

Strategies for MARC's Program Goals

This document lists strategies to accompany each of MARC's seven Program Goals. These strategies are based on adopted local and regional plans, as well input from the Strategic Planning Working Group and MARC's committees, staff, and constituents.

The MARC Board adopted the Strategic Planning Framework and associated strategies in January, 2009. MARC staff will continue working with its staff and committee members to refine and develop additional detail related to each strategy, including action items, indicators, ways in which the strategies support and contribute to sustainability, and how the strategies coordinate and align with the adopted work of MARC and local governments.

Environment

MARC will advance policies and programs that maximize efficient use of resources; increase energy efficiency; improve environmental quality; preserve, protect and restore natural assets; and support reduction of the region's contribution to climate change.

1. Encourage the protection and restoration of the natural environment, including wildlife habitat, native landscapes, farmland, waterways, recreational open space and interconnected greenways.
2. Collaborate with public, private and community organizations to reduce the region's impact on climate change.
3. Promote increased energy efficiency and the use of clean, renewable energy.
4. Promote a regional solution to future solid waste challenges and encourage local governments, residents and businesses to minimize the flow of waste to landfills by promoting the reduction, reuse and recycling of waste.
5. Work with local governments and other organizations to develop and implement stormwater and wastewater management solutions that protect water quality and reduce flooding.
6. Improve the region's air quality to protect the public's health and natural resources.

Transportation

MARC will advance policies and programs that achieve a safe, balanced, regional multi-modal transportation system that integrates land use planning, supports equitable access to opportunities, and protects the environment.

[Note: The Transportation Program Goal and Strategies have been revised to reflect the draft Transportation Vision and Transportation System Goals included in the *Transportation Outlook 2040* policy framework.]

1. Maximize mobility and access to opportunity for all area residents.
2. Support an innovative, competitive 21st century economy.
3. Decrease the use of fossil fuels through reduced travel demand, technology advancements, and a transition to renewable energy sources.
4. Protect and restore our region's natural resources (land, water, and air) through proactive environmental stewardship.
5. Integrate transportation and land use planning as a means to create quality places in existing and developing areas.
6. Facilitate healthy, active living.
7. Improve safety and security for all transportation users.

8. Ensure transportation system is maintained in good condition.
9. Manage the system to achieve reliable and efficient performance.

Community Development

MARC will advance policies and programs that support equitable, distinctive communities that project a sense of place and foster a long-term high quality of life for all residents.

1. Actively promote land use planning that preserves and restores natural, cultural, and historic resources.
2. Actively promote higher density development along transportation corridors and at nodes, where appropriate, to support public transit.
3. Actively promote the availability of housing options for residents of all ages and income levels.
4. Actively promote the development of durable buildings and infrastructure, as well as energy-efficient communities.
5. Actively promote strengthening and revitalizing existing communities and neighborhoods.
6. Actively promote the Creating Quality Places principles. New development should be compact; mixed use; energy efficient; located in areas with existing infrastructure or contiguous to established areas; include accommodations for public transit, pedestrians, and cyclists; and include a jobs/housing balance.

Education

MARC will advance policies and programs that provide opportunities for quality early and life-long learning, promote forward-looking workforce training and professional development, and foster community and environmental stewardship.

1. Support the availability of quality early education for all young children, from birth to age five.
2. Work with community partners to implement the community early learning strategic plan.
3. Work to secure public funding to support quality early learning in both Kansas and Missouri.
4. Encourage workforce preparedness for a variety of career tracks emerging or being developed in the region, including life sciences and green collar jobs.
5. Provide and support educational opportunities that create thoughtful citizens and community stewards.

Public Safety

MARC will advance policies and programs that provide the public with safe, secure, resilient, and prepared communities that also mitigate for and are adaptable to climate change.

1. Provide safe and secure neighborhoods, public venues and workplaces for the region's residents, workers and visitors.
2. Provide high quality public safety communications systems, including 9-1-1 for the public and interoperable communications for public safety personnel.
3. Ensure that the region's local emergency preparedness and response agencies have developed plans and protocols and invested in equipment and systems to reduce risks from natural and man-made disasters and have the capabilities to respond to and recover from disaster events when they occur.
4. Provide quality training and exercise opportunities to ensure the preparedness and response capabilities of the region's first responders.
5. Support Homeland security and emergency preparedness coordination.

6. Support regional emergency medical services and hospital coordination for high quality pre-hospital emergency patient care.
7. Reduce risks to the region from hazardous materials releases through planning, training, remediation, public education and coordination with private industry.
8. Provide support for regional adaptation to and mitigation of climate change.

Community Services

MARC will advance policies and programs that improve the quality of life for all residents by providing access to critical social, health, and cultural services, as well as opportunities for recreation and life-long learning.

1. Promote economic and job opportunities for all of the region's residents.
2. Support programs to encourage wellness and healthy communities, and access to health care for all of the region's residents.
3. Support public and private investments to ensure the region's residents have access to quality arts, cultural, and recreational resources.
4. Support the growth and education of healthy children in safe environments.
5. Support quality living environments to allow older adults to live in safe environments with access to services and resources to live full lives.
6. Support caregivers of older adults by providing access to a coordinated system of resources.
7. Support policies and programs that allow older adults of all income levels to live independently ("age in place").
8. Encourage individual social responsibility and civic engagement, and instill it in our children.

Effective Government

MARC will advance policies and programs that help local communities achieve effective and coordinated government.

1. Assist local governments in developing capacity to efficiently and effectively provide services.
2. Assist local governments in working collaboratively when such an approach increases program effectiveness or efficiency.
3. Advocate for legislative initiatives at the state and federal levels that benefit the region.