

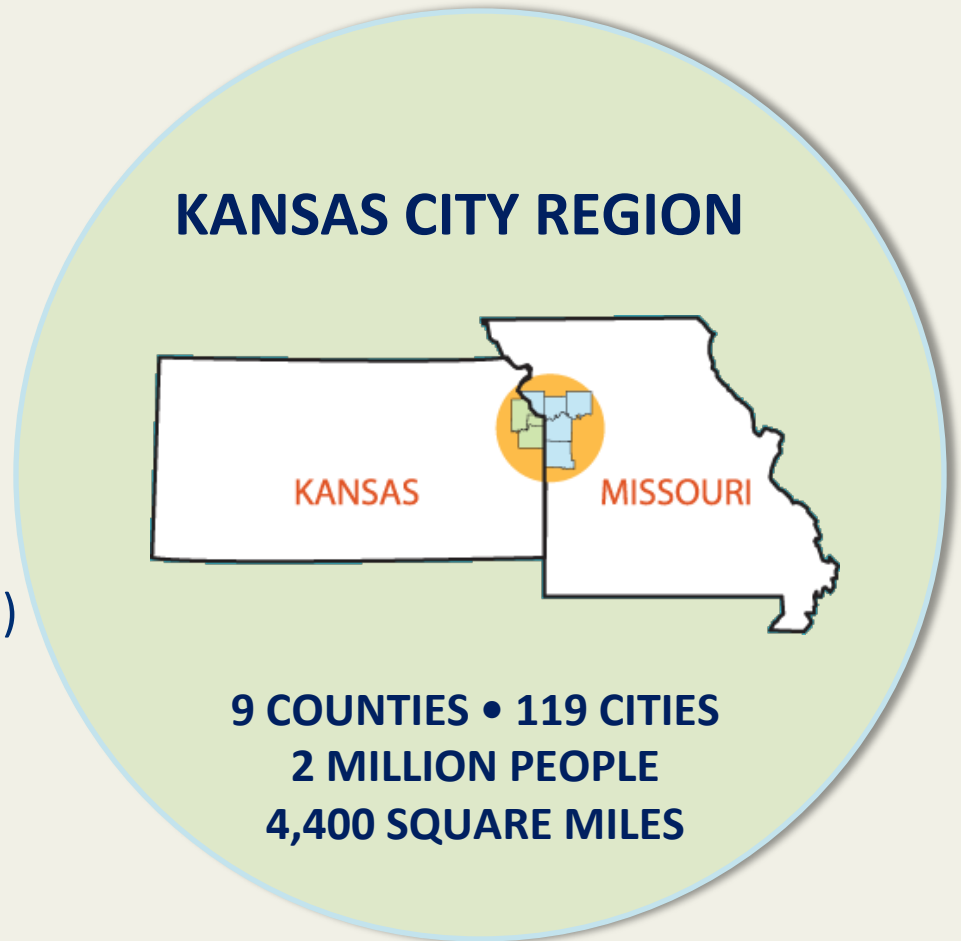


**Financing Lifelong Community Suburban  
Retrofits for the Boomers and Beyond**  
*2016 New Partners for Smart Growth Conference*

**Cathy Boyer-Shesol, MPA**  
**Mid-America Regional Council**

# Mid-America Regional Council

- Association of city and county governments.
- Board of 33 locally elected officials.
- Founded in 1972.
- Roles: leadership, planning, action.
- Program areas:
  - Transportation Planning (MPO)
  - Emergency Services and 9-1-1
  - Environmental Planning
  - Local Government Services
  - Research, Maps and Data
  - Aging and Head Start



# Tools Created to Strengthen Our Region's...

## Become a Community for All Ages

A checklist to help you become age friendly

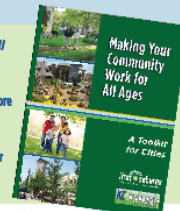


June 2014

Does your city or county need tools to help it become a Community for All Ages? This checklist is designed to be used together with *Making Your Community Work for All Ages — A Toolkit for Cities* as a way to raise awareness, plan actions and assess your city for age friendliness.

The first suburbs of Kansas City, established nearly 60 years ago, have done exactly what they were intended to do — provide homes and services for families that raised the generation of Americans we now call the baby boomers. But, as the baby boomers have aged, and the oldest of the generation known as the millennials (young adults born between 1982 and 2004, now age 10 to 32) have come into adulthood, it is time to reevaluate the role that the suburbs play in housing and serving the American population.

*Making Your Community Work for All Ages — A Toolkit for Cities* provides detailed information on steps that communities can take to become more age friendly. The toolkit is available at [www.kccfaa.org](http://www.kccfaa.org), or contact Cathy Boyer-Shestal at [cboyer@marc.org](mailto:cboyer@marc.org) or 816/701-8246 to get a printed copy.



In five Americans — or 72,774,000 million — will be older than 65, while researchers estimate there will be 76 million millennials in the U.S. at that time.

In the Greater Kansas City area, more than 416,000 residents will be 65 or older in 2030, while approximately 633,000 millennials will live here. Historically, the needs and interests of older adults have been seen as vastly different from younger generations and those of families with young children.



Kansas City's first suburbs can evolve in response to new trends and needs as communities for all ages. A community for all ages seeks to meet the needs and interests of the very old, the very young and everyone in between. A key driver for this work is the rapidly changing older adult demographics.



The post-war population swell known as the baby boom is paving the way for the next "baby boomlet," the generation known as the millennials that followed the smaller Generation X (ages 33 to 53) population. Today, the oldest baby boomers are in their late 60s. By 2030, one

Today, research shows that communities that are adapting to meet the needs of its older adult citizens raise the quality of life in ways that also appeal across the age spectrum.

## Making Your Community Work for All Ages

### A Toolkit for Cities

first **KC** suburbs  
 Conceiving the Past ... Creating the Future



July 2013



## Recognition program

Is your city age friendly? Be recognized for the work you've done. KC Communities for All Ages (CFAA) and the First Suburbs Coalition (FSC) are offering the Community for All Ages Recognition Program as an incentive for your city to become a Community for All Ages.

**How it works**  
 This program will recognize communities that have taken steps to become more welcoming to residents of all ages and, in the process, more vibrant, healthy and prosperous. It is not meant to be a formal certification program.

A community can earn one of three levels of recognition representing the extent of its work in becoming a Community for All Ages: Bronze (Awareness), Silver (Assessment) or Gold (Implementation).

Recognition for each level requires a community to complete a set of tasks (see reverse). The tasks don't necessarily require a great financial commitment, but do require time and effort from elected officials and staff, as well as citizen engagement. In most cases, the tasks can be included in already-existing processes and programs.

### Application process

To apply for Communities for All Ages recognition, submit an application form and supporting documentation to the First Suburbs Coalition via the Mid-America Regional Council (MARC) by 5 p.m., April 1, 2015.

A joint First Suburbs Coalition and KC Communities for All Ages committee will review applications and certify those communities that meet the criteria. Communities will be notified by June 1, 2015 if they have met the recognition criteria and, if not, what additional work needs to be done.

Communities are encouraged to use *"Making Your Community Work for All Ages: A Toolkit for Cities"* and the *"Communities for All Ages and the Checklist"* to guide their work. They are also encouraged to seek assistance from the First Suburbs Coalition, KC Communities for All Ages and MARC.

An application form may be downloaded at [www.KCCommunitiesforAllAges.org](http://www.KCCommunitiesforAllAges.org).



### Advantages of participating

- A more aware, well-planned community that meets the needs of all its residents.
- Regional recognition that your city is looking to the future, creating a community that is vibrant, connected and green, and serves the needs of all residents regardless of age.
- Recognition at First Suburbs Coalition and or Communities for All Ages events and on websites.
- Assistance with materials for websites, newsletters and news releases.
- News releases on the recognition and why it is important for communities.
- Templates for Community for All Ages street signs.

### Effort required



See recognition level tasks on reverse >>

# Messaging Challenge...

- Why should cities and the business community care about the projected dramatic increase in our region's 65+ population?



# Economic Impact of an Aging Population



## Economic Impact of an Aging Population in the Kansas City Region

Spring 2015

The number of older adults in the Greater Kansas area is expected to increase by 233,000 between 2010 and 2030, and the older adult workforce will nearly double. *How will these changes affect our regional economy?*

**This report discusses the changing demographics of our region and ways to take advantage of the opportunities these changes create.**

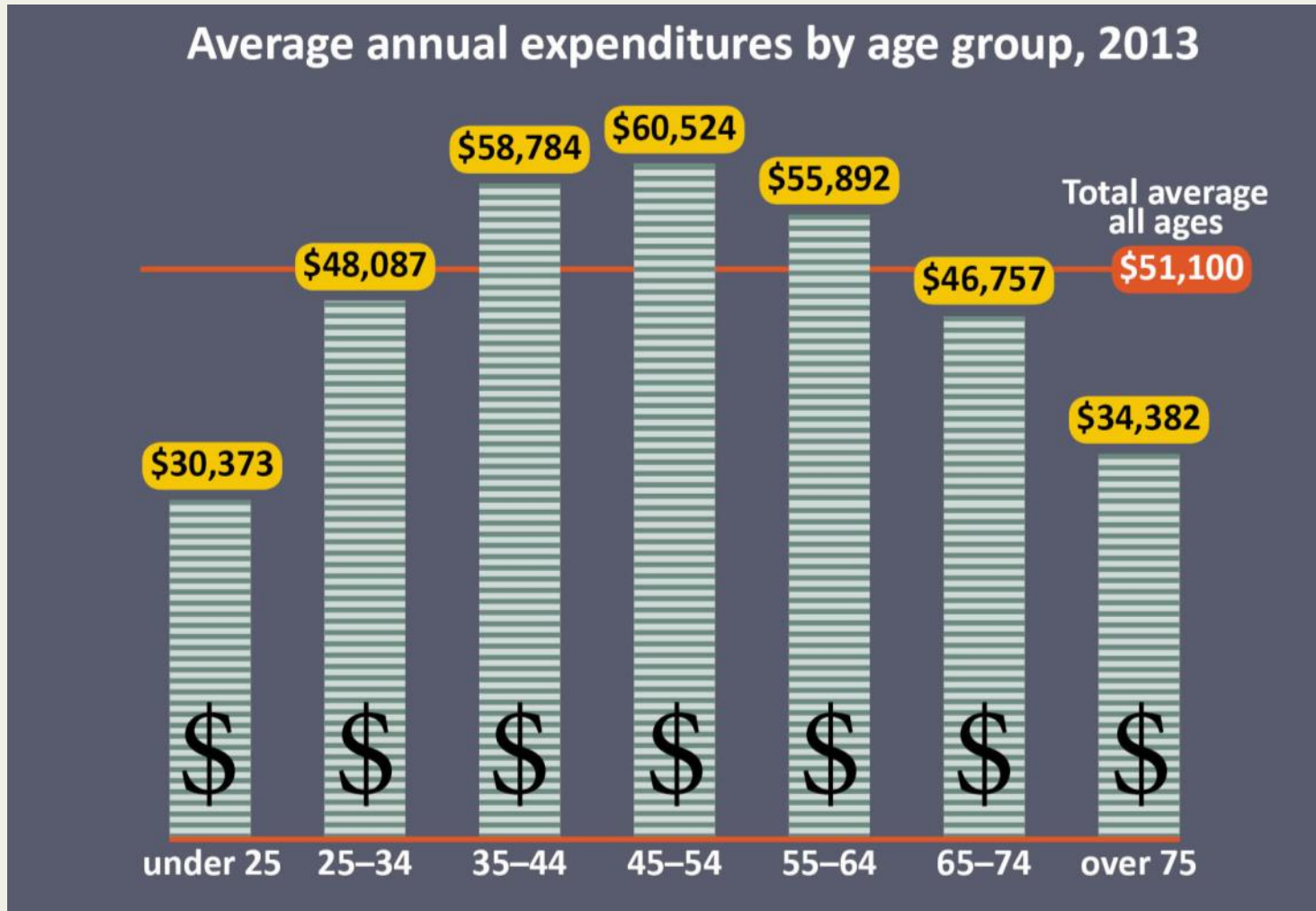


# Analysis Covers...

- Demographic Shift
- Workforce
- Employment
- Earnings
- Spending
- Education
- Migration Patterns



Older households spend about as much as younger households, on average.



# And...

The case for retaining the Kansas City region's 65+ population.

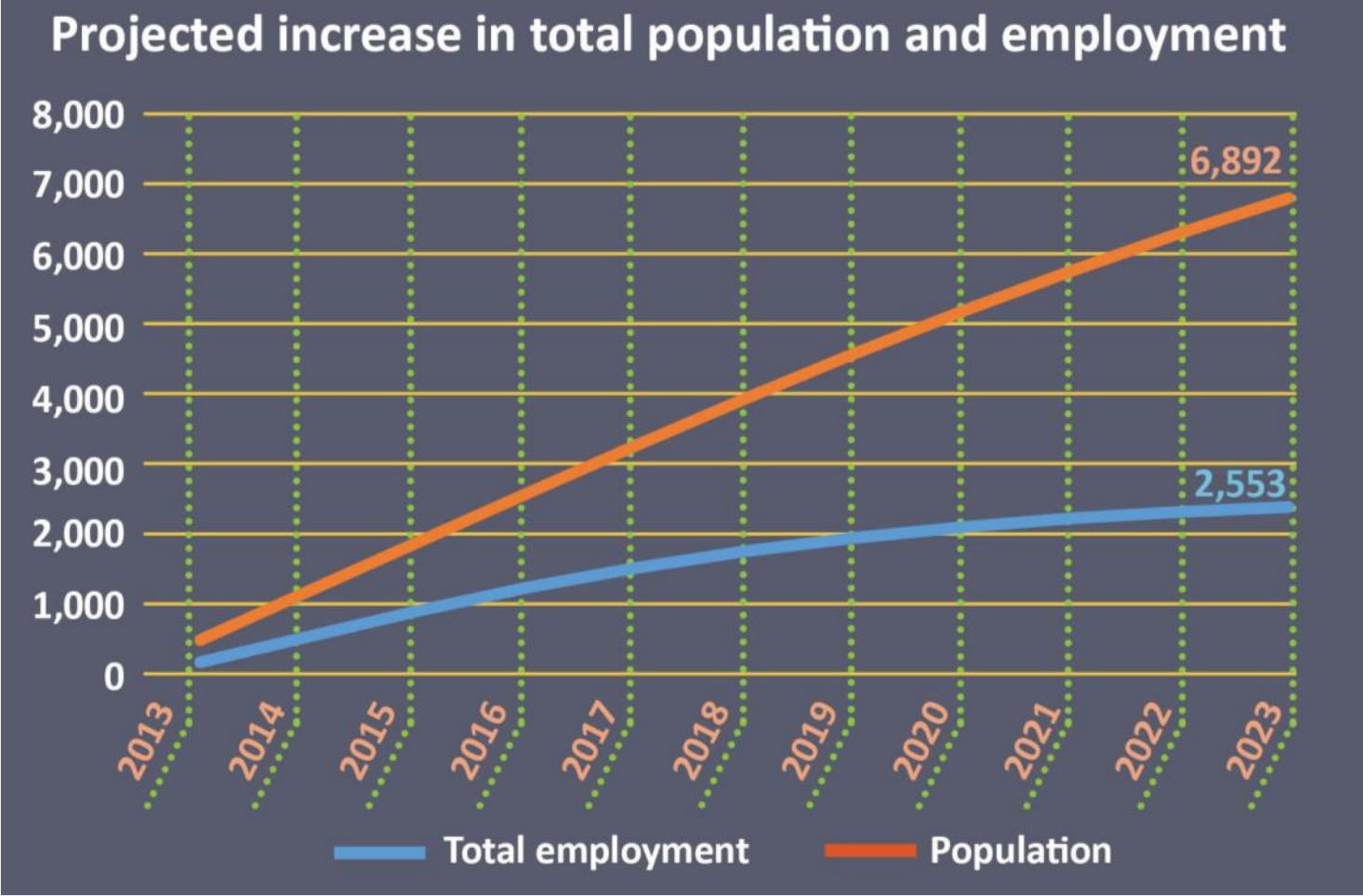


# Estimating economic impact: assumptions and methodology

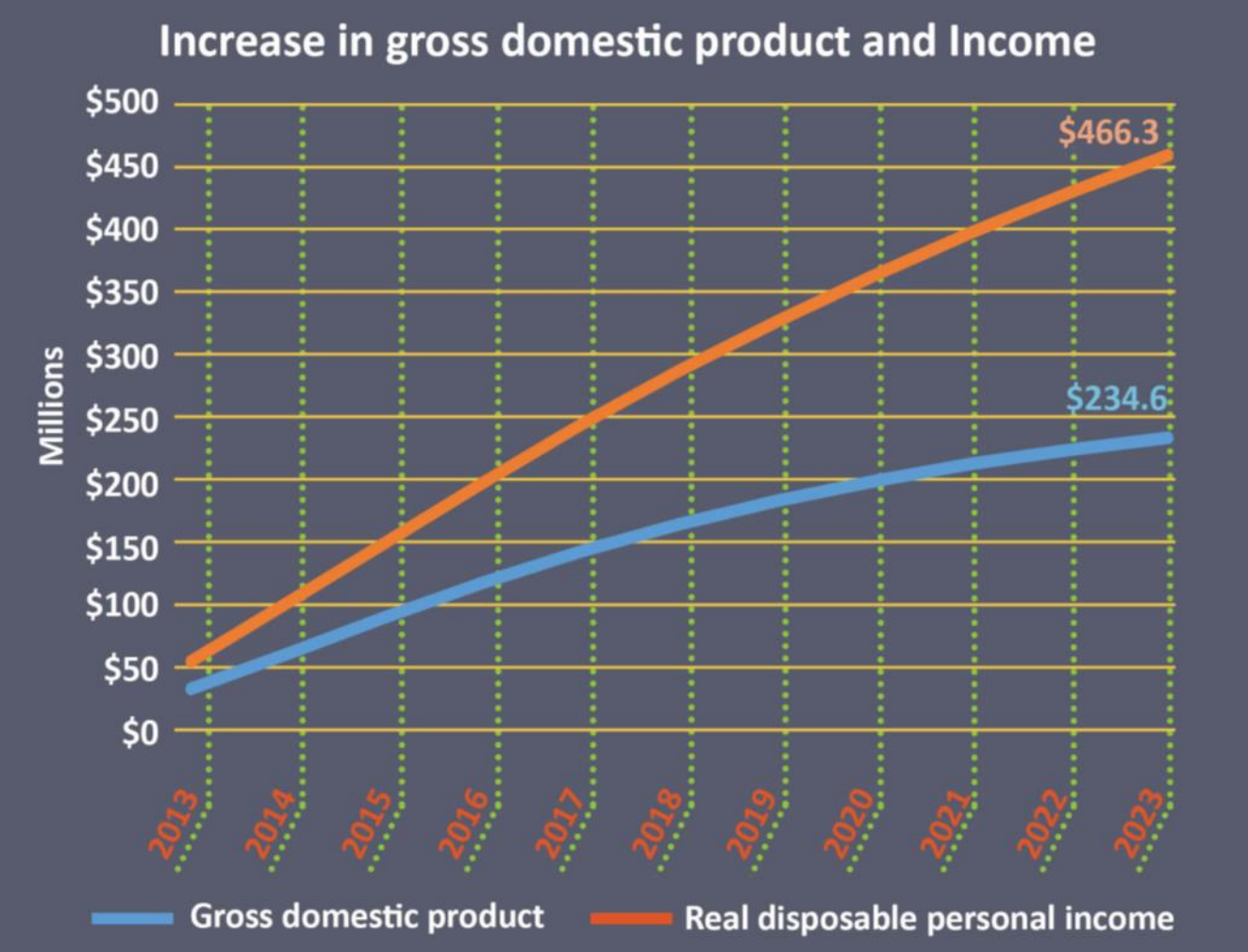


- Older adult-friendly policies and investments could influence 10 percent of those currently leaving the region to instead remain here.
- The impact of an additional 600 older adults on the economy is simulated using a Regional Economic Model (REMI).
- REMI estimates the increased income and expenditures 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.



## Conclusion

- 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.

# Contact Information



Cathy Boyer-Shesol  
Project Manager  
KC Communities for All Ages  
816-701-8246  
[cboyer@marc.org](mailto:cboyer@marc.org)

