Members Present
Commissioner Jim Walters, Unified Government, Co-Chair
Brian Alferman, Johnson County
Jon Birkel, Hunt Midwest
Gloria Fisher, Westside Housing
Janell Friesen, UG Public Health Dept.
Michael Frisch, UMKC
Doug Johnson, City of Overland Park
Edwin Lowndes, Housing Authority of KCMO
Michael Park, City of Lee’s Summit
Sean Partain, MoDOT
Jeffrey Williams, City of Kansas City
Kelly Woodward, City of Gardner

Online Participants
Rob McKim, ULI, KC
Janet McRae, Miami County
Allison Smith, KDOT

Guests
Jennifer Gumby, USGBC
Sherri Gonzales, KC Rising
Jeremy Knoll, BNIM/USGBC

MARC Staff Present
Ron Achelpohl, Karen Clawson, Catherine Couch, Beth Dawson, Marlene Nagel, Martin Rivarola, Jermain
Whitmore – MARC staff

Welcome and Introductions – Commissioner Jim Walters welcomed those present and asked for self-introductions.

Approval of March 2019 Meeting summary – Michael Park made a motion, seconded by Edwin Lowndes, to approve the March meeting summary. The motion carried.

Complete Count 2020 Census
Every 10 years, the US Census Bureau undertakes a systematic effort to count the population. Mandated by the U.S. Constitution, the census counts every resident, both citizens and non-citizens, in the United States. This includes people of all ages, races and ethnic groups. Federal law requires everyone living in the U.S. to participate in the census.

Census data is important because it determines how many representatives each state gets in Congress. It is also used to redraw congressional, state legislative and school district boundaries, and helps determine how $675 billion in federal dollars are distributed to states, cities and counties each year. Additionally, it helps inform planning decisions by local government and businesses. Communities rely on census stats to plan for new roads, schools, hospitals and public safety. Businesses rely on census data to determine where to build new factories and locate offices and stores. Real estate developers use census data to plan new
housing developments.

An undercount could have a big financial impact on local governments. In the 2010 Census, experts estimate the population was undercounted by 1 percent. The undercount was even higher for minorities — an estimated 2.1 percent of blacks and 1.5 percent of Hispanics were not counted. If we undercount 1 percent of the population in 2020, it could cost the Kansas City region more than $48 million per year. Certain populations have historically been undercounted in the census. They are:

- Children under the age of 5
- People who frequently move from one address to another, such as renters
- Racial and ethnic minorities

Other populations that are frequently missed in the census include:

- Low-income persons,
- Undocumented immigrants,
- People who distrust the government,
- Individuals who identify as L-G-B-T-Q,
- People who have limited access to the internet.

But things are changing, the Census Bureau is introducing new technology in 2020 to make it easier to respond to the census. Starting mid-March 2020, people will receive a postcard in the mail with a personal code they can use to enter their information online from any device – a computer or smart phone. Residents can also complete the census survey by phone. If someone doesn’t feel comfortable using the internet or their phone to submit their census information, they still have the option to complete a paper questionnaire and mail in the form. The 2020 census will ask the usual demographic facts about residents at each address, such as their age, sex, race and ethnicity. The questionnaire will ask if the head of household owns or rents the home, has a mortgage or owns the home mortgage-free. The census will ask for the name and phone number of the person completing the survey, which will allow a census worker to call to collect more information or ask for clarification - if the responses are incomplete. New for 2020, couples living together will be asked to define their relationships to their partners as “same-sex” or “opposite-sex” husband/wife, spouse or unmarried partner. In addition, the Census Bureau has planned to ask if the person is a citizen of the United States, although various states and civil rights groups have challenged the question in court. The U.S. Supreme Court has agreed to resolve the legal issues about the citizenship question with a ruling expected by the end of June 2019.

The Census Bureau is focusing more on internet-based responses. This will affect obtaining an accurate count of communities that do not have internet access. The citizen question is raising concerns in native and foreign-born about the confidentiality of the information provided to the government and how government authorities may use that information. We’re seeing an increase in public distrust of the government and security of information. Communities across the country and here in our region are already working on raising awareness about the census. In an effort to ensure a complete count during the 2020 census, the Health Forward and the REACH Healthcare Foundations have funded an outreach initiative for the Kansas City region. This initiative includes the creation of a regional complete count committee. MARC will support this committee’s efforts over this next year and is working with wide range of community partners across the metro. Members include local government leaders, community-based organization and business representatives, faith-based leaders, school officials and many others. Over the next year, the regional complete count committee will work to:

- Promote the census through locally based, targeted outreach efforts.
- Coordinate a regional information campaign.
• Assist local communities in forming their own complete count committees.
• Engage hard-to-count populations.

MARC convened the first meeting of the Kansas City Regional Complete Count Committee on March 22 and launched Census2020KC.org on April 1. The regional census website offers basic information on why the census is important, answers to frequently asked questions, and how individuals and organizations can get involved in census outreach. It also offers information on census jobs and mapping tools to help communities identify their hard-to-count areas.

**Committee Discussion:**
One of the committee members inquired what would happen if someone refuses to cooperate. Ms. Couch responded that census workers will continue their outreach through various methods until they have to go door to door.

Someone asked what the citizenship question will be specifically. Ms. Couch replied that she isn’t sure of the exact question, but she could send it out.

There was question if the hard to count areas have been identified and if the form will go to the actual name and address, Ms. Couch confirmed that they have been identified and the form will go to the name and address.

**LEED Update & Policy**
Architecture 2030 estimates that over the next 30 years, three-quarters of the built environment will be new or renovated. Since almost 45% of the GHG emissions of the U.S. are coming from the building sector, designers can have a significant impact on changing this pattern. Unknowingly, the architecture and building community is responsible for almost half of all U.S. greenhouse gas emissions annually. Globally the percentage is greater. According to the USGBC’s assessment of the impact of U.S. buildings on resources, the building community accounts for 40% of primary energy use, 72% of electricity consumption, 39% of CO₂ emissions, and 3.6% of potable water consumption. Commercial buildings use over half of American energy and at least 1/3 of American water. There are a wide variety of certifications, 3rd party labels, and other systems designed to track parts of a building’s performance. There is also an ecosystem of 3rd party labels and certifications for building products, cleaners, paper, and equipment to consider when purchasing material.

LEED is the one system that looks holistically at a building in terms of overall environmental footprint, combining measurements of utility use, comfort, air quality, site biodiversity, and much more. LEED stands for Leadership in Energy and Environmental Design. It’s a point-based system which allows building owners to measure their positive impact and achieve one of 4 levels of certification – certified, silver, gold, or platinum. LEED can be used for existing buildings – measuring operational performance and policies, new buildings – measuring modeled and designed impacts through measures implemented throughout the construction process. The system is compatible with a number of other rating methods and systems as well, including Sustainable SITES Initiative, International WELL Building, Living Building Challenge, and ARC (improvements measurement and benchmarking). A LEED project breaks down performance into nine categories. Each category includes minimum requirements and offers a suite of credits which are customized for each project based on feasibility and the goals of the owner. LEED certified buildings typically use 30-40% less energy and water, have a boost in employee productivity (because who doesn’t like to work in a place with clean air and natural light), and a shocking 35% reduction in absenteeism (because people get sick less in spaces designed to keep us healthy!) It was unveiled in 2000, is resource-focused, and the most widely-used green building rating system. There have
been approximately 39,000 commercial projects certified worldwide; of which are 4,200 higher education projects and 52,000 commercial registered pursuing. Of the 4,200 higher education projects certified, there are 3,900 higher education projects registered pursuing.

Owners of green buildings reported that their ROI improved by 19.2% on average for existing building green projects and 9.9% on average for new projects. Operating costs decreased by 13.6% for new construction and 8.5% for existing building projects. Building value increased by 10.9% for new construction and 6.8% for existing building projects. Increased asset valuation: New green building projects 5% and Green building retrofits 4%. For the past 14 years, USGBC has inspired a community to think about LEED and to implement LEED. Now, we are transforming the market yet again, changing and evolving the system to help this community perform to the LEED standard. Besides advocating for change, we can design projects that do less harm, hopefully working towards no harm and eventually towards building positive (net positive).

Committee Discussion:
There was an inquiry into the fee structure, and Mr. Knoll commented that it is determined by the square footage, but the initial cost is a flat fee in order to begin the work.

A committee member questioned if the LEED local neighborhood design is still active and if there is any local examples. Mr. Knoll affirmed that it is and isn’t sure if there are any local examples, but he can find out.

Someone asked how much has LEED certification gone into the operation of buildings, and Mr. Knoll answered that it goes into everything as it didn’t create new standards, but addresses existing operating standards. LEED’s standards continue to evolve and goes beyond code. It was noted that it would be beneficial to have information reflecting the construction costs versus operating costs. The ARC program gets at collecting this data. The average ROI on LEED buildings is 60% faster than code minimum building practices. The GSA publishes data for its LEED building but private buildings don’t typically publish their data.

KC Rising & Place
The purpose of KC Rising is to achieve a shared vision of regional prosperity for all by aligning and accelerating community efforts for greatest impact. They focus on economic drivers such as trade, ideas, & people; and will expand their vision with regional enablers such as place, policy, and inclusion. The KC Rising Steering Committee is composed of Business Leaders, Education Leaders, Elected Officials and Civic Contributors that have leverage to make systematic decisions within their companies and industries. The composition of KC Rising committees should reflect the diversity of the greater Kansas City community and shall be governed by the principles set forth in the diversity, equity and inclusion charter. More than 300 appointees from across the metro have participated in KC Rising activities – serving on committees, taskforces, focus groups, work sessions, and more. 1/3 are meeting the race/ethnicity goal and 2/3 are meeting the gender goal.

The horizon goals of KC Rising seek to grow the Kansas City region to be in the top 10 of 30 peer metros. Currently, we are 20th in regional gross domestic product, 13th in the number of quality jobs, and 16th in median household income. Since 2013, our Regional GDP has only increased 5.7% while our peer metros increased 12.5%. As for Quality Job Growth, we increased 6.0% and our peer metros increased 8.3%. Lastly, our Median Household Income increased 7.8% while our peer metros rose 10.7%. KC Rising believes that if we can succeed (punch above our weight) in these three measures, it would generate economic prosperity for the region. We have work to do to catch up to and surpass some of our peers. We
chose median household income to be inclusive (it is not the mean – the bottom needs to move up as well).

KC Rising has had numerous accomplishments to date:
- Our work in traded sectors thus far has brought about cluster unity and branding – KC Global Design and BioNexus KC. This cluster work has a high focus on workforce development as well.
- The work in the entrepreneurship and innovation space with KC Rising Fund and KC InvestED focusing on improving the entrepreneurship and startup Eco system KC.
- The TIE programs focuses on talent and workforce need for the traded sectors.
- The Human Capital work to get more certifications and post-secondary degrees in people’s hands in KC Degrees and KC Scholar.
- Activate KC systematic approach to aligning and convening experiential learning programs across the region.

Committee Discussion:
One of the committee members inquired about which goals KC Rising has that SPPC can help and vice versa, and Ms. Gonzales replied that we need to find a way as a community to have linked/shared goals & visions; which they are currently developing and will invite the community to get involved.

Other Business
Beth Dawson informed everyone that the 1st Suburbs Coalition will be having a workshop on July 17th and she will send out the information.

The meeting was adjourned. The next meeting of the committee is July 12, 2019.