



River Market Community Improvement District

2021 - 2022 **ANNUAL REPORT** KANSAS CITY, MISSOURI



RIVER MARKET COMMUNITY IMPROVEMENT DISTRICT



The River Market CID (RMCID) begins its 16th year of service in 2022 as a private, nonprofit organization dedicated to maintaining a clean, safe, green, and economically healthy River Market District every single day.

The RMCID 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, RMCID leaders and Ambassadors "rolled up their sleeves," donned their masks, and focused on job #1 - the neighborhood. The RMCID 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 River Market.

The RMCID 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 in the River Market area.

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 - River Market area property owners, tenants, visitors, residents, employers, workers, and streetcar riders can take comfort in knowing the RMCID Ambassadors are there for you and your neighbors every day.





Job #1 - Daily commitment to clean & SAFE services

RMCID Public Safety Ambassadors are dedicated to maintaining a strong and comforting presence in the River Market every day.

The “bumble bees” patrol the district, including the City Market, RideKC and KC Streetcar stops, public spaces, streets, parking lots, and events, as well as Port KC property, while meeting and welcoming business owners, employees, residents, and visitors of all ages.

RMCID 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 RMCID 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

1,128	Public Nuisance
853	Parking Lot Patrol
495	Human Services
292	Merchant Check & Visitor Intro
113	Citizen Assist
76	Directions
23	First Responder



Job #1 - Daily commitment to CLEAN & safe services

The RMCID is equally committed to cleaning and maintaining the River Market area 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 Port KC properties; 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

1,420
Graffiti Tags
Removed

3,875
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 RMCID Landscape Ambassadors. Their focus is on flowers, trees, and streetscape, as they accentuate nature's beauty in the River Market'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.

Special Accomplishments Include:

- Replace trees - as needed - in tree wells throughout the district
- Wrought iron tree enclosure installation and maintenance in the River Market
- Landscape improvements on Second Street

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 RMCID Streetcar Ambassador is aboard one streetcar per shift seven days a week. Today, with six vehicles, 2.2 miles of route, and three River Market stops, the KC Streetcar has provided and the RMCID Ambassadors have kept watch over nearly **10 million** rides since the very beginning.

Striving for Greater EFFICIENCY

The River Market 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/Port KC districts; a time clock for payroll purposes; and a visual data analytics platform based on the sectors in the district.

Comprehensive TRAINING

The RMCID 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 RMCID 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



RMCID Off-Duty Police Coverage

The RMCID 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 RMCID contracts for off duty officers to patrol in the River Market District late at night and early mornings ... outside of traditional Ambassador shifts.

"The overnight agreement provides for greater peace of mind for River Market ratepayers," said Santos Ramirez, RMCID 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 River Market.

"This is a win-win-win situation for River Market ratepayers, KCPD officers, and RMCID Ambassadors," Ramirez said. "That adds up to a great solution for all."

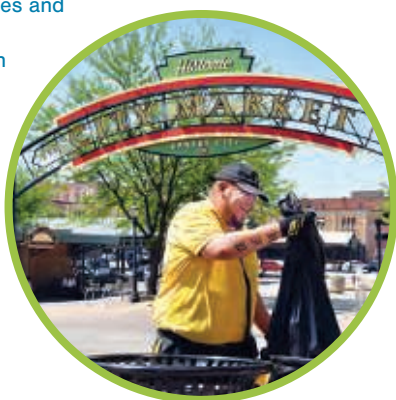
COMMUNICATIONS & MARKETING

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

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

Budget: RMCID 2021 / 2022

Revenue		Expenses	
54%	Ratepayers	42%	Payroll
37%	Contracts	49%	Contracts
9%	Voluntary	7%	Programming
		2%	General/Admin





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.

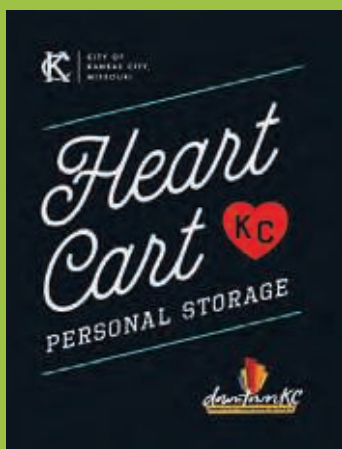
The new “Heart Carts” concept was introduced in January 2022 during a news conference at Ilus Davis Park, across from City Hall.

“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.



‘CID Ambassadors are dedicated to elevating the River Market District and benefiting the businesses, residents, and visitors of this wonderful community.’

- Sean O'Byrne, Executive Vice President, RMCID

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.*

