



## Downtown Community Improvement District

2021 - 2022 ANNUAL REPORT KANSAS CITY, MISSOURI



# DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT

The Downtown Community Improvement District (DCID) is celebrating its 20th anniversary of service in 2022 as a private, nonprofit organization dedicated to maintaining a clean, safe, green, and economically healthy Central Business District every single day.

The DCID mission is achieved by safety, maintenance, horticulture, and streetcar ambassadors who are dedicated to the district and the people and businesses who call it home... in good times and in pandemic ones.

When Mayor Quinton Lucas issued the City's first COVID-19 stay-at-home order in March 2020, DCID leaders and Ambassadors "rolled up their sleeves," donned their mask, and focused on job #1 - the neighborhoods. The DCID dispatched its Ambassadors to serve as essential frontline responders to ensure the health, safety, and well-being of the people, businesses, and visitors in the heart of Downtown KC.

DCID front-line workers tended to their traditional duties, along with a raft of new responsibilities prompted by public health needs, such as cleaning details for Ride KC and KC Streetcar stops; establishment of portable restrooms for the homeless; and maintaining the peace in the face of pandemic-related downsizing of city jails and shelters that contributed to a swell of homelessness, including an urgent need for leadership at the Scott Eicke Warming Center at Bartle Hall.

When so many lacked resources, the Ambassadors remained committed to work with community leaders for short- and long-term solutions to find safe, quality, and warm housing for those in need.

Throughout it all - in good times and tough ones - Downtown property owners, tenants, visitors, residents, employers, workers, and streetcar riders can take comfort in knowing the Ambassadors are there for you and your neighbors.







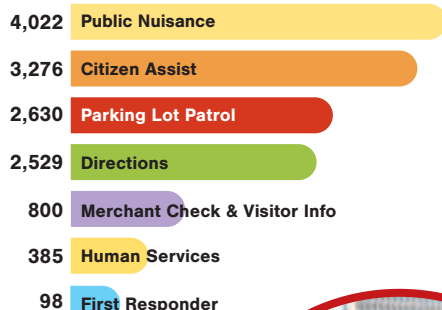
## Job #1 - Daily commitment to clean & SAFE services

DCID Public Safety Ambassadors are dedicated to maintaining a strong and comforting presence in the Central Business District every day.

The “bumble bees” patrol the district, including RideKC and KC Streetcar stops, the Central Library, public spaces - including Oppenstein Park, Ilus Davis Park and Barney Allis Plaza, -streets, parking lots, and special events, while meeting and welcoming business owners, employees, residents, and visitors of all ages.

Ambassadors are dedicated to ensuring a safe environment, and serve as a first point of contact for emergency needs; maintain order; and deter crime through neighborhood coverage and visibility. The DCID values its partnerships with the Kansas City Police Department (KCPD) and other law enforcement agencies in the quest to maintain a low crime rate.

### Statistical Highlights: Safety Services Calendar Year 2021



## Job #1 - Daily commitment to CLEAN & safe services

The DCID is equally committed to cleaning and maintaining the Central Business District every day. Public Maintenance Ambassadors are dedicated to keeping streets and parks clean, friendly, and welcoming.

Ambassadors sweep sidewalks at least twice daily; pick up trash of all shapes and sizes; maintain a zero-tolerance policy on graffiti, including stickers and illegal posters; maintain a close watch over the RideKC bus and KC Streetcar stops; and report deteriorating and broken infrastructure to the City's 311 Action Center, thus striving for consistent service to district stakeholders.

### Statistical Highlights: Maintenance Services Calendar Year 2021

**1,333**  
Graffiti Tags  
Removed

**11,539**  
Trash Bags  
Collected

## Putting our GREEN Thumbs to Work

Horticulture services abound in large and small pockets of KC's urban corridors thanks to the green thumbs of the DCID Landscape Ambassadors.

Their focus is on flowers, trees, and streetscape, as they accentuate nature's beauty in Downtown's public right of way.

In addition to daily horticulture services, Ambassadors regularly perform weed abatement in the public right of way along sidewalks and curbs, tree pruning, tree grate and tree well maintenance, and maintaining select landscape areas throughout the district.

## RIDE: All Aboard the KC Streetcar

Thanks to an ongoing agreement between the KC Streetcar Authority and the Downtown and River Market CIDs, Ambassadors have provided safety and way-finding duties via the KC Streetcar since day one.

Beginning with the Streetcar grand opening on May 6, 2016, at least one DCID Ambassador is aboard one streetcar per shift seven days a week. Today, with six vehicles, 2.2 miles of route, and four Central Business District stops, the KC Streetcar has provided and the CID Ambassadors have kept watch over **10 million** rides since the very beginning.

## Striving for Greater EFFICIENCY

The Downtown CID works in close collaboration with EB Systems to raise the bar on the efficiency of Ambassadors' reporting duties.

Based in Kansas City, Electronic Beacon (EB) Systems is an industry leader in mobile apps, Bluetooth technology, and proprietary Beacon Reader technology.

EB Systems now provides 70 cell phones to enable the Ambassadors with customized reporting tools for the DCID/RMCID/Central Library districts; a time clock for payroll purposes; and a visual data analytics platform based on the sectors in the district.

## Comprehensive TRAINING

The DCID is committed to the development of its Ambassadors through year-round comprehensive training, including these programs and classes over the last year:

- Bicycle Safety
- Bloodborne Pathogen Handling Certification
- CPR & First Aid Certification
- Interviewing and Ambassador Coaching
- Introduce/Refresh DCID services to property owners & business managers
- Streetcar Track Access Training by KC Streetcar Authority
- Training Safety Ambassadors for their Class A Certification
- WatchKC video monitoring training via the Kansas City Police Department



## DCID Off-Duty Police Coverage

The DCID has turned an important corner on the long-standing challenge of overnight safety and security services.

Thanks to a partnership with the Kansas City Police Department (KCPD) beginning in October 2020, the DCID contracts for off-duty officers to patrol in the Central Business District late at night and early mornings ... outside of traditional Ambassador shifts.

“The overnight agreement provides for greater peace of mind for Downtown ratepayers,” said Santos Ramirez, DCID director of operations.

Not only do the off-duty officers reduce response times for overnight calls, Ramirez said, but the agreement also leads to an increased presence of KCPD officers in the Central Business District.

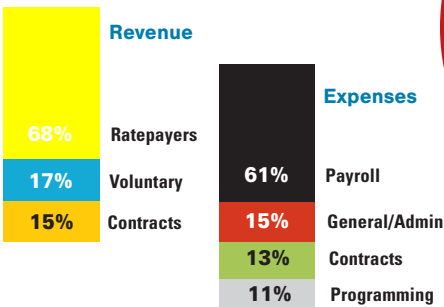
“This is a win-win-win situation for Downtown ratepayers, KCPD officers, and DCID Ambassadors,” Ramirez said. “That adds up to a great solution for all.”

## COMMUNICATIONS & MARKETING

... *for property owners, employers, workers, residents, riders, visitors & the public*

- Alerts, events, news stories, traffic notices via the Morning Scoop and social media channels
- Annual Reports for the DCID and the Downtown Community Services Center
- Bumblebee mobile kiosk provides homeless services information, along with retail and restaurant resources and directions
- DCID resources on DowntownKC.org
- Dine KC map + guide to Downtown KC restaurants / attractions
- Digital directory of retail services in and around the Central Business District
- Maps – digital (and print) maps to Downtown dining, parking, retail, trails
- Organizational support for Central Business District businesses and residents, 816 Day, KC Restaurant Week, KC Streetcar activities and other events upon request
- Social media communications & promotion of Downtown KC area events

## Budget: DCID 2021 / 2022







## Outreach Services for the HOMELESS

The Community Improvement Districts are working with the City of Kansas City, MO to make sure unhoused residents have safe, warm shelter during extreme weather events not only for themselves, but also their belongings.

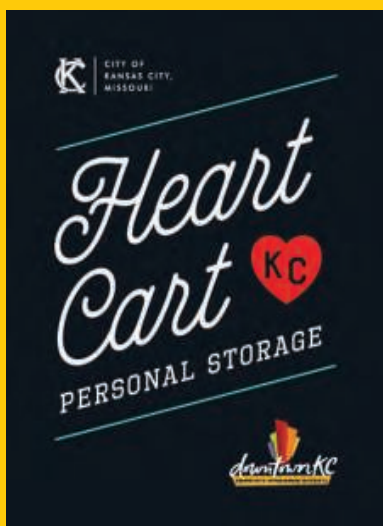
The new **“Heart Carts”** concept was introduced in January 2022 during a news conference at Ilus Davis Park, across from City Hall.

“We have been listening to the community, and seeking innovative ways to help those in need,” said Fifth District City Councilwoman Ryana Parks-Shaw, who chairs the Mayor’s Houseless Task Force. “The Heart Cart symbolizes our concern, while solving a problem in a very practical way.”

The innovative Heart Cart concept was inspired by Wallace James, Human Services Coordinator for the CIDs.

The City is providing 70 personal storage carts for people to use and the Downtown Council is providing a secure facility for cart storage. This resource is part of the city’s Extreme Weather Activation Plan.

“The Community Improvement District, Downtown Council, and our Human Service Provider Partners have been involved with providing solutions for our homeless community for over 13 years,” said Sean O’Byrne, vice president of the DTC. “This storage idea and facility is one more dignified way to approach the issue of homelessness and provide the ability to reach basic services.”



James said the program intends to help those who seek shelter during extreme weather, by providing a safe place for their personal belongings to be protected.

“This is a great way to give people experiencing homelessness peace of mind and a dignified way to store their possessions,” James explained. “Imagine how difficult it would be to go to your doctor’s appointment or go to the DMV with all of your belongings. This much needed storage option removes a challenging barrier when trying to help individuals get housed.”

This pilot program is one of many solutions that the CIDs and the City are working on to address housing insecurity, affordable housing and issues facing our houseless community.

**To learn more about the homeless outreach efforts of the Community Improvement Districts, contact Sean O’Byrne at [sean@downtownkc.org](mailto:sean@downtownkc.org).**



**'CID Ambassadors are dedicated to elevating the Central Business District and benefiting the businesses, residents, and visitors of our City Center.'**

- Sean O'Byrne, Executive Vice President, DCID

*The 2021 Leadership Team for the Downtown and River Market CIDs: Left to right: Mark Rowlands, director of contracts, Justin Tatum, communications manager, Ronell Bailey, landscape supervisor, Corey Scullin, library safety supervisor, Sheila Tatum, maintenance supervisor, Santos Ramirez, director of operations, Sean O'Byrne, executive director, Frank Jackson, safety supervisor.*

