Using Data to Drive Local Government Decisions

November 8, 2016
Economic Impact of an Aging Population
How should local governments prepare for an aging population?
The metropolitan Kansas City’s population is becoming more and more a region of all ages – where all groups are represented relatively equally.
Seniors account for 12 percent of the region’s population today. This will grow to 20 percent by 2030.
Over the next two decades, the number of seniors will increase three times more than any other age group. We need to build a different kind of city.
As its population ages, 58 percent of metropolitan Kansas City’s population growth over the next two decades will come from seniors.
Seniors’ share of the workforce has nearly doubled.
Seniors are concentrated in agriculture, real estate, education and other services.

### Percent of workforce that is 65+ by industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percent of 65+ workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, Fishing &amp; Hunting</td>
<td>10.0%</td>
</tr>
<tr>
<td>Real Estate, Rental &amp; Leasing</td>
<td>7.2%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>6.2%</td>
</tr>
<tr>
<td>Other Services (except Public Admin.)</td>
<td>6.0%</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>6.5%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>5.5%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>5.1%</td>
</tr>
<tr>
<td>Arts, Entertainment &amp; Recreation</td>
<td>5.0%</td>
</tr>
<tr>
<td><strong>ALL INDUSTRIES</strong></td>
<td><strong>4.6%</strong></td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>4.5%</td>
</tr>
<tr>
<td>Admin., Waste &amp; Remediation Services</td>
<td>4.5%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>4.2%</td>
</tr>
<tr>
<td>Professional, Scientific &amp; Technical Services</td>
<td>4.1%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>4.0%</td>
</tr>
<tr>
<td>Mining, Quarrying, Oil and Gas Extraction</td>
<td>3.9%</td>
</tr>
<tr>
<td>Management of Companies &amp; Enterprises</td>
<td>3.8%</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>3.7%</td>
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<tr>
<td>Accommodation &amp; Food Services</td>
<td>3.7%</td>
</tr>
<tr>
<td>Information</td>
<td>3.2%</td>
</tr>
<tr>
<td>Construction</td>
<td>3.1%</td>
</tr>
<tr>
<td>Utilities</td>
<td>3.0%</td>
</tr>
</tbody>
</table>
The number of employed seniors is growing most in health care and professional services, in addition to education.
As the senior share of the workforce has grown, the wage gap between seniors and other employees has narrowed, especially since 2000.
Since 2000, monthly wages for seniors have grown more than average and that growth has been more resilient in the aftermath of the Great Recession.
Older households spend about as much as younger households, on average.
Seniors have seen the fastest increase in average expenditures over the last decade.
With each generation we create greater human capital. We need to retain it.
On net, the region is losing population to the sunbelt and other retirement locations.
The region is currently more attractive to children and younger adults than older adults.
More seniors are moving out of the region since the Great Recession.
Estimating economic impact: assumptions and methodology

- Older adult-friendly policies and investments could influence 10 percent of those currently leaving the region to instead remain here.

- The impact of an additional 600 older adults on the economy is simulated using a Regional Economic Model (REMI).

- REMI estimates the increased income and expenditures that would result locally, and translates those into expected job gains.
Retaining more seniors produces a cumulative effect on the region’s economy, resulting in nearly 7,000 more people and 2,600 more jobs if continued for 10 years.
More people and jobs in the region would raise annual incomes by nearly half a billion dollars, and the value of goods and services produced locally by nearly one-quarter billion dollars.
The additional employment will be added mainly in the construction, retail and health care sectors of the economy.
Seniors are an increasing share of the economy. This is the result of both growing numbers and improving spending power. Retaining seniors who might otherwise leave can be an important part of an overall economic development strategy. Strategies that make the region more attractive to seniors could add thousands of jobs and millions of dollars to the region’s economy, over time. We are increasingly a community OF all ages, so we need to invest to become a community FOR all ages.
What might local jurisdictions do?

- Adopt an “8/80” lens
- Recognize the region’s 65+ population is an important market when developing economic development and other city plans.
- Conduct surveys to determine what city features and amenities would retain this population in your city.
- The fastest growing group of entrepreneurs are those over 50+. Support their ability to develop and sustain business ties to the region.
What is the role of local governments in creating a competitive regional economy?
KC has struggled to rebound from the Great Recession. It is lagging its peers in GDP and job growth, but is #2 in median household income growth.
Prosperity at a Crossroads
Targeting Drivers of Economic Growth for Greater Kansas City
Regions that focus on the drivers of economic growth will succeed best
These drivers create a cycle of prosperity

**VALUE**
Innovative products and processes increase trade, circulating new revenue in the economy and causing a growing demand for skilled workers and new ideas.

**DEMAND**
Companies seek skilled, educated workers, while workers are attracted to good jobs that lead to a better quality of life.

**IDEAS & PROCESSES**
Talented people develop new ideas and processes that lead to advanced products and services. When workers move among companies, cross fertilization of ideas leads to more innovation and increased competitiveness.
Regional economies exist because they serve the larger economy.
Traded Sectors

Six sectors account for 80 percent of the region’s total exports and half its economic output.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANUFACTURING</td>
<td>![Manufacturing Icon]</td>
</tr>
<tr>
<td>FINANCE &amp; INSURANCE</td>
<td>![Finance &amp; Insurance Icon]</td>
</tr>
<tr>
<td>INFORMATION</td>
<td>![Information Icon]</td>
</tr>
<tr>
<td>TRANSPORTATION</td>
<td>![Transportation Icon]</td>
</tr>
<tr>
<td>WHOLESALE TRADE</td>
<td>![Wholesale Trade Icon]</td>
</tr>
<tr>
<td>PROFESSIONAL SERVICES</td>
<td>![Professional Services Icon]</td>
</tr>
</tbody>
</table>
Only two key sectors are growing strongly, medical care and professional, scientific and technical services. But they are also the largest.
Since mid-2014, KC total employment has been growing slightly faster than the U.S. average.
Professional, scientific and technical services has generally grown faster than the U.S. and is currently growing twice as fast.
Health care has also grown faster than the U.S., currently by more than a full percentage point.
Local manufacturing struggled a bit coming out of the recession, but has recently been growing at more than twice the national average.
Growth in finance and insurance has been very volatile relative to the nation. Currently it is growing about $\frac{3}{4}$ percentage point faster locally than nationally.
Growth in construction has generally kept pace with the national average.
Transportation has grown slower than the nation throughout most of the recovery, and is currently growing about half as fast.

Transportation
Percent change from 1 year ago

2010 2011 2012 2013 2014 2015

US  KC
While wholesale trade has grown faster than the nation in the past, it is currently declining locally while growing nationally.
Information, which includes telecom, has been flat nationally but declining steeply locally.
Slightly faster employment growth locally has resulted in the region’s unemployment rate being about ½ percentage point below the nation’s.
Both KC and the U.S. are seeing acceleration in wage increases over the past year.
The biggest worry, both locally and nationally, is slow, even negative, productivity growth.
This recovery, we’ve had no period where employment and productivity were both growing.
In an innovation-led economy, talent is king and education is foundational.
In an innovation-led economy, talent is king and education is foundational.

Diagram:
- Education
- Innovation
- Trade
- Talent
- $$$

Arrows indicate the flow and interdependence between these elements.
If we think zero-sum, we’ll never grow the pie.

**The Pie** = The benefit you both get by working together beyond what you both could’ve gotten by working alone.
We need a bigger pie!

Among the 53 metros over 1 million in population, KC ranks:

42nd In GDP growth
42nd In startup share of jobs
45nd In STEM share of BA’s
Local governments can play a significant role in creating an economically competitive region.

- **Trade**
  - Align economic development incentives with traded sectors.
  - EDCs involved in the Export Concierge

- **Innovation**
  - Advocacy around state support for education and research
  - Participate in KC Rise Fund?

- **Talent**
  - Support for workforce systems
  - Encourage staff development through use of KC Degrees

- **Governance**
  - Open data, Big Data
  - Public sector innovation and entrepreneurship

- **Infrastructure**
  - Build on Google Fiber to build out Smart Cities
  - Kinetic
Demographics
Parkville is older, but not because of the very old
Parkville is less racially and ethnically diverse than average.
Parkville residents are well-educated, on par with those in Johnson County.
Households in Parkville earn twice as much as the metro average.
Commuting
Work Location of Clay County Residents

Number of Workers
- 10
- 50
- 100
- 500
- 1,000

U.S. Census LEHD
Parkville residents work mainly in Jackson, and are more likely to work in Johnson than other Northland residents.
Platte 33%
Clay 33%
Jackson 19%
Johnson 6%
Wyandotte 5%
Residential Location of Clay County Workers

Number of Workers
- 10
- 50
- 100

U.S. Census LEHD
Parkville pulls workers from Platte, Clay and Jackson, while Clay only pulls from itself and Jackson.
Employment
“There’s somethin’ happenin’ here…"
Kansas City MSA
Employment by Industry

2016 Employment

- Health Care and Social Assistance: 147,895
- Retail Trade: 113,930
- Professional, Scientific, and Technical Services: 90,043
- Accommodation and Food Services: 89,401
- Manufacturing: 76,340
- Educational Services: 76,123
- Administrative and Support and Waste Management Services: 71,897
- Finance and Insurance: 58,918
- Construction: 54,640
- Transportation and Warehousing: 54,239
- Other Services (except Public Administration): 48,346
- Wholesale Trade: 47,696
- Public Administration: 47,654
- Management of Companies and Enterprises: 31,985
- Arts, Entertainment, and Recreation: 21,748
- Other: 52,833
Clay County Employment by Industry

2016 Employment

- Manufacturing: 14,832
- Health Care and Social Assistance: 13,555
- Retail Trade: 12,422
- Accommodation and Food Services: 10,148
- Professional, Scientific, and Technical: 9,659
- Administrative and Support and Waste Management Activities of government: 7,121
- Educational Services: 6,651
- Transportation and Warehousing: 6,220
- Wholesale Trade: 5,025
- Other Services (except Public Administration): 4,741
- Construction: 4,595
- Arts, Entertainment, and Recreation: 3,568
- Public Administration: 2,709
- Finance and Insurance: 2,517
- Real Estate and Rental and Leasing: 1,706
- Other: 2,592

- 2,000 4,000 6,000 8,000 10,000 12,000 14,000 16,000
Platte County Employment by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>2016 Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>6,161</td>
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<tr>
<td>Accommodation and Food Services</td>
<td>4,915</td>
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<tr>
<td>Administrative and Support and Waste...</td>
<td>4,291</td>
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<tr>
<td>Manufacturing</td>
<td>3,776</td>
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<tr>
<td>Transportation and Warehousing</td>
<td>3,452</td>
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<tr>
<td>Health Care and Social Assistance</td>
<td>3,418</td>
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<tr>
<td>Educational Services</td>
<td>3,230</td>
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<tr>
<td>Construction</td>
<td>2,279</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>2,197</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical...</td>
<td>2,009</td>
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<tr>
<td>Other Services (except Public Administration)</td>
<td>1,831</td>
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<tr>
<td>Finance and Insurance</td>
<td>1,474</td>
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<td>Arts, Entertainment, and Recreation</td>
<td>1,388</td>
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<tr>
<td>Real Estate and Rental and Leasing</td>
<td>1,288</td>
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<tr>
<td>Public Administration</td>
<td>1,281</td>
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<tr>
<td>Other</td>
<td>2,217</td>
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</tbody>
</table>

- 1,000 2,000 3,000 4,000 5,000 6,000 7,000
2016 Employment (Zip Code 64152)

- Educational Services
- Accommodation and Food Services
- Administrative and Support and Waste Management
- Transportation and Warehousing
- Other Services (except Public Administration)
- Construction
- Health Care and Social Assistance
- Retail Trade
- Professional, Scientific, and Technical Services
- Real Estate and Rental and Leasing
- Arts, Entertainment, and Recreation
- Public Administration
- Manufacturing
- Wholesale Trade
- Agriculture, Forestry, Fishing and Hunting
- Other
Kansas City MSA Employment Trends

Employment Growth by Industry
Kansas City MSA 2001-2015

- Transportation and Warehousing
- Retail Trade
- Accommodation and Food Services
- Construction
- Manufacturing
- Health Care and Social Assistance
- Professional, Scientific, and Technical Services
- Finance and Insurance
Clay County Employment Trends

Employment Growth by Industry
Clay County 2001-2015

- Transportation and Warehousing
- Retail Trade
- Accommodation and Food Services
- Construction
- Manufacturing
- Health Care and Social Assistance
- Professional, Scientific, and Technical Services
- Finance and Insurance
Platte County Employment Trends

Employment Growth by Industry
Platte County 2001-2015

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation and Warehousing</td>
<td></td>
<td></td>
<td>1,000</td>
<td>1,500</td>
</tr>
<tr>
<td>Retail Trade</td>
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<td>2,000</td>
<td>2,500</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
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<td></td>
<td>3,000</td>
<td>3,500</td>
</tr>
<tr>
<td>Construction</td>
<td></td>
<td></td>
<td>4,000</td>
<td>4,500</td>
</tr>
<tr>
<td>Manufacturing</td>
<td></td>
<td></td>
<td>5,000</td>
<td>5,500</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td></td>
<td></td>
<td>6,000</td>
<td>6,500</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
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<td></td>
<td>7,000</td>
<td>7,500</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Kansas City MSA
Industry Specialization

Location Quotient

- Management of Companies and Enterprises: 2.01
- Finance and Insurance: 1.37
- Professional, Scientific, and Technical Services: 1.27
- Transportation and Warehousing: 1.21
- Utilities: 1.21
- Wholesale Trade: 1.11
- Arts, Entertainment, and Recreation: 1.02
- Administrative and Support and Waste Mgmt: 1.02
- Other Services (except Public Administration): 1.01
- Health Care and Social Assistance: 0.97
- Retail Trade: 0.97
- Real Estate and Rental and Leasing: 0.95
- Accommodation and Food Services: 0.93
- Information: 0.93
- Public Administration: 0.92
- Construction: 0.92
- Educational Services: 0.85
- Manufacturing: 0.85
- Agriculture, Forestry, Fishing and Hunting: 0.45
- Mining, Quarrying, and Oil and Gas Extraction: 0.17
Clay County Industry Specialization

Location Quotient

- Arts, Entertainment, and Recreation: 1.68
- Manufacturing: 1.65
- Transportation and Warehousing: 1.4
- Professional, Scientific, and Technical Services: 1.37
- Wholesale Trade: 1.17
- Accommodation and Food Services: 1.06
- Retail Trade: 1.06
- Administrative and Support and Waste Mgmt.: 1.01
- Other Services (except Public Administration): 0.99
- Real Estate and Rental and Leasing: 0.93
- Health Care and Social Assistance: 0.89
- Construction: 0.78
- Educational Services: 0.74
- Management of Companies and Enterprises: 0.65
- Finance and Insurance: 0.59
- Public Administration: 0.52
- Utilities: 0.42
- Information: 0.38
- Agriculture, Forestry, Fishing and Hunting: 0.27
- Mining, Quarrying, and Oil and Gas Extraction: 0.12

Pie chart showing the distribution of industries in Clay County with the highest specialization in Arts, Entertainment, and Recreation.
Platte County Industry Specialization

2016 Location Quotient

Transportation and Warehousing
Real Estate and Rental and Leasing
Arts, Entertainment, and Recreation
Management of Companies and Enterprises
Administrative and Support and Waste Management Services
Retail Trade
Accommodation and Food Services
Wholesale Trade
Utilities
Manufacturing
Construction
Other Services (except Public Administration)
Educational Services
Finance and Insurance
Professional, Scientific, and Technical Services
Public Administration
Information
Health Care and Social Assistance
Agriculture, Forestry, Fishing and Hunting
Mining, Quarrying, and Oil and Gas Extraction

OPPORTUNITY?: These are regional strengths that are not well represented in Platte County.
<table>
<thead>
<tr>
<th>Occupation</th>
<th>Unique Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
<td>13,958</td>
</tr>
<tr>
<td>Registered Nurses</td>
<td>10,100</td>
</tr>
<tr>
<td>First-Line Supervisors of Retail Sales Workers</td>
<td>4,940</td>
</tr>
<tr>
<td>Retail Salespersons</td>
<td>4,543</td>
</tr>
<tr>
<td>Customer Service Representatives</td>
<td>3,742</td>
</tr>
<tr>
<td>First-Line Supervisors of Office and Administrative Support Workers</td>
<td>2,999</td>
</tr>
<tr>
<td>First-Line Supervisors of Food Preparation and Serving Workers</td>
<td>2,714</td>
</tr>
<tr>
<td>Computer Occupations, All Other</td>
<td>2,640</td>
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<tr>
<td>Marketing Managers</td>
<td>2,482</td>
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<tr>
<td>Computer User Support Specialists</td>
<td>2,315</td>
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<tr>
<td>Stock Clerks and Order Fillers</td>
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</tr>
<tr>
<td>Laborers and Freight, Stock, and Material Movers, Hand</td>
<td>2,197</td>
</tr>
<tr>
<td>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products</td>
<td>2,134</td>
</tr>
<tr>
<td>Medical and Health Services Managers</td>
<td>2,084</td>
</tr>
<tr>
<td>Accountants and Auditors</td>
<td>2,018</td>
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<tr>
<td>Computer Systems Analysts</td>
<td>1,959</td>
</tr>
<tr>
<td>Sales Managers</td>
<td>1,897</td>
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<tr>
<td>Insurance Sales Agents</td>
<td>1,865</td>
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<tr>
<td>Software Developers, Applications</td>
<td>1,812</td>
</tr>
<tr>
<td>Network and Computer Systems Administrators</td>
<td>1,776</td>
</tr>
<tr>
<td>Occupation</td>
<td>Unique Ads</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
<td>890</td>
</tr>
<tr>
<td><strong>Registered Nurses</strong></td>
<td>283</td>
</tr>
<tr>
<td>First-Line Supervisors of Retail Sales Workers</td>
<td>211</td>
</tr>
<tr>
<td>First-Line Supervisors of Food Preparation and Serving Workers</td>
<td>191</td>
</tr>
<tr>
<td>Retail Salespersons</td>
<td>180</td>
</tr>
<tr>
<td>Stock Clerks and Order Fillers</td>
<td>168</td>
</tr>
<tr>
<td>Advertising Sales Agents</td>
<td>98</td>
</tr>
<tr>
<td>Customer Service Representatives</td>
<td>93</td>
</tr>
<tr>
<td>Combined Food Preparation and Serving Workers, Including Fast Food</td>
<td>91</td>
</tr>
<tr>
<td>Security Guards</td>
<td>83</td>
</tr>
<tr>
<td>Nursing Assistants</td>
<td>80</td>
</tr>
<tr>
<td>First-Line Supervisors of Office and Administrative Support Workers</td>
<td>77</td>
</tr>
<tr>
<td>First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators</td>
<td>73</td>
</tr>
<tr>
<td>First-Line Supervisors of Non-Retail Sales Workers</td>
<td>68</td>
</tr>
<tr>
<td>Laborers and Freight, Stock, and Material Movers, Hand</td>
<td>67</td>
</tr>
<tr>
<td>Tellers</td>
<td>67</td>
</tr>
<tr>
<td>Cashiers</td>
<td>65</td>
</tr>
<tr>
<td>First-Line Supervisors of Production and Operating Workers</td>
<td>64</td>
</tr>
<tr>
<td>Teacher Assistants</td>
<td>63</td>
</tr>
<tr>
<td>Maintenance and Repair Workers, General</td>
<td>60</td>
</tr>
</tbody>
</table>
Top Advertised for Occupations in Platte County Jan.- Aug 2016

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Unique Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy and Tractor-Trailer Truck Drivers</td>
<td>487</td>
</tr>
<tr>
<td>First-Line Supervisors of Food Preparation and Serving Workers</td>
<td>112</td>
</tr>
<tr>
<td>Waiters and Waitresses</td>
<td>70</td>
</tr>
<tr>
<td>Cooks, Restaurant</td>
<td>68</td>
</tr>
<tr>
<td>Bus and Truck Mechanics and Diesel Engine Specialists</td>
<td>58</td>
</tr>
<tr>
<td>Dining Room and Cafeteria Attendants and Bartender Helpers</td>
<td>55</td>
</tr>
<tr>
<td>Retail Salespersons</td>
<td>52</td>
</tr>
<tr>
<td>First-Line Supervisors of Office and Administrative Support Workers</td>
<td>50</td>
</tr>
<tr>
<td>First-Line Supervisors of Production and Operating Workers</td>
<td>49</td>
</tr>
<tr>
<td>Maintenance and Repair Workers, General</td>
<td>45</td>
</tr>
<tr>
<td>Combined Food Preparation and Serving Workers, Including Fast Food</td>
<td>39</td>
</tr>
<tr>
<td>Customer Service Representatives</td>
<td>37</td>
</tr>
<tr>
<td>Stock Clerks and Order Fillers</td>
<td>35</td>
</tr>
<tr>
<td>Advertising Sales Agents</td>
<td>34</td>
</tr>
<tr>
<td>Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop</td>
<td>34</td>
</tr>
<tr>
<td>First-Line Supervisors of Mechanics, Installers, and Repairers</td>
<td>33</td>
</tr>
<tr>
<td>Security Guards</td>
<td>31</td>
</tr>
<tr>
<td>Bartenders</td>
<td>29</td>
</tr>
<tr>
<td><strong>Industrial Engineers</strong></td>
<td>29</td>
</tr>
<tr>
<td>First-Line Supervisors of Retail Sales Workers</td>
<td>27</td>
</tr>
</tbody>
</table>
• Parkville has an abundance of talent, on both the residential and employment side

• That talent may be able to be employed for higher local impact, however, if Parkville can attract professional and technical services employers

• Lack of access to Google Fiber may be an impediment, though other alternatives are arriving

• Airport reconfiguration and revitalization is an opportunity not to be missed to build information as well as transportation infrastructure
How can local governments increase access to opportunity for all residents?
Summer 2016 Community Conversations

FURTHERING FAIR HOUSING

in the KC Metro Area

marc.org/FairHousing
What’s the Vision

**Zip code should not determine destiny.**

Regardless of race or color, family status, sex, religion, disability, or national origin,

All KC Metro residents should have access to affordable quality housing in communities that are rich with opportunity.
Purpose of the Assessment

To assist local communities to evaluate fair housing barriers and identify goals and strategies to create greater access to opportunity.
Assessment of Fair Housing

- Executive Summary
- Community Participation Process
- Assessment of Past Goals, Actions and Strategies
- Fair Housing Analysis
  - Demographic Summary
  - Segregation/Integration
  - R/ECAPS
- Racially/Ethnically Concentrated Areas of Poverty
- Disparities in Access to Opportunity
  - Education
  - Transportation
  - Environmental Health
  - Employment
  - Low Poverty Exposure
  - Patterns in Disparities
- Disproportionate Housing Needs
- Publicly Supported Housing Analysis
- Disability and Access Analysis
- Fair Housing Enforcement, Outreach Capacity and Resource Analysis
- Fair Housing Goals and Strategies
Where Do People Live?
 Minority Population

<table>
<thead>
<tr>
<th>Percent Minority</th>
</tr>
</thead>
<tbody>
<tr>
<td>60% - 99.2%</td>
</tr>
<tr>
<td>48.7% - 59.9%</td>
</tr>
<tr>
<td>26.4% - 48.6%</td>
</tr>
<tr>
<td>16.3% - 26.3%</td>
</tr>
</tbody>
</table>

Core Average
Regional Average
Suburb Average

2010-2014 Census ACS
Block Group data.
Block Groups with a population below 50 or fewer than one person per acre are excluded.
Poverty Rate

Poverty Rate

- 40% +
- 20% to 39%
- 12.7% to 19%
- 9.3% to 12.6%

Regional Average
Suburb Average

2010-2014 Census ACS
Block Group data.
Block Groups with a population below 50 or fewer than one person per acre are excluded.
Racially/Ethnically Segregated Areas of Poverty

Very High
High
Moderate
Low

2010-2014 Census ACS Block Group data.
Block Groups with a population below 50 or fewer than one person per acre are excluded.
2000-2010
Change in
White Population

GAIN
- 100
- 500
- 1,000

LOSS
- 100
- 500
- 1,000

2010 U.S. Census
Tract Data
National Origin Population

Predominant National Origin

1 Dot = 20 Persons
- Mexico
- India
- China
- Vietnam
- Korea
Limited English Proficiency

Persons with Limited
English Proficiency
by Top 5
Languages Spoken

1 Dot = 20 Persons
- Spanish
- Vietnamese
- Chinese
- African
- Korean
Persons with a Disability per Acre

Persons per Acre
- 1.9 - 3.5
- 1.2 - 1.8
- 0.79 - 1.1
- 0.55 - 0.78
- 0.36 - 0.54
- 0.21 - 0.35
- 0.079 - 0.20
- 0.0 - 0.078

2010-2014 Census ACS Block Group data
Racially/Ethnically Segregated Areas of Poverty

Very High
High
Moderate
Low

2010-2014 Census ACS Block Group data. Block Groups with a population below 50 or fewer than one person per acre are excluded.
How Does Location Affect Access to Opportunities?
School Proficiency
defined by 4th grade test scores
ACT Scores

Average ACT Scores
- 15.7 - 15.9
- 16.0 - 16.9
- 17.0 - 17.9
- 18.0 - 18.9
- 19.0 - 19.9
- 20.0 - 20.9
- 21.0 - 21.9
- 22.0 - 22.9
- 23.0 - 23.9
- 24.0 - 24.9

Average 2012 ACT Scores by School District
Walkability

The walkability score combines land use diversity, density of destinations, walkable street density, transit stop proximity, and transit level of service.
### Number of jobs in the Areas of Minority and Poverty Concentration

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very High</td>
<td>23,750</td>
</tr>
<tr>
<td>High</td>
<td>187,833</td>
</tr>
<tr>
<td>Moderate</td>
<td>177,731</td>
</tr>
<tr>
<td>Low</td>
<td>622,126</td>
</tr>
</tbody>
</table>

The chart above illustrates the number of jobs in different levels of concentration, ranging from Very High to Low. The data shows a significant increase from Very High to Low, with the highest concentration being in the Low category.
Access to Jobs by Transit/Walking from 5th & Quindaro

Workers by Job Location
- 1
- 5
- 10

Worker Residence
30-Min. Transit Trip
60-Min. Transit Trip

Jobs of Neighborhood Residents
Total: 1,033
In 30-Min. Area: 198 (19%)
In 60-Min. Area: 532 (50%)
Beyond 60-Min. Area: 331 (30%)

Regional Jobs
Total: 1,087,510
In 30-Min. Area: 73,534 (7%)
In 60-Min. Area: 447,437 (42%)
Beyond 60-Min. Area: 735,573 (68%)

Conveyal, U.S. Census LEHD
Racially/Ethnically Segregated Areas of Poverty

Very High
High
Moderate
Low

2010-2014 Census ACS Block Group data. Block Groups with a population below 50 or fewer than one person per acre are excluded.
Worker/resident balance:
% of workers vs. residents with no High School degree, by level of concentration

- Very High: 13% (Workers), 19% (Residents)
- High: 11% (Workers), 15% (Residents)
- Moderate: 10% (Workers), 11% (Residents)
- Low: 10% (Workers), 9% (Residents)
Worker/resident balance:
% of workers vs. residents with a Bachelor's degree, by level of concentration

<table>
<thead>
<tr>
<th>Level of Concentration</th>
<th>Workers, Bachelors+</th>
<th>Residents, Bachelors+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very High</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>High</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>Moderate</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>Low</td>
<td>29%</td>
<td>30%</td>
</tr>
</tbody>
</table>
How Does Location Affect Housing?
Vacancy Rate by Level of Poverty & Minority Concentration
Homeownership Rate
by Level of Poverty & Minority Concentration

- Very High: 38%
- High: 42%
- Moderate: 52%
- Low: 77%

Metro Area Average: 66%
The mismatch of rental units

Kansas City Metropolitan Area
Rental Housing Markets
Comparing Units by Rent to Renter Households by Income

![Graph comparing units to households by rent range and income.]
So what will we do?
Online Comments

Over 140 respondents

Ideal housing or community features

Obstacles

Ideas for improvements
KCK Respondents

Ideal housing or community features

Obstacles

Ideas for improvements
Draft goals and strategies

• From public input so far
• Research and analysis
• National, regional and local successes
Draft Goals and Sample Strategies

• Reduce discrimination
  – Enhance counseling, investigation, testing

• Increase understanding and awareness around need for affordable housing
  – Advocate for workforce housing in opportunity areas

• Increase access to affordable housing
  – Require projects receiving public incentives to contribute to an affordable housing fund

• Improve conditions/options for homeowners
  – Review property maintenance codes and identify resources to assist low-income homeowners
Draft Goals and Sample Strategies

• Improve conditions/options for renters
  – Consider adopting a rental licensing program to help deal with problem landlords.

• Increase access to economic opportunity
  – Invest in early education and workforce development
  – Develop and improve community assets and resources

• Expand public transportation and access to jobs, particularly along transit corridors
  – Examine codes to allow more types of housing in activity centers
Lessons Learned

- Know the data.
- Start where you are, and where your audience is.
- Create telling comparisons and juxtapositions that bridge to where you want to go.
- Fill in facts with theory.
- Weave a compelling story.
- Be clear about what you don’t know.
- Tell a complete story (beginning, middle, end).
- Briefer is better (but harder!)
Discussion:
What are your data issues?

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