June 17, 2014
Kauffman Conference Center
Welcome

Setting the Stage

David Warm, Executive Director, Mid-America Regional Council
Overview
Community AGEnda Phase II

Cathy Boyer-Shesol, Project Manager, KC Communities for All Ages, Mid-America Regional Council
Recognition of Pilot Communities

Mission, Kansas
Prairie Village, Kansas
Gladstone, Missouri
Raytown, Missouri
Economic Benefits of Creating and Sustaining Communities for All Ages

Frank Lenk, Director, Research Services, Mid-America Regional Council
Seniors spend about the same as young households

Avg. Annual Expenditure 2012

Source: Bureau of Labor Statistics; Consumer Expenditure Survey
Job Creation

• Georgia Southern University Study finds retirees do create jobs, but overall they tend to be lower paying jobs.

• Though, we can expect to see employment increases in the following fields;
  – Health
  – Insurance
  – Financial Planning
  – Construction
  – Legal Services
...but Seniors are the only age group whose spending is rapidly increasing

Pct Change In Real Average Annual Expenditure 2002-12

Source: Bureau of Labor Statistics; Consumer Expenditure Survey
In fact, American Seniors are wealthier than ever.

Source: U.S. News and World Report
The Share of Home Values Owned by Seniors is Nearly Twice Their Share of the Population

- United States
- Kansas City, MO-KS Metro Area
- Johnson County, Kansas
- Leavenworth County, Kansas
- Wyandotte County, Kansas
- Cass County, Missouri
- Clay County, Missouri
- Jackson County, Missouri
- Platte County, Missouri

Bar chart showing the percentage of home valuation owned by homeowners 65+ compared to the 65+ as a percentage of the total population for different regions in the United States.
Those At or Nearing Retirement Age Have Over Half the Region’s Bachelor's Degrees
Forecast of KC Net Retired Migrants by Age
Overview

Pilot Community Work and Results

Julie MacLachlan, Louis Berger Group
Community for All Ages Road Map

**FEBRUARY 11, 2014**
Launch assessment of Community for All Ages Checklist

**FEBRUARY 12 – MARCH 31, 2014**
Conduct first on-site meetings with pilot cities to assess checklist

**APRIL 1-30, 2014**
Conduct second on-site visit with pilot cities to assess link between checklist and action planning

**APRIL-MAY 2014**
Conduct focus groups with citizens in each pilot city to obtain input about Task Force findings

**MAY 2014 (DATE TO BE DETERMINED)**
Mini-workshop with all four pilot cities to identify lessons learned

**JUNE 2014**
First Suburbs Coalition workshop to share outcomes and lessons learned from the project
Checklist

- Public Spaces
- Transportation/Mobility
- Housing and Commercial Development
- Social Inclusion, Communication and Participation
- Civic Participation and Employment
- Community and Health Services
Lessons learned

• Use all “ages and abilities” language.

• Clarify policies or actions that are the city’s sole responsibility and what can be accomplished jointly with partners.

• If there is an applicable law, like the ADA, be specific about what makes a “best practice” beyond the legal requirement that deserves recognition.
Lessons learned, cont.

• Current data and trends.

• Include multiple perspectives.

• Measurable standards yet to emerge.

• Assessment leads to deeper conversation.
Recurring topics of discussion

- Demographics.
- Housing trends.
- Universal design.
- Density and intensity.
- Connectivity.
- Transportation.
Boomers and young adults

Both groups agree on desirable community traits:

• Affordable housing.
• Low-maintenance housing.
• Walkability to shops, entertainment and work.
• Mixed use development.
• Shared green space.
• Transportation options, less car-centric.
Using the checklist

Dean Katerndahl, Director, Government Innovations Forum, Mid-America Regional Council
Recognition program

1. Awareness
   - Use “All Ages” lens

2. Assessment
   - Use tools to assess your city’s progress

3. Implementation
   - Adopt Community for All Ages plan

Effort required:
- Gold level Recognition
- Silver level Recognition
- Bronze level Recognition
Possible certification program

1. **Awareness**
   - Use "All Ages" lens
   - Bronze level Recognition

2. **Assessment**
   - Use tools to assess your city’s progress
   - Silver level Recognition

3. **Implementation**
   - Adopt Community for All Ages plan
   - Gold level Recognition

4. **Certification**
   - Use certification requirements to measure Communities for All Ages achievements
   - CAA certified

Step 4: Certification, Effort required: Use certification requirements to measure Communities for All Ages achievements.
Certification program

• **What it takes:**
  - Specific certification criteria.
  - Certification maintenance criteria.
  - Clear benefit to city to participate.
  - Organization with resources and legitimacy to operate.

• **Future phase**
Self-Assessment, Planning and Action

• **Raise awareness**
  - An essential first step.

• **Plan action**
  - Build into existing plans.
  - Develop a Community for All Ages plan.

• **Assess your city**
  - On-going program to assess how the community is doing in implementing its plans and maintaining awareness.
Checklist
Questions and Discussion
Closing remarks

Dean Katerndahl