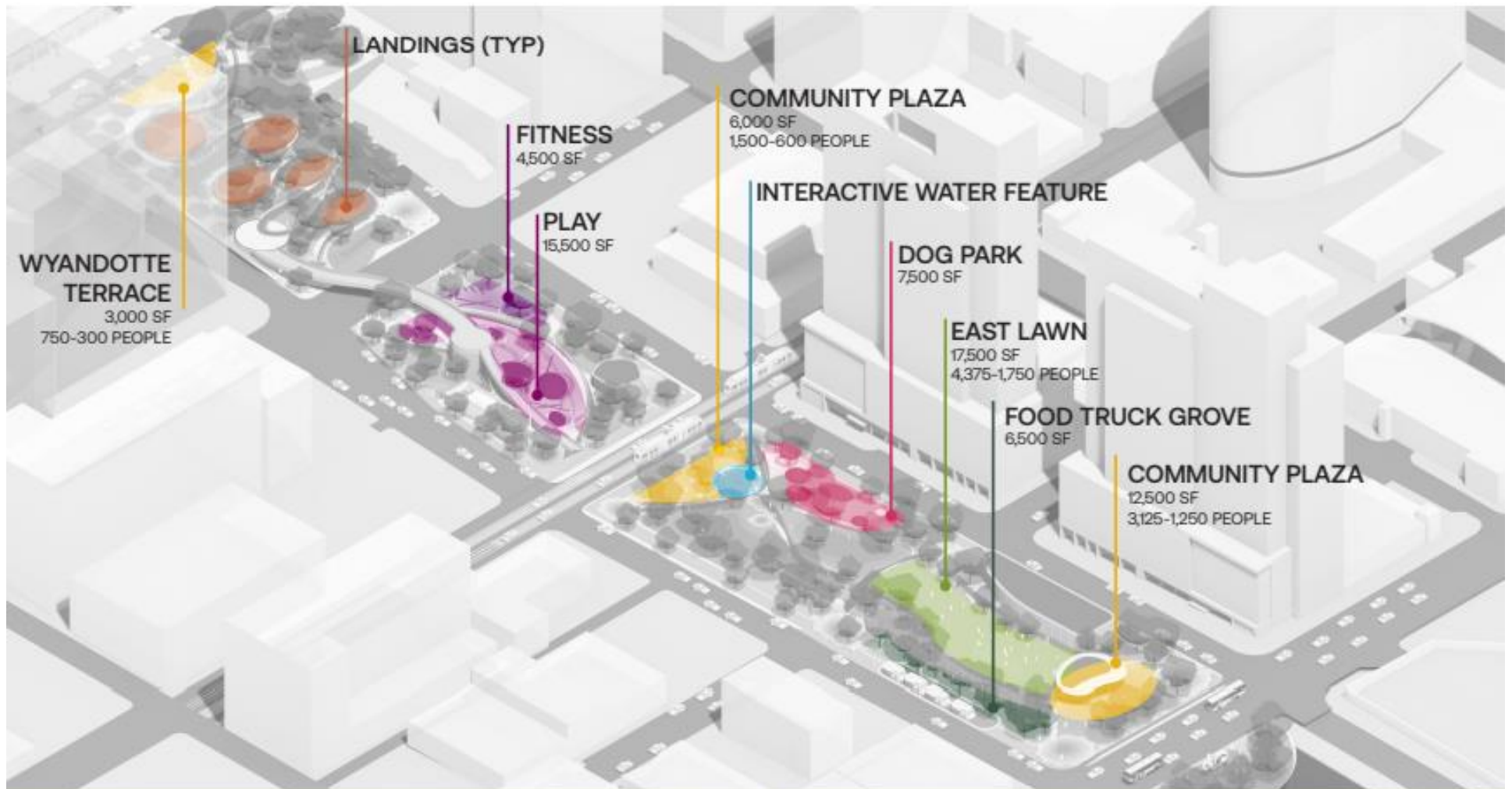
# PARK PREFERENCE



# SCHEME B | EASTERN SUPERBLOCK

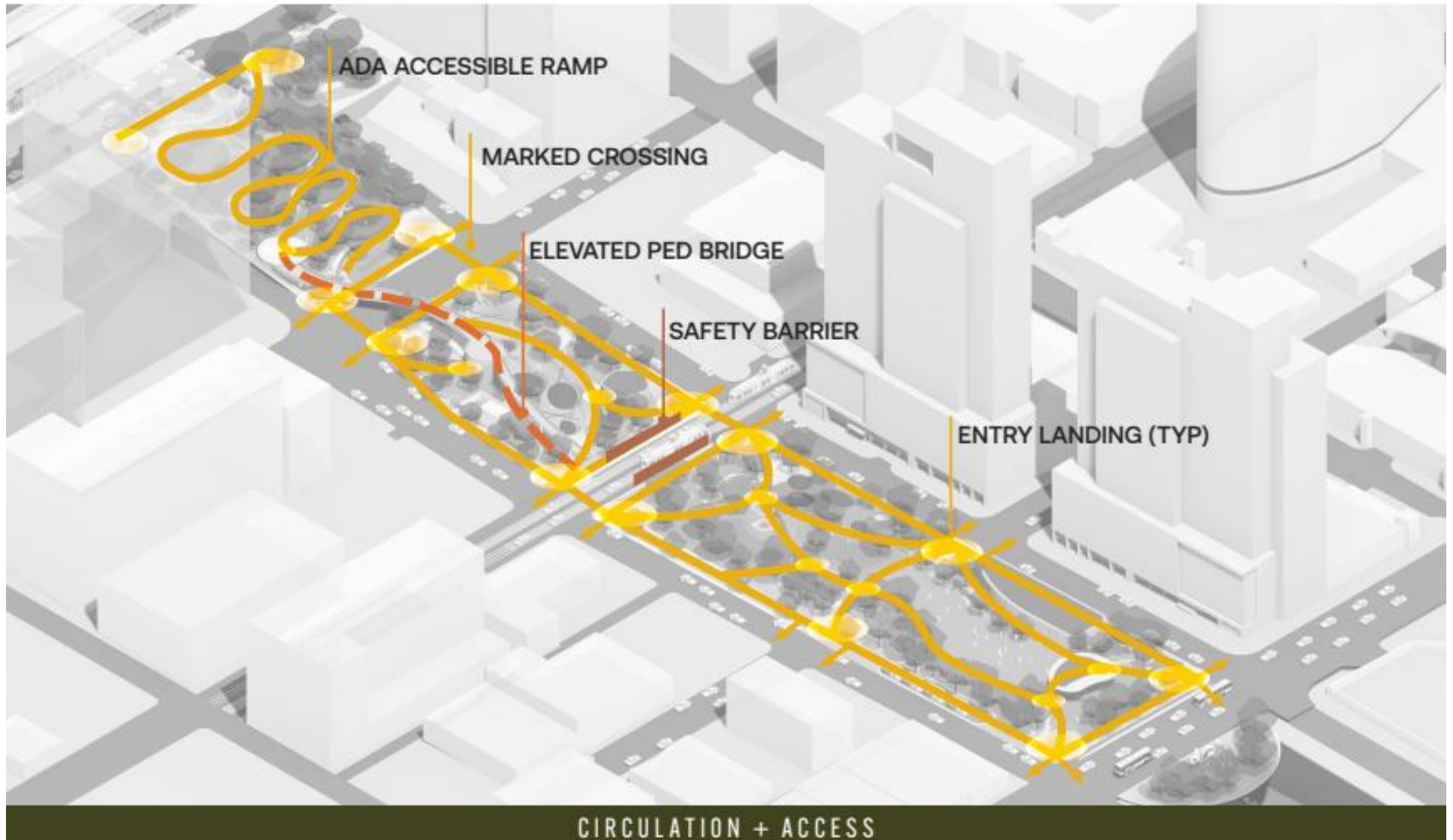


BUILDINGS + STRUCTURES



## PROGRAM







**SOUTH  
LOOP  
PROJECT**

KANSAS CITY, MO



# South Loop Project

## Public Meeting #2 Summary

---



### Introduction

Community engagement continued for the South Loop Project with the second in-person public meeting hosted in collaboration with the three project partners on Tuesday, April 11, 2023. The project partners are Port KC, Downtown Council of Kansas City (DTC), and the City of Kansas City, Missouri.

OJB, the project team landscape architecture firm, gave a formal presentation about the initial park design concepts and informational boards were placed along the back of the room. Project team members were available to talk through the boards and answer questions, before and after the 30-minute formal presentation. This summary details information about the in-person, public meeting presentation, promotion and survey.

### Public Meeting #2 Overview

Over 130 people attended the second in-person public meeting and 86 completed feedback forms at the meeting. Public Meeting #2 was held from 5-7 p.m. on Tuesday, April 11, 2023, at The Gallery event space located at 61 E 14th St., Kansas City, MO 64105. Following the meeting, a video recording of the presentation was uploaded to YouTube and posted on the project website. As of May 1, 2023, the video has over 950 views.

The purpose of Public Meeting #2 was to:

- Present initial park concepts.
- Elicit feedback to weigh in on the park concepts, ways in which the park can be inviting and inclusive, and an opportunity for attendees to submit open-ended comments.
- Record the presentation and launch an online survey to offer an alternate method of participation for those who were unable to attend.

At the in-person meeting, members of the Founders Group (business owners around the perimeter of the project area) were invited for a preview with the project team at 4:30 p.m., doors opened to the public at 5 p.m., and a 30-minute formal presentation began at 5:30 p.m.

Before and after the presentation, people were able to view multiple boards placed along the back of the room. Board topic areas covered:



- Project overview
- Project schedule
- Project boundaries and site map
- What is NEPA?
- What is an Environmental Assessment?
- NEPA process
- Environmental evaluations
- Purpose and Need
- Proposed park design concepts

## Public Feedback from Public Meeting #2



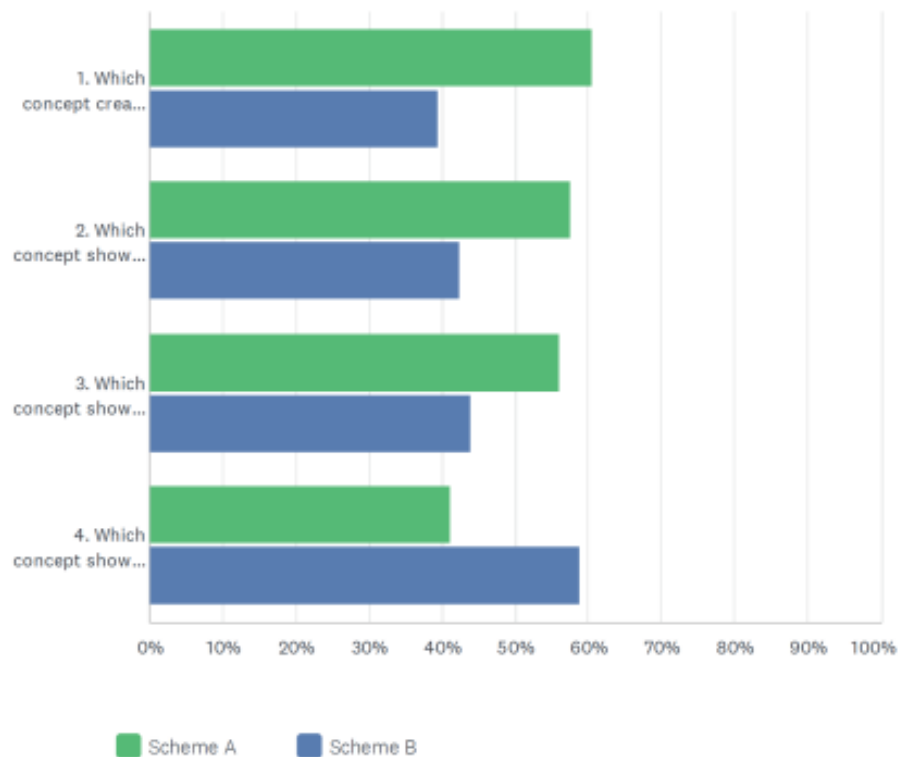
After reviewing the two concept boards, attendees had the opportunity to complete a survey that asked for their concept preference based on:

- best park space
- best layout for park events
- best location for the park café
- best location for the children's area

This survey also provided an opportunity for additional comments, how people would access the park (transit and mobility options), and how the team could make this project more inviting and inclusive.

Below highlights results regarding park concept designs from surveys collected at the in-person public meeting. (A report of combined results from the in-person public meeting and online survey is available at the end of the summary.)





**Survey Question #1** - Which concept creates the best park space?

A majority of public meeting attendees preferred Scheme A (60.5%). A breakdown of the responses are as follows:

- **Scheme A (49)**
- Scheme B (32)

**Survey Question #2** - Which concept shows the best layout for park events?

A majority of public meeting attendees preferred Scheme A (57.5%). A breakdown of the responses are as follows:

- **Scheme A (46)**
- Scheme B (34)

**Survey Question #3** - Which concept shows the best location for the park café?

A majority of public meeting attendees preferred Scheme A (56.2%). A breakdown of the responses are as follows:

- **Scheme A (41)**
- Scheme B (32)

**Survey Question #4** - Which concept shows the best location for the children's area?  
A majority of public meeting attendees preferred Scheme B (58.9%). A breakdown of the responses are as follows:

- Scheme A (30)
- **Scheme B (43)**

### Comments from Public Meeting #2 Attendees

At the public meeting, a total of 86 surveys (available as a hard-copy) were submitted. *Categorized open-ended comments are available in Appendix A.*

### Public Meeting Promotion

The public meeting was promoted the following ways:

- Print postcard invitations
  - Sent through postal mail directly to approximately 6,625 residents and businesses zip-code targeted in the Central Business District and Crossroads area
  - Shared with attendees at Update Meeting #2
- Paid social media campaign through the Downtown Council of Kansas City Facebook and Instagram accounts
- A media alert and a news release distributed by the City of Kansas City to media outlets
- Three dedicated emails sent through MailChimp
- A promotional toolkit with content and digital graphics emailed to key target audiences to share through their communications channels to reach their constituents:
  - Neighborhood groups
  - Community organizations
  - City Council members and their aides
  - Update Meeting members
  - Project team members
    - *The outreach tracker for public meeting and survey promotions is available in Appendix B.*
- Project website (<https://kcsouthloopproject.org/publicmeeting1/>)







## Paid Social Media Campaign

Repeating successful efforts from the first public meeting, a dedicated paid social media campaign was launched to increase awareness about the public meeting and a call to action for people to take the survey. *The paid social media campaign report is available in Appendix C.*

## Emails

People can opt-in to receive news and notices through the South Loop Project website. Five dedicated emails were sent to promote the public meeting and video following the meeting to those who opted in through MailChimp:

- [April 4, 2023](#)
  - 460 recipients
  - 46.1% opens (211)
- [April 10, 2023](#)
  - 538 recipients
  - 41.6% opens (221)
- [April 13, 2023](#)
  - 626 recipients
  - 44.0% opens (266)
- [April 18, 2023](#)
  - 627 recipients
  - 42.2% opens (261)
- [April 24, 2023](#)
  - 635 recipients
  - 42.7% opens (267)

## Toolkit

Similar to the first public meeting, a promotional toolkit with content and digital graphics was emailed to the project team, three project partners, City Council members and their aides, Update Meeting members, and approximately 170 key target audiences to help distribute information.

The toolkit included:

- Email/newsletter content
- A statement and contact information if someone wanted to make a reasonable request for an accommodation
- Two digital graphics sized for social media channels (1200x600 px, and 1080 x 1080 px)
  - Facebook, Twitter, LinkedIn, Instagram, email, website
- Customizable social media posts

A second toolkit was created for the same groups to promote the survey after the public meeting. This toolkit included:

- Email/newsletter content
- Two digital graphics sized for social media channels (1200x600 px, and 1080 x 1080 px)
  - Facebook, Twitter, LinkedIn, Instagram, email, website
- Customizable social media posts

Examples of earned media promotion include:

### **Kansas Citians Share Hopes for South Loop Link**

<https://flatlandkc.org/news-issues/kansas-citians-share-hopes-for-south-loop-link/>

### **First look at what park over Kansas City's South Loop could look like**

<https://fox4kc.com/news/first-look-at-what-park-over-kansas-citys-south-loop-could-look-like/>

### **Two South Loop Link Concepts Presented, Each Close Street**

<https://cityscenekc.com/south-loop-link-seen-as-downtowns-front-yard-in-survey/>

### **South Loop Park designs over I-670 to be released Tuesday**

<https://fox4kc.com/community/south-670-loop-park-designs-over-interstate-to-be-released-tuesday/>

### **Architects showcase new park for the middle of downtown KC**

<https://www.kctv5.com/2023/04/12/architects-showcase-new-park-middle-downtown-kc/>

### **Opinions Sought on Downtown South Loop Project**



[https://martincitytelegraph.com/2023/04/24/opinions-sought-on-downtown-south-loop-project/?fbclid=IwAR15\\_J6Cqa-czSYfdF7MdKYz57BH0OMulq56oywe6dXgaAGtAnC-geLBSFk](https://martincitytelegraph.com/2023/04/24/opinions-sought-on-downtown-south-loop-project/?fbclid=IwAR15_J6Cqa-czSYfdF7MdKYz57BH0OMulq56oywe6dXgaAGtAnC-geLBSFk)

### **Public Feedback Results Combined - In Person and Online Survey**

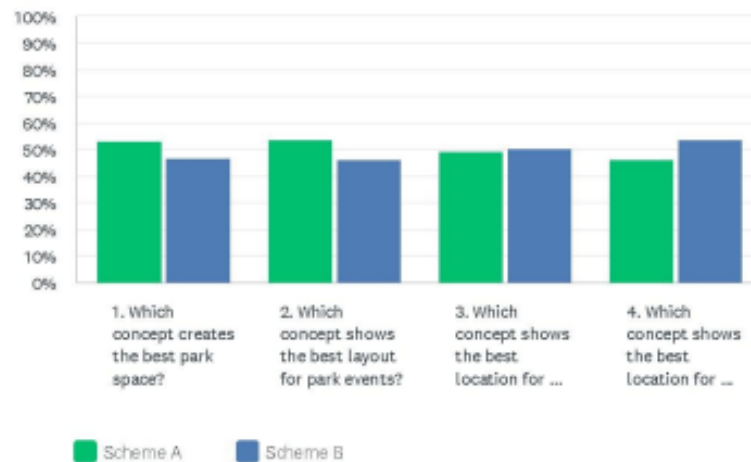
Following the public meeting, the video presentation was posted online and an online survey was open from April 11-25, 2023. The survey was available in English and Spanish.

The survey received approximately 1,003 responses total, 917 online responses and 86 in-person responses from the second public meeting; 998 responses were in English and 5 were in Spanish.

The video and survey were promoted through the following ways:

- Paid social media campaign through the Downtown Council of Kansas City Facebook and Instagram accounts
- Dedicated emails sent through MailChimp
- A promotional toolkit with content and digital graphics emailed to key target audiences to share through their communications channels to reach their constituents:
  - Neighborhood groups
  - Community organizations
  - City Council members and their aides
  - Update Meeting members
  - Project team members
    - *The outreach tracker for public meeting and survey promotions is available in Appendix B.*
- Project website

Along with the presentation video, images of the park concepts were embedded within the survey for easy reference. Below is a summary of survey results combined, which includes responses collected online and in-person.



	SCHEME A	SCHEME B	TOTAL
1. Which concept creates the best park space?	53.06% 295	46.94% 261	556
2. Which concept shows the best layout for park events?	53.43% 296	46.57% 258	554
3. Which concept shows the best location for the park café?	49.72% 266	50.28% 269	535
4. Which concept shows the best location for the children's area?	46.44% 248	53.56% 286	534

Q1. Respondents felt that the concept that creates the best park space is:

- **Scheme A (299)**
- Scheme B (262)

Q2. Respondents felt that the concept that shows the best layout for park events is:

- **Scheme A (298)**
- Scheme B (261)

Q3. Respondents felt that the concept that shows the best location for the park café is:

- Scheme A (268)
- **Scheme B (273)**

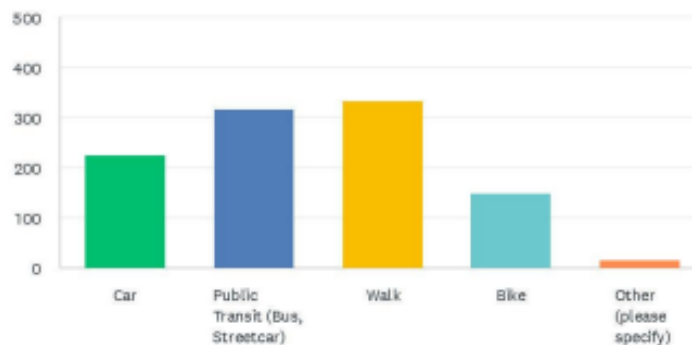
Q4. Respondents felt that the concept that shows the best location for the children's area is:

- Scheme A (252)
- **Scheme B (287)**

Q5. Please provide any additional comments about the design concepts.



Open-ended comments for question 5 and 7 are available in Appendix D.



Q6. How would you access the park?

Respondents selected their primarily mode of transportation to access the park:

- Car (229)
- Public Transit (Bus, Streetcar) (322)
- **Walk (338)**
- Bike (153)
- Other (17)

Those who responded "Other" left comments. Their comments are presented verbatim as submitted below:

- Another reason to avoid down town.
- Garbage Truck
- Park downtown somewhere and walk or use wheeled transportation to get around
- Streetcar
- I have the opportunity to park elsewhere then grab the metro in. I live north of the river with public transportation down to the area isn't appealing.
- Electric Scooter
- motorcycle
- Skateboarding
- Work up Main Street
- All the Above.
- Scooter
- Scooter
- Skateboard
- Would NOT go to that park if built. the first option by car would be out as there is NO parking at the park without paying upwards of \$10 an hour.
- Most residents of Kansas City will never patronize this.
- Car until the streetcar extends further south, and hopefully east/west. Then I'll use streetcar

- Rollerblades

Q7. How can we make this project more inviting and inclusive?

*Open-ended comments for question 5 and 7 are available in Appendix D.*

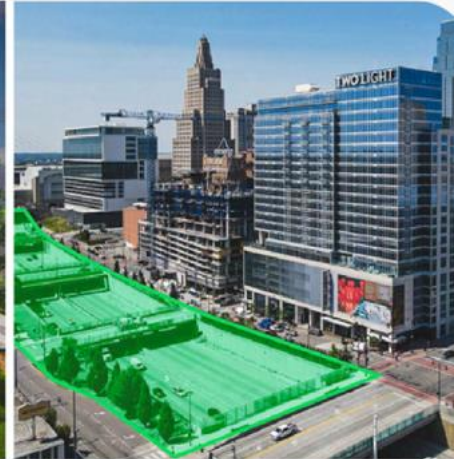




# Paid Social Media Campaign Report

Public Meeting #2  
Survey #2

South Loop Project



Fresco Marketing



Public Meeting #2

# Phase 1

Objective - Engagement and Awareness





# South Loop Campaign

## Public Meeting #2 & Survey #2

A social media campaign was started to encourage individuals to attend the South Loop Project open house on April 11 at The Gallery Event Space

We used the social media accounts of the Downtown Council of Kansas City as our platforms. (Facebook and Instagram)

South Loop Project

**Dates** - March 28 - April 11

**Timeline**

- March 28 - Public Meeting - Post / Engagement Ad and Awareness Ad #1
- April 4 - Public Meeting - Post / Engagement Ad and Awareness Ad #2

**Goals** - Engagement, Awareness and Traffic

**Channel** - Facebook & Instagram

**Call to Action** - Landing Page (<https://kcsouthloopproject.org>) and survey page

**Language** - English and Spanish

**Target** - Specific zip codes (Age 21-65+)  
64101 - 64102 - 64105 - 64106 - 64108 - 64124 - 64126 - 64127

# The South Loop Project

Fresco Marketing

## Campaign - Public Meeting #2

### Content

6 full screen images  
12 square images  
4 video

English & Spanish

### Call to Action

Landing Page

[https://  
kcsouthloopproject.org/  
publicmeeting2](https://kcsouthloopproject.org/publicmeeting2)

### Copy - English

Come see initial designs for the South Loop Project!  
You're invited to the second public meeting from 5-7 p.m. on Tuesday, April 11, at The Gallery event space.  
The project team is ready to share initial design concepts based on feedback collected at the first public meeting and through the online survey. See you soon!



### Copy - Spanish

¿Quieres saber más sobre el proyecto del parque en downtown?  
Asiste a la próxima reunión pública y ve los primeros conceptos para el diseño. ¡Te esperamos el 11 de abril!



# The South Loop Project

Fresco Marketing

## Ads Preview

**Downtown Kansas City**  
Sponsored · 📍

Save the date!  
Come see initial designs for the South Loop Project.  
...See more



**COME SEE INITIAL DESIGN IDEAS**  
PUBLIC MEETING  
APRIL 11, 2023  
5-7 PM  
The Gallery Event Space

**Downtown Kansas City**  
Landmark & Historical Place

LEARN MORE


Tre Lewis and... 10 comments 22 shares

English

Spanish

**Downtown Kansas City**  
Sponsored · 📍

¿Quieres saber más sobre el proyecto del parque en downtown?  
Asiste a la próxima reunión  
...See more



**SOUTH LOOP PROJECT**

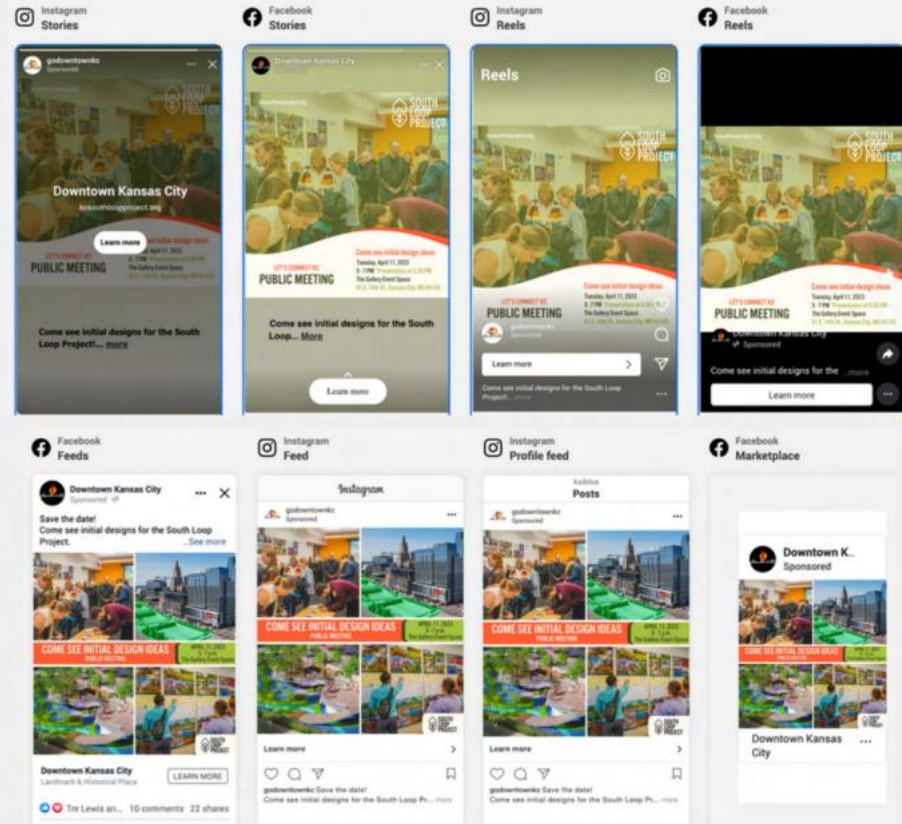
Ven a ver las primeras ideas de diseño  
Martes, Abril 11, 2023  
5-7 PM · Presentación a las 5:30 PM  
The Gallery Event Space  
611 E. 14th St., Kansas City, MO 64105

**ASISTE A LA PRÓXIMA REUNIÓN PÚBLICA**

**Downtown Kansas City**  
Landmark & Historical Place

LEARN MORE

Edgar Cepeda and 1... 1 comment 3 shares



The grid displays eight ad previews arranged in two rows and four columns. The top row shows Instagram Stories, Facebook Stories, Instagram Reels, and Facebook Reels. The bottom row shows Facebook Feeds, Instagram Feeds, Instagram Profile feeds, and Facebook Marketplaces. Each preview features the Downtown Kansas City logo, event details for the April 11, 2023 public meeting, and a 'Learn more' button. The content is presented in both English and Spanish to reach a broader audience.

# The South Loop Project

## Awareness and Engagement Results

**103,243** The number of times your ads were on screen.  
impressions

**32,760** The number of accounts that saw your ads at least once.  
reach This metric is estimated.

**1,042** The total number of actions that people took on your Page and its posts, attributed to your ads.  
Page engagement

## Cost per result

25¢ per engagement (English) \$4.02 per 1,000 people reach (English)  
29¢ per engagement (Spanish) \$8.91 per 1,000 people reach (Spanish)



## LET'S CONNECT KC PUBLIC MEETING

**Come see initial design ideas**

**Tuesday, April 11, 2023**

**5 - 7 PM \*Presentation at 5:30 PM**

**The Gallery Event Space**

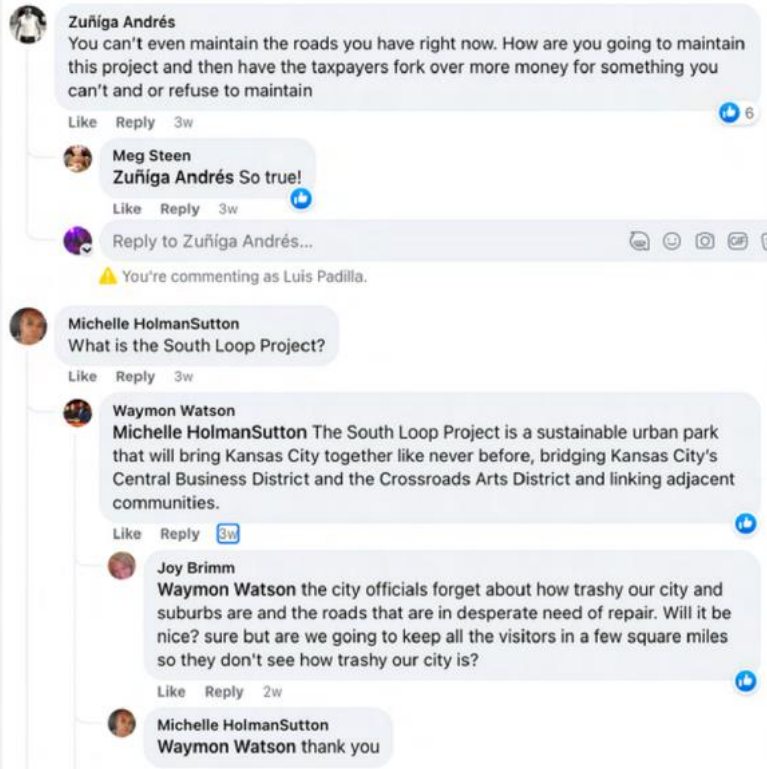
**61 E. 14th St., Kansas City, MO 64105**





# The South Loop Project

## Comments - English



A screenshot of a Facebook post showing a thread of comments. The comments are as follows:

- Zuñiga Andrés**: You can't even maintain the roads you have right now. How are you going to maintain this project and then have the taxpayers fork over more money for something you can't and or refuse to maintain. (6 likes)
- Meg Steen**: Zuñiga Andrés So true! (1 like)
- Michelle HolmanSutton**: What is the South Loop Project?
- Waymon Watson**: Michelle HolmanSutton The South Loop Project is a sustainable urban park that will bring Kansas City together like never before, bridging Kansas City's Central Business District and the Crossroads Arts District and linking adjacent communities. (3 likes)
- Joy Brimm**: Waymon Watson the city officials forget about how trashy our city and suburbs are and the roads that are in desperate need of repair. Will it be nice? sure but are we going to keep all the visitors in a few square miles so they don't see how trashy our city is? (1 like)
- Michelle HolmanSutton**: Waymon Watson thank you



A screenshot of a single Facebook comment:

- Reda Ibrahim** (Top fan): Waste of money (2 likes)



# The South Loop Project

## Comments - Spanish



**Zuñiga Andrés**

Ni pueden mantener las carreteras las calles si no los basuras como creen que pueden mantener este nuevo proyecto nomás están gastando dinero para gastarlo.



**Angelica Barragan**

Lo que me gustaría es que las carreteras estuvieran bien pavimentadas porque están llenas de huecos y uno cae con los carros cuando menos acuerdas y las llantas se explotan y los carros se destruyen eso si que me encargaría que arreglaran bien gracias

Like Reply 3w

→ Delfino Diaz replied · 1 Reply



**Elvira Arizmendi**  
Padrisimo

Like Reply 3w



**Eleazar Rodriguez**

Me gustaria Que quiten esos topes de concreto que pucieron a lo largo de las Truman y Otra's carreteras que ya no negocio at porque no at parqueo

Like Reply 3w



**Juana Martinez**

Las calles necesitan reparaciones y ni siquiera se preocupan por arreglar

Like Reply 3w



**Eleazar Rodriguez**

A mi me Gustaria que que modificaran el limite de las bolsas de basura porque son solo 2 el limite y las personas prefieren tirarla en parques y lotes baldillos y la Ciudad esta Que parese basurero

Like Reply 3w

Zuñiga Andres

They can't even maintain the roads, the streets, and the garbage, how can they think they can maintain this new project, they're just wasting money.

Angelica Barragan

What I would like is for the roads to be well paved because they are full of holes, and when we drive on them the cars and tires get damage. I would like them to fix that. Thanks.

Elvira Arizmendi

It would be great.

Eleazar Rodriguez

I would like them to remove those concrete buffers that they put along the Truman and other roads. There is no longer business because there is no parking.

Juana Martinez

The streets need to get fix, and they don't even care to do it.

Eleazar Rodriguez

I would like them to modify the limit of garbage bags because the limit is only 2 and people prefer to throw it in parks and vacant lots and the City is looking like a garbage dump.





# The South Loop Project

## Comments - Spanish



**Silvia Ruiz**

Yo prefiero k Recojan nas bolsas de basuras y muebles biejos k tienen en todas las calles. Es una verguensa esta ciudad ahí muncha basura por todas las calles y carreteras.por favor mas alluda para mantener la ciudad nas limpia.

Like Reply 3w



**Lencho Calderon**

Que reglem las calles kes tan muy jodidas por todas partes unos oyotes

Like Reply 3w

Silvia Ruiz

I prefer if they collect the garbage bags and old furniture that there is all over the streets. This city is a shame, there is a lot of garbage all over the streets and highways. Please go further to keep the city clean.

Lencho Calderon

Fix the streets, they are so bad, full of potholes



Fresco Marketing



Survey #2

## Phase 2

Objective - Engagement and Traffic





# South Loop Campaign

## Survey #2

A social media campaign was started to encourage individuals who missed the second public meeting to participate taking a survey online.

We used the social media accounts of the Downtown Council of Kansas City as our platforms.(Facebook and Instagram)

South Loop Project

**Dates** - April 12 - 25

**Goals** - Engagement and Traffic

- April 12 - Survey - Post / Engagement Ad and Traffic Ad #1
- April 18 - Survey - Post / Engagement Ad and Traffic Ad #2

**Channel** - Facebook & Instagram

**Call to Action** - Landing Page (<https://kcsouthloopproject.org>)

**Language** - English and Spanish

**Target** - Specific zip codes (Age 21-65+)

64101 - 64102 - 64105 - 64106 - 64108 - 64124 - 64126 - 64127

**Optimization** - After running the campaign for 7 days we adjusted and optimized the campaign changing the graphics and copy for the second week.

# The South Loop Project

Fresco Marketing

## Campaign - Engagement & Traffic

### Content

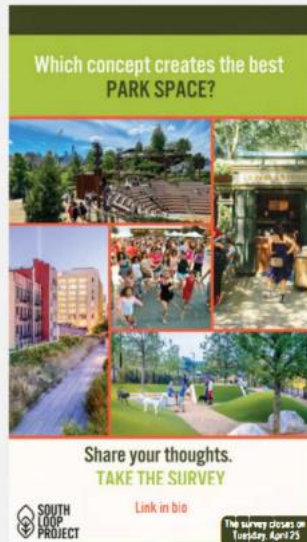
6 full screen images  
12 square images  
4 video

English & Spanish

### Call to Action

Landing Page

<https://kcsouthloopproject.org/publicmeeting2/>



### Copy 1 - Spanish

¡Queremos escuchar tu opinión!  
¡Ve la presentación sobre los posibles conceptos de  
diseño para el parque y contesta la encuesta!



### Copy 2 - English

Share your thoughts!  
Which concept creates the best park space?  
View the presentation video and then take the survey!



### Copy 2 - Spanish

¿Cuál concepto te gusta más para el parque en  
Downtown?  
Contesta la encuesta, queremos saber tu opinión.





# The South Loop Project

Fresco Marketing

## Ads Preview

**Downtown Kansas City**  
Sponsored · 🌐

We want to hear your opinion!  
Watch the presentation about the possible design concepts for the park and ...See more



Which concept creates the best **PARK SPACE**?  
Watch the presentation, learn more & take the survey

**Downtown Kansas City**  
Landmark & Historical Place

LEARN MORE


👍👎🗨️ Sean Mims a... 3 comments 2 shares

English

Spanish

**Downtown Kansas City**  
Sponsored · 🌐

¿Cuál concepto te gusta más para el parque en Downtown?  
Contesta la encuesta, queremos ...See more



¿Cuál concepto te gusta más para el **PARQUE**?  
Ve la presentación y contesta la encuesta

**Downtown Kansas City**  
Landmark & Historical Place

LEARN MORE

👍👎🗨️ Rosario Orrego an... 1 comment 1 share

Instagram Stories



Learn more

Facebook Stories



Learn more

Instagram Reels

Reels



Learn more

Facebook Reels



Learn more

Facebook Feeds

**Downtown Kansas City**  
Sponsored · 🌐

Which concept creates the best park space?  
In case you missed it, view the presentation video and then take the survey!



Which concept creates the best **PARK SPACE**?  
Watch the presentation, learn more & take the survey

LEARN MORE

surveymonkey.com  
Share your thoughts!  
Take the survey!

Instagram Feed

**Downtown Kansas City**  
Sponsored




Which concept creates the best **PARK SPACE**?  
Watch the presentation, learn more & take the survey

LEARN MORE

Facebook Marketplace

**Downtown K...**  
Sponsored



Which concept creates the best **PARK SPACE**?  
Watch the presentation, learn more & take the survey

Share your thoughts! ...

Facebook Video feeds

**Downtown Kansas City**  
Sponsored · 🌐



Which concept creates the best **PARK SPACE**?  
Watch the presentation, learn more & take the survey

Share your thoughts!  
Which concept creates the best park space?  
In case you missed it, view the ...See more

LEARN MORE

# The South Loop Project

## Engagement and Traffic Results

**56,459**  
impressions

The number of times your ads were on screen.

**27,032**  
reach

The number of accounts that saw your ads at least once. This metric is estimated.

**541**  
Page engagement

The total number of actions that people took on your Page and its posts, attributed to your ads.

**1,047**  
Clicks

The number of clicks on the ads.

**187**  
Link Clicks

The number of clicks on links within the ad that led to advertiser-specified destinations. (Landing Page)



Which concept creates  
the best **PARK SPACE?**

Watch the presentation,  
learn more &  
take the survey

## Cost per result

33¢ per engagement (English)

1.60 per link click (English)

37¢ per engagement (Spanish)

\$2.56 per link click (Spanish)





# The South Loop Project

## Comments - English



**Zúñiga Andrés**

No, why don't you maintain what you have right now. Please fix the potholes, fix the trash and then we can talk about expanding. Until then m, don't take any of my tax dollars and waste it.

Like Reply Hide 2w



**Jack Welchon**

Sounds like another money sucking boondoggle that 99% if the city wants no part of. Like lite rail.

Like Reply Hide 2w



**Robert Wade**

Money better spent elsewhere in the city were the needs are MUCH greater. The city has written off the East Side for years... dating back into the early 60's. Drive through Blue Valley park and see the huge boulders they have piled all along the roads so you can't stop and use the park. Look at all the vacant decaying buildings on the East side that have sat there burned out and vacant for years. Handle EXISTING infrastructure first before adding an unneeded park over an interstate.

Like Reply Hide 2w



**Eleazar Rodriguez**

How come they aloud build in the space of the river were family's used to go with children's now is full of dog poop and apartments complex people used to go and watch 4 of July fireworks now is a disaster, now douse concrete blocks along Truman rd and other s streets of kcmo affected businesses there is no parking space we need to change all that so the community can enjoy and not be pushed inside doors

Like Reply Hide 1w



**Robert Wade**

NOT over the 670 section of the interstate down town. They need to do work on the existing parks so they can be used. They have a lot of the roads in Blue Valley park blocked off on the sides by big rocks, limiting were you can park and actually USE the park instead of just driving through.. One shelter house collapsed a couple of years ago and was not replaced.. NO picnic tables except at the main shelter house there.. They DID put in a spray park years ago and the main shelter house has tables but that is about it for that big park. The state does stock the lake each year with catfish, but that is not the city doing it.

Like Reply Hide 1w



# The South Loop Project

Fresco Marketing

Comments - Spanish



Daniel Gonzalez

Eliminar o tapar el I35 dejaria mas problemas y mas gastos

Daniel Gonzalez

Removing or covering the I35 would create more problems and more expenses





Fresco Marketing



**SOUTH  
LOOP  
PROJECT**

*Thank you*  
**gracias**



# South Loop Project

## Public Meeting #3 Summary



### Introduction

As the South Loop Project progressed, the time had come to reveal the latest park design concept to community members. Public engagement has been integral to the park design process and feedback previously collected at two public meetings, through surveys, and at over 20 neighborhood meetings and community events has helped identify a community-oriented vision, as well as priorities for potential features and amenities.

A crowd of people attended the third in-person public meeting hosted in collaboration with the three project partners on Tuesday, September 19, 2023. The project partners are Port KC, Downtown Council of Kansas City (DTC), and the City of Kansas City, Missouri.

Similar to the second public meeting, the project team presented an in-depth overview of the park design concept, played a flyover animation video, and displayed informational boards placed around the room. Before and after the 30-minute formal presentation, project team members were available for media interviews and to talk through the boards and answer questions with community members. This summary details information about the in-person, public meeting presentation, promotion and survey.

### Public Meeting #3 Overview

Over 160 people attended the third in-person public meeting and 37 completed general comment cards at the meeting. Public Meeting #3 was held from 5-7 p.m. on Tuesday, September 19, 2023, at The Gallery event space located at 61 E 14th St., Kansas City, MO 64105. After the meeting, a video recording of the presentation was uploaded to YouTube and posted on the project website. As of September 21, 2023, (only 36 hours later) the video has over 570 views.

The purpose of Public Meeting #3 was to:

- Present the latest park design concept.
- Gather general feedback and reactions to the updated design.
- Record and share the presentation for those who were unable to attend.

At the in-person meeting, elected officials, potential donors, and members of the Founders Group (business owners





around the perimeter of the project area) were invited for a sneak peek with the project team at 4 p.m., doors opened to the public at 5 p.m., and a 30-minute formal presentation began at 5:30 p.m.

Attendees were able to view multiple informational boards that covered the following topics:

- Project overview
- Evaluating alternatives
- Latest design concept overview
- Concepts for the park structures
- Block layouts and details
- Project schedule
- Project boundaries and site map
- What is NEPA?
- What is an Environmental Assessment?
- NEPA process
- Environmental evaluations
- Purpose and Need

### Public Feedback from Public Meeting #3



### Comments from Public Meeting #3 Attendees

At the public meeting, attendees could react to the updated design and submit feedback on a general comment card in English and Spanish. A total of 37 general comment cards were submitted. *Comments submitted verbatim are available in Appendix A.*

## Public Meeting Promotion

The public meeting was promoted the following ways:

- Print postcard invitations
    - Sent through postal mail directly to approximately 6,919 residents and businesses zip-code targeted in the Central Business District and Crossroads area
  - Paid social media campaign through the Downtown Council of Kansas City Facebook and Instagram accounts
  - A media alert distributed by the City of Kansas City to news outlets
  - Three dedicated emails sent through MailChimp
  - A promotional toolkit with content and digital graphics emailed to key target audiences to share through their communications channels to reach their constituents:
    - Neighborhood groups
    - Community organizations
    - City Council members and their aides
    - Update Meeting members
    - Project team members
- *The outreach tracker for public meeting and survey promotions is available in Appendix B.*
- Invitation content and directions to the venue in English and Spanish on the project website (<https://kcsouthloopproject.org/publicmeeting3/>)



Postcard front



Postcard back



## Paid Social Media Campaign

Continuing effective efforts from Public Meeting #1 and #2, a paid social media campaign was launched to increase awareness about the public meeting. *The paid social media campaign report is available in Appendix C.*

## Emails

People can opt-in to receive news and notices through the South Loop Project website. Three dedicated emails were sent to promote the public meeting, and for those who were unable to attend an email was sent the next day with the video presentation link. *The information below is as of Thursday, September 21, 2023.*

- [September 5, 2023](#)
  - 677 recipients
  - 52.2% opens (347)
- [September 12, 2023](#)
  - 684 recipients
  - 49.9% opens (337)
- [September 18, 2023](#)
  - 684 recipients
  - 46% opens (314)
- [September 20, 2023](#)
  - 699 recipients
  - 43.7% opens (304)

## Toolkit

Repeating prior strategies, a promotional toolkit with content and digital graphics was emailed to the project team, three project partners, City Council members and their aides, Update Meeting members, and approximately 170 key target audiences to help distribute information.

The toolkit included:

- Email/newsletter content
- A statement and contact information if someone wanted to make a reasonable request for an accommodation
- Two digital graphics sized for social media channels (1200x600 px, and 1080x1080 px)
  - Facebook, Twitter (X), LinkedIn, Instagram, email, website
- Customizable social media posts

Examples of earned media promotion include:

**New details released on Kansas City's South Loop Project over Interstate 670**

KMBC 9, reporter Brian Johnson

<https://www.kmbc.com/article/new-details-released-on-kansas-city-missouri-south-loop-project-over-interstate-670/45214183>

**How South Loop Project construction in Kansas City could happen**

Fox 4 KC, reporter Kevin Barry

<https://fox4kc.com/news/how-south-loop-project-construction-in-kansas-city-could-happen/>

**Planners reveal park design for South Loop Project following community feedback**

KSHB 41, reporter Ju Yeon Kim and Grant Stevens

<https://www.kshb.com/news/local-news/planners-reveal-park-design-for-south-loop-project-following-community-feedback>

**Detailed renderings reveal vision for green space covering I-670 through downtown KC**

KCTV 5, reporter Betsy Webster

<https://www.kctv5.com/2023/09/20/detailed-renderings-reveal-vision-green-space-covering-i-670-through-downtown-kc/>

**South Loop Link event digs deeper into park's potential design [RENDERINGS]**

KC Business Journal, reporter Thomas Friestad

<https://www.bizjournals.com/kansascity/news/2023/09/20/south-loop-link-open-house-park-design-layout.html>

**South Loop Park Plan Progresses, \$90M Raised, Goal to Open 2026**

CitySceneKC, reporter Kevin Collison <https://cityscenekc.com/south-loop-park-planning-progresses-90m-raised/>

**See the newest renderings for the South Loop Project**

KCtoday, reporter Bella Rainey

[https://kctoday.6amcity.com/development/newest-renderings-south-loop-project?utm\\_term=kctoday&utm\\_campaign=daily-newsletter&utm\\_medium=newsletter&utm\\_source=kctoday&utm\\_content=kctoday](https://kctoday.6amcity.com/development/newest-renderings-south-loop-project?utm_term=kctoday&utm_campaign=daily-newsletter&utm_medium=newsletter&utm_source=kctoday&utm_content=kctoday)





# Paid Social Media Campaign Report

September 5 - 19, 2023

Public Meeting #3

South Loop Project



**SOUTH LOOP PROJECT**

**Reveal of the latest  
park design concept**

**Tuesday, September 19, 2023**  
**5:00-7:00 PM • Presentation at 5:30 PM**  
**The Gallery Event Space**  
**61 E. 14th St., Kansas City, MO 64105**  
[kcsouthloopproject.org](https://kcsouthloopproject.org)

Fresco Marketing



Public Meeting #3

Objective - Engagement and Awareness





# South Loop Campaign

## Public Meeting #3

A social media campaign was started to encourage individuals to attend the South Loop Project open house on September 19 at The Gallery Event Space

We used the social media accounts of the Downtown Council of Kansas City as our platforms.(Facebook and Instagram)

South Loop Project

**Dates** - September 5 - 19

### Timeline

- September 5 - Public Meeting - Post / Engagement Ad and Awareness Ad #1
- September 12 - Public Meeting - Post / Engagement Ad and Awareness Ad #2

**Goals** - Engagement, Awareness and Traffic

**Channel** - Facebook & Instagram

**Call to Action** - Landing Page - <https://kcsouthloopproject.org/publicmeeting3/>

**Language** - English and Spanish

**Target** - Specific zip codes (Age 21-65+)  
64101 - 64102 - 64105 - 64106 - 64108 - 64124 - 64126 - 64127

# The South Loop Project

## Campaign - Public Meeting #3

### Content

- 1 full screen images
- 1 square images
- 1 Cover image
- 1 video

English & Spanish

### Call to Action

Landing Page

<https://kcsouthloopproject.org/publicmeeting3/>

### Copy - English

Are you ready?

After months of collecting community feedback and technical work, the South Loop Project team is excited to unveil the latest park design concept.

Join us for an in-depth overview at the next in-person public meeting on Tuesday, September 19, from 5-7 p.m. at The Gallery Event Space. #southloopproject



### Copy - Spanish

¿Estás listo?

Después de meses de trabajo y analizar los comentarios de la comunidad, el equipo del Proyecto South Loop se complace en presentar el último concepto de diseño para el parque.

Te esperamos en la próxima reunión pública (en persona) el martes 19 de septiembre de 5 a 7 p.m. en The Gallery Event Space.



# The South Loop Project

## Ads Preview

**Downtown Kansas City** Sponsored

South Loop Project!  
Check out the latest park design concept.

Join us for an in-depth overview at the next public meeting on Tuesday, September 19th from 5-7pm at The Gallery Event Space.  
#parkdesign #southloopprojectkc

**SOUTH LOOP PROJECT**  
Reveal of the latest park design concept

Tuesday, September 19, 2023  
5:00-7:00 PM • Presentation at 5:30 PM  
The Gallery Event Space  
61 E. 14th St., Kansas City, MO 64108  
[ksouthloopproject.org](https://ksouthloopproject.org)

MESSANGER

SEND MESSAGE

You and 11... 8 comments 15 shares

English

Spanish

**Downtown Kansas City** Sponsored

¿Estás listo?  
Después de meses de trabajo y analizar los comentarios de la comunidad, el ...See more

**SOUTH LOOP PROJECT**  
Reveal of the latest park design concept

Tuesday, September 19, 2023  
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The Gallery Event Space  
61 E. 14th St., Kansas City, MO 64108  
[ksouthloopproject.org](https://ksouthloopproject.org)

**Downtown Kansas City**  
Landmark & Historical Place

LEARN MORE

21 2 shares

Instagram Stories

**Downtown Kansas City** Sponsored

**SOUTH LOOP PROJECT**  
Reveal of the latest park design concept

Tuesday, September 19, 2023  
5:00-7:00 PM • Presentation at 5:30 PM  
The Gallery Event Space  
61 E. 14th St., Kansas City, MO 64108  
[ksouthloopproject.org](https://ksouthloopproject.org)

Are you ready?  
After months of collecting co... more

Learn more

Facebook Stories

**Downtown Kansas City** Sponsored

**SOUTH LOOP PROJECT**  
Reveal of the latest park design concept

Tuesday, September 19, 2023  
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The Gallery Event Space  
61 E. 14th St., Kansas City, MO 64108  
[ksouthloopproject.org](https://ksouthloopproject.org)

Are you ready?  
After months of collecting... More

Learn more

Instagram Reels

**SOUTH LOOP PROJECT**  
Reveal of the latest park design concept

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[ksouthloopproject.org](https://ksouthloopproject.org)

Learn more

Facebook Reels

**Downtown Kansas City** Sponsored

**SOUTH LOOP PROJECT**  
Reveal of the latest park design concept

Tuesday, September 19, 2023  
5:00-7:00 PM • Presentation at 5:30 PM  
The Gallery Event Space  
61 E. 14th St., Kansas City, MO 64108  
[ksouthloopproject.org](https://ksouthloopproject.org)

Are you ready?  
After months of collecting community... more

Learn more

Facebook Feeds

**Downtown Kansas City** Sponsored

Are you ready?  
After months of collecting community feedback and technical work, the ... See more

**SOUTH LOOP PROJECT**  
Reveal of the latest park design concept

Tuesday, September 19, 2023  
5:00-7:00 PM • Presentation at 5:30 PM  
The Gallery Event Space  
61 E. 14th St., Kansas City, MO 64108  
[ksouthloopproject.org](https://ksouthloopproject.org)

Attend the Public Meeting  
Reveal of the latest park ...

Learn more

Instagram Feed

**Downtown Kansas City** Sponsored

**SOUTH LOOP PROJECT**  
Reveal of the latest park design concept

Tuesday, September 19, 2023  
5:00-7:00 PM • Presentation at 5:30 PM  
The Gallery Event Space  
61 E. 14th St., Kansas City, MO 64108  
[ksouthloopproject.org](https://ksouthloopproject.org)

Learn more

Instagram Profile feed

**Downtown Kansas City** Sponsored

**SOUTH LOOP PROJECT**  
Reveal of the latest park design concept

Tuesday, September 19, 2023  
5:00-7:00 PM • Presentation at 5:30 PM  
The Gallery Event Space  
61 E. 14th St., Kansas City, MO 64108  
[ksouthloopproject.org](https://ksouthloopproject.org)

Learn more

Facebook Marketplace

**Downtown Kansas City** Sponsored

**SOUTH LOOP PROJECT**  
Reveal of the latest park design concept

Tuesday, September 19, 2023  
5:00-7:00 PM • Presentation at 5:30 PM  
The Gallery Event Space  
61 E. 14th St., Kansas City, MO 64108  
[ksouthloopproject.org](https://ksouthloopproject.org)

Attend the Public Mee...

# The South Loop Project

## Awareness and Engagement Results

**105,294**  
impressions

The number of times your ads were on screen.

**60,635**  
reach

The number of accounts that saw your ads at least once.  
This metric is estimated.

**912**

Page engagement

The total number of actions that people took on your Page and its posts, attributed to your ads.

## Cost per result

28¢ per engagement (English)    \$2.84 per 1,000 people reach (English)  
81¢ per engagement (Spanish)    \$6.55 per 1,000 people reach (Spanish)



**SOUTH LOOP PROJECT**

**Reveal of the latest  
park design concept**

**Tuesday, September 19, 2023**  
**5:00-7:00 PM** \* Presentation at 5:30 PM  
**The Gallery Event Space**  
61 E. 14th St., Kansas City, MO 64105  
[kcsouthloopproject.org](http://kcsouthloopproject.org)





# The South Loop Project


## Comments - English


All comments ▾


 **Simon Ochieng** · Follow  
Lift up the curtain 🙌👍 2  
Like Reply Hide 1w

 **Ron McLinden**  
What does MoDOT have to say about this? You'll be building on their right of way, and seriously disrupting traffic in the process. #rmslp 14sep10am  
Like Reply Hide 1w

 **Ron McLinden**  
Need to redirect all this enthusiasm and resources and make "Grand Boulevard of the Americas" something DTC can be proud of! #rmslp 12sep10pm  
Like Reply Hide 1w Edited 4

 **Thomas Bosilevac**  
**Ron McLinden** you are not wrong  
Like Reply Hide 1w

 **Tara Zimmerman**  
**Ron McLinden** agree north of crown center looks horrible  
Like Reply Hide 1w

 Reply to Ron McLinden...

 **Chieu Linh Nguyen**  
South Loop Projectkc  
Like Reply Hide 1w

 **JB McDannold**  
This project include more hotel space for the World Cup games to be played in KC? How about a light rail to Arrowhead? If you want to dream then at least have them be purposeful.

 **Scott A. Wade**  
LILIWAS'TE YELLO!!!! Lakota for OH YIPPIE!!! MORE overpriced Apts that only the trust fund set can afford and working people cant!!!  
Like Reply Hide 1w

 **Susan Pett Scott**  
Will this event be recorded? and available for public viewing?

 **Ron McLinden**  
To reach the park you'll have to cross Truman Road North Drive or Truman Road South Drive, streets that function as on/off ramps for I-670. #rmslp xrmslp 10sep6pm  
Like Reply Hide 2w Edited

 **Ron McLinden**  
Seriously, capture just a little bit of the creative energy behind making The Plaza more walkable, and with half the estimated cost of the SLP we could make Grand worthy of the "Grand Boulevard of the Americas" that its street name signs proclaim it to be. #makegrandgrand #rmslp xrmslp 10sep7pm  
Like Reply Hide 2w Edited

 **Ron McLinden**  
"...almost five acres of actively programmed public space..." Nice, but the almost five acres will be carved up into four fragments. Moving between them will require crossing north-south streets. Beg buttons? Frogger? #rmslp xrmslp 17sep2pm  
Like Reply Hide 1w Edited

 **Ron McLinden**  
Wouldn't you think the Downtown Council could get behind making "Grand Boulevard of the Americas" truly grand? #makegrandgrand #rmslp xrmslp 10sep8pm



# The South Loop Project

## Comments - English

All comments ▾



Sierra Dominiak  
Andrea Buettner Wardell Kelsee Pietz

Like Reply Hide 2w



Ron McLinden

I saw the presentation at the @KCLibrary on July 19. Before it started I commented to somebody that I was skeptical. Said a man standing nearby, "It's good to be skeptical." That man turned out to be no less than the City Engineer, one of the presenters! #rmslp 10sep8pm upd 23sep10pm

Like Reply Hide 2w Edited



Chris Stephens

Ron McLinden skeptical on the design or the funding and completion of project? I'm assuming they are using a similar model as the Dallas one?

Like Reply Hide 1w



Ron McLinden

Chris Stephens How is SLP similar to Dallas? How is it different? #rmslp 17sep4pm

Like Reply Hide 1w



Ron McLinden

Chris Stephens . I looked at Klyce Warren Park in Dallas via Google Street View. I'm not impressed. At least they didn't try to cover every square inch with something or other, and create a "First Friday" atmosphere seven days a week. The center of KWP is an open field, big enough for a pick-up soccer game. #rmslp 22sep10pm

Like Reply Hide [Send message](#) 1d



Trisha Thomas

Matthew J. Scott

Like Reply Hide 1w



Reda Ibrahim

Waste of money!!

Like Reply Hide 1w



Ron McLinden

Yeah, but will it have a ferris wheel? No matter, DTC can add a roller coaster. That'd be more fun than a ferris wheel anyway. #rmslp 10sep8pm

Like Reply Hide 2w Edited

↳ Ron McLinden replied · 2 Replies



Elaine Harryman

No

Like Reply Hide 2w





Fresco Marketing



**SOUTH  
LOOP  
PROJECT**

*Thank you*  
**gracias**

