1. Update on the scenario planning process
   Frank Lenk, MARC’s Director of Research Services, provided an update on scenario planning for the long-range transportation plan. He said that several committees have been polled on the impact and likelihood of several forces that could affect the region in the future. The responses will help target our focus on potential policy changes and impacts.

2. Review of draft forecast update
   a. Mr. Lenk presented new draft 2020 forecast updates by Census tract. He incorporated feedback from Kansas City, Missouri staff into the forecast adjustments. He questioned the lack of household decline in some of the older parts of Kansas City, Kansas, and asked for Unified Government staff input.
   b. Mr. Lenk said he revised the 2030 and 2040 total regional population forecast based on projections from MARC’s regional model, REMI. Each county’s share of growth between 2020 and 2030, and between 2030 and 2040, was kept constant at those estimated for 2010-20 for the 2020 update.
   c. Mr. Lenk said that the household forecast is determined by the population forecast and the persons per household estimates by tract from the prior forecast.
   d. Mr. Lenk said that the employment forecast update was created with a different method. He used QCEW data (which aggregates unemployment insurance data submitted to states by every firm) at the county level to view trends and to extrapolate to 2020. Each county’s share of the region’s total employment growth was then held constant at the 2010-20 levels into the future. The forecast of total regional employment growth by decade was left unchanged from the last forecast, as the REMI forecast showed an unrealistically large slowing of employment growth, in Mr. Lenk’s estimation.
   e. Mr. Lenk used tract data from LEHD (also known as LODES) to allocate the county totals to tracts. For 2020, this allocation was held constant at the distribution that existed in 2014, the last period for which data is available. Mr. Lenk said he did this because the
LEHD data is still relatively new, and the trend data between 2010 and 2014 did not look reliable enough to be used to create a 2020 extrapolation as he had done with housing unit data to create the 2020 population estimate.

i. By maintaining each tract’s share of county at 2014 level, then applying that to the 2020 extrapolated county total population, this allocates the most growth to the largest employment centers. Mr. Lenk urged committee members within each county to review their growing emerging centers to make sure they were being allocated sufficient employment.

ii. Mr. Lenk suggested that the LEHD data may not have correctly geocoded the employment south of I-70 in Wyandotte County, and asked the Unified Government staff to review.

f. For forecasts of both the 2020-30 and 2030-40 periods for both population and employment, Mr. Lenk said the tract shares of total county growth were kept at the same levels as the prior forecast, with the exception of those tracts that were forecast to have negative changes. In those cases, the levels of negative change, rather than the share, were kept constant.

g. Mr. Lenk said that MARC staff have been working on disaggregating forecast data from Census tracts and re-aggregating to new TAZ boundaries using a dasymetric mapping tool.

h. Mr. Lenk reviewed the spreadsheet of tract-level forecast update data, which contains KCMO’s population change edits, population control total calculations, and other calculations.

i. Feedback:
   i. Independence population numbers are high.
   ii. Lee’s Summit found areas to adjust, and will submit more information to Mr. Lenk.

j. Mr. Lenk asked attendees to give detailed, tract-level comments on where the forecast should be adjusted. He encouraged attendees to review the forecast in county-level meetings of city and county planners.

3. UrbanSim update
   a. Attendees reviewed model data inputs under development for the model.
      i. Future land use updates will be completed during April. UrbanSim developers expect to complete a tool to allow uploads and use of regional population and employment constraint data by the end of April. The regional data will be converted from local land use types to regional land use types, and then to population and employment densities.
      ii. In April and May, MARC staff will work with TFC participants to create development project data, which is another US input dataset that will be usable as a regional dataset by the end of May.
      iii. Ms. Repinsky asked attendees for future land use plans that have been updated since 2012.
iv. Attendees discussed the use of future land use data vs. zoning data for the best source of maximum possible population and employment density.

1. Zoning data will be best to depict current conditions.
2. Zoning will not be useful in KCMO because land use does not match zoning in many places.
3. Overland Park provides an annual development report that provides maximum population and employment density, but zones contain a lot of variation.
4. Maximums according to zoning are higher than what actually occurs.

v. Questions

1. Does UrbanSim account for redevelopment?
   No model does this well; we have yet to determine how well UrbanSim will do this. The more complex version of UrbanSim contains a pro forma that is calculated for each parcel and evaluates when redevelopment is profitable, and what kind of activity is most profitable. This has the potential to more realistically forecast redevelopment, but it is unclear how well this works in practice.

2. How is development staged over time in UrbanSim?
   UrbanSim starts with annual forecasts of regional control totals for population, households by type and employment by industry, which it then allocates to small areas. This is based on separate models for each household and employment type. These models estimates how many people or jobs actually move in a year, and combines this with the projected regional growth. It then projects where they are likely to choose to locate based on characteristics of potential locations in the region and the preferences businesses and households have exhibited in the past. UrbanSim then proceeds year-by-year to allocate the control totals to small areas.

3. Does UrbanSim incorporate infrastructure?
   Yes—to a certain extent. Unlike Paint the Town, UrbanSim explicitly models each location’s accessibility to people and jobs using zone-to-zone travel times and costs that are outputs of the transportation demand forecasting models. It can model when areas receive sewers by changing the development capacity of land at certain dates in the future. It is unclear whether it uses traffic volumes when it determines where jobs want to locate.

4. Are standard numbers available for employment per sq. ft. of building, per land use?
Yes. Data for this have been collected from the Dept. of Energy for use in Envision Tomorrow.

vi. Mr. Lenk said that it is currently unclear the degree to which UrbanSim is sensitive to tract-level variation in persons per household beyond that which is explained by housing type.

vii. In the next meeting, we’ll provide a more visual demonstration and information on how UrbanSim compares to other models.

4. KC Rising report
   a. Mr. Lenk shared the KC Rising website and metrics (accessible from www.kcrising.com, or directly from www.kcrisingmetrics.org). The site compares the KC metro with 30 other peer metro areas, the 15 immediately larger and smaller than KC by population, making the region the 16th largest among the peers by design.
      i. The goal of KC Rising is for the region to be a top 10 metro among its peers. The metrics show how close we are to that goal on a variety of measures.
      ii. There are several regional initiatives involved in KC Rising designed to make KC a top ten metro. MARC is especially involved in the Talent to Industry Exchange and GradForce KC, both of which are aimed at increasing the alignment between the workforce businesses need and the graduates of area schools, colleges and universities.
      iii. The metrics are designed to measure the degree to which individual initiatives are successfully implementing strategies designed to improve the drivers of regional prosperity – Trade, Ideas and People. In short, the metrics build a bridge between the activities of the initiatives and the desired outcome of a more competitive regional economy.
      iv. The site provides both level and growth for each metric, ranking where KC currently stands and how fast it is growing relative to its peers. It also shows whether our ranks on level and growth have improved over the last year or whether we are falling behind.
   b. Interesting items:
      i. Once we adjust for cost of living, KC is in the top ten for household income.
      ii. KC is low producer of STEM graduates, but the ranking is improving.
   c. The site includes downloadable data in spreadsheet format.