

## **MCPL Follow-up Report**

### **Community Needs Assessment Meetings: March 14, 28 and April 4, 2017**

As the Mid-Continent Public Library reviews and refines its strategic plan, the leadership group conducted listening sessions with community leaders in the service area. The purpose of these sessions was to learn more about the current state of the community. This knowledge should help to inform Library leadership when considering ways in which the Library might better serve the community.

We conducted three 4-hour community meetings in March and April. Three meetings were conducted because three distinct community areas in the Library's service region became evident during the lead up to the Proposition L campaign: Northland, South Kansas City, and Eastern Jackson County. Meeting attendees at each meeting represented some segment of the community in each region and included both library patrons and those who are not library patrons. The goal was to draw people who are community leaders in a variety of fields, everything from small business to education to the arts. The full list of attendees is in Appendix A.

The purpose of this report is to reflect what we learned from these three community listening sessions, not to draw conclusions about future services provided by the Library. These findings will be integrated with other findings as the Library leadership pulls together recommendations about the strategic direction of the Library.

#### **Meeting Goals**

1. Describe the community today (using the Purpose-Based Library [PBL] framework)
2. Identify the current strengths and weaknesses of our community (internal, present)
3. Identify the opportunities and threats facing our community (external, future)
4. Identify the major trends, directions, projects, and activities in our community
5. Discuss the impact of anticipated future developments on the community
6. Identify the most critical needs the community will face over the next ten years
7. Develop an understanding of the current library services and plans
8. Identify some ways in which the Library and partners can address these needs

#### **Meeting Process**

1. Attendees completed a community survey based on the Purpose Based Library Hierarchy of Community Needs
2. Attendees completed a Strengths, Weaknesses, Opportunities, and Threats (SWOT) assessment of the community
3. The facilitator presented a demographic overview of the community
  - a. Racial distribution, educational attainment, income, poverty level, etc.
4. The attendees engaged in a discussion of trends, developments, changes coming to the community
5. The facilitator led a review of the results of the PBL Hierarchy and the SWOT
6. The attendees engaged in a discussion of most pressing/critical needs facing the community
7. Library Director Steve Potter made a presentation on library services
8. The attendees brainstormed and discussed additional services the library might provide

#### **Purpose Based Library Integration**

The design of these meetings was very similar to the meetings the library held in 2012 as part of the planning process for the Library's current strategic plan. The most distinct difference in this round of

meetings was that they were built with attention to the ideas presented in *The Purpose Based Library*. This was done in response to the MCPL Trustees' Resolution to adopt those ideas as the foundation for the Library's future activities.

These meetings incorporated Purpose Based Library primarily by starting the day looking at the community through the prism of the Purpose Based Library Hierarchy of Needs. The first activity of the day was for the participants to complete a survey based on that hierarchy. The areas addressed in the survey were:

*Personal skills and needs*

- Food and shelter safety net: Strength of support for homelessness, food insecurity, poverty
- Safety and security: Level of community involvement in having safe and secure neighborhoods
- Health and Nutrition: Level of the community's general health and access to health resources
- Functional literacy and access: Level of functional literacy in the community...reading, writing, and understanding
- Digital literacy and access: Level of digital literacy...basic, functional, and quantitative

*Community skills and needs*

- Social community engagement: Level of the community's personal and digital engagement with each other
- Functional skills development: Availability of continuing education and skill-building opportunities for adults
- Community contribution: Availability of incubators, employment preparation, internships, volunteer opportunities, and civic engagement opportunities

*Cultural enrichment*

- Creative expression: Amount of creative expression in the community...story, art, music, drama, etc.
- Advancement of knowledge: How involved is the community in learning from the past and/or stimulating new ideas
- Philanthropy: Philanthropic culture of our community including giving and service

We asked participants to rank the community on each element on a scale of 1 (poor) to 10 (strong). We also asked participants to indicate if they thought the community was improving on each element, declining on that element, or has remained the same as it has been in the past. The full results of this exercise are found in Appendix B.

Our goals in this exercise were to learn about the community and to set the stage for additional conversations about the community through the day. It was also important to encourage participants to think about the community, not the library.

The results of this exercise revealed some differences among the three groups. As might be expected, the Northland and Eastern Jackson County groups scored higher across the board than did the South Kansas City group.

The overall results of the exercise are reflected below. An average rating (on a scale of 1 to 10) by group for each element is shown. The colored bars represent the number of participants who felt that the community is improving (green), declining (red), or remains the same (gray) for each element.

Needs	Average Rating (scale of 1 to 10)			Num Reporting: Northland			Num Reporting: South KC			Num Reporting: Eastern Jack		
	Northland	South KC	East Jack	Better	Same	Worse	Better	Same	Worse	Better	Same	Worse
Food and shelter safety net	5.4	5.3	5.6	4	5	0	4	4	0	5	3	3
Safety and security	5.7	5.0	6.9	2	3	4	4	3	1	6	3	2
Health and nutrition	6.2	5.5	6.7	4	3	2	4	4	0	7	3	1
Functional literacy and access	6.8	4.9	6.5	4	4	1	2	5	1	2	5	3
Digital literacy and access	5.9	4.6	6.3	3	3	3	5	3	0	8	3	0
Social community engagement	4.7	5.1	6.1	1	4	4	7	1	0	4	5	2
Functional skills development	5.9	5.3	5.9	5	3	1	2	5	0	4	4	3
Community contribution	5.0	3.8	6.3	2	5	2	0	4	2	6	2	3
Creative expression	5.3	5.0	5.9	1	4	4	2	5	0	4	6	1
Advancement of knowledge	5.9	5.4	5.7	4	2	3	1	4	0	4	3	4
Philanthropy	7.0	5.3	6.2	5	4	0	2	5	0	4	6	1

### SWOT Analysis

The second exercise with each group was a SWOT (strengths, weaknesses, opportunities, threats) assessment of the community. These assessments are often used in organizations. They are a familiar tool to many and provide a framework to help the group talk about the community. They served a good purpose in drawing the group into the conversation. These exercises also yielded useful information for the Library leadership.

Below we have combined the results of the SWOT assessment for the three groups, but, using a color scheme, have maintained the identification of the source of the comments.

### Sort source of item by color

Black=Eastern Jackson County

Red=South KC

Blue=Northland

### Strengths

#### Community Identity and engagement

1. Eastern Jackson County has an identity/cohesiveness
2. Community values result in a caring atmosphere
3. Winning baseball team (Royals) jazzed up community spirit
4. Interested people who are not apathetic, but not yet fully engaged
5. Collective memory
6. Community is willing to lend support and be engaged
7. South Patrol is involved in community conversations in a positive way
8. Small community feeling/neighborhoods
9. Community support for progressive projects
10. Good relationships between Clay and Platte law enforcement
11. Strong individual social services and agencies
12. Good libraries

### *Infrastructure*

1. Good parks
2. Transportation network (roads and highways are well-connected, easy access to lots of things)
3. Sense that Library is “just around the corner” – Library locations
4. Golf courses and trails/recreation opportunities
5. Strong highway network
6. Access to Airport and Highways

### *Public Leadership*

1. Governance is cooperative and well integrated (Blue Springs, Lee’s Summit, Grain Valley)
2. Big picture initiatives available region-wide (like Mid-America Regional Council)
3. Support of public safety

### *Economic Development*

1. Strong business community
2. All the new business development (Cerner, Gateway, Wonderscope/Red Bridge, etc.)
3. Growing community of faith-based organizations
4. Effects of affluence...good amenities
5. Diversity of industries
6. Northland Education and Business Alliance
7. Strong employment (one of lowest unemployment rates in state)
8. Opportunities created by airport

### *Health Services*

1. Good healthcare network
2. Major full-service hospital (St. Joseph’s Medical)
3. Wide variety of health services available
4. Good healthcare facilities

### *Education*

1. Good schools that work well together
2. The Library
3. Some strong public school districts
4. Two institutions of higher learning (Avila and Longview)
5. Education (public schools, higher education, and Northland CAPS)

### Weaknesses

#### *Community identity and engagement*

1. People lack follow through in engagement
2. Apathy until there’s a major event (tornado or World Series win)
3. Challenges created by an unhealthy online community
4. Lack of knowledge of all services offered
5. Lack of youth services and family recreation opportunities
6. Negative perception of the community by the larger community
7. Aging of those who participate in community groups such as homes associations
8. Lack of racial and ethnic diversity
9. Geographic divides – river, Highway 152, county line, urban vs. rural

### *Economic Development*

1. Huge shortage of skilled tradespeople and labor
2. Barriers to business - navigating City Hall (permits and licenses, etc.)
3. EDCs are silos
4. Venture capital difficult to come by for new start ups
5. Workforce – major employers can't find skilled and unskilled employees (only 13% of workforce needs a degree)

### *Housing*

1. Affordable housing not available
2. Low percentage of home ownership
3. Older housing stock, not a lot of new homes even in more affluent west side (new jobs but not new housing options)
4. Number of vacant homes
5. Affordable housing (under \$250k)

### *Education*

1. Lack of public engagement affecting the schools/internship experiences for their teachers, etc. (experiential education)
2. Skilled labor has lack of opportunities for experiential learning
3. Education policy vs. programs that allow workforce training
4. Community doesn't know the extent of the Library services and resources
5. Instability of some of the public schools (population shifts, leadership changes)

### *Infrastructure*

1. Public transportation is really a challenge (particularly for poor and aging people)
2. Bus service/public transportation very limited
3. Public transportation
4. Pockets of high density traffic problems (Liberty Triangle)
5. No multipurpose gathering space (arts, celebrations, etc.)

### *Crime*

1. Particularly on east side of South KC, high crime rates

### *Lack of community support resources*

1. Shortage of physicians
2. Pockets of poverty and inequity
3. Inequitable access to good healthcare for certain income brackets
4. Payday loan companies
5. No emergency shelters for homeless in Northland
6. Significant behavioral health issues – drug and alcohol abuse
7. Very few intergenerational feeding stations
8. More communication needed between social service agencies

### *Ineffective political leadership*

1. Lack of big ideas – we are a large voting block but we follow instead of lead

## Opportunities

### *Economic Development*

1. Workforce development bridge – EDC, etc. and including private schools and home school
2. New Town at Harmony development in Independence (Blue Springs School District)
3. Smart technologies – fiber in ground, lot of smart people who have concepts, need houses tapped into the fiber, lot of potential needs to be tapped
4. Need to break down obstacles and facilitate the process for small businesses
5. Job growth
6. Retail rebirth around Cerner
7. 435 corridor and resources potentially available all throughout the Northland
8. iWerx in North Kansas City (largest coworking space in Greater Kansas City)

### *Community identity and engagement*

1. Need informational cycle among Eastern Jackson County communities – MCPL can be a connector
2. New growth can improve perception of community
3. Really important opportunity for South KC to take a strong leadership role in health and wellness
4. Collaboration efforts between Clay and Platte Counties
5. Ongoing meetings to connect social service agencies, public services, public education, mental health officials, medical, etc. (Northland Coalition and others)

### *Infrastructure*

1. Improvement in public safety and health services as a result of growth
2. Connection of historic trails
3. South Liberty Parkway will allow for growth
4. Possibility of an event center, multipurpose environment (community events or athletics or both). Arts depends on using schools for space...need space with a stage
5. Trails project – Clay County EDC been working the last year with groups to identify trails. Use Hodge Park as hub and walk to any community in Clay County

## Threats

### *Public Leadership*

1. Lack of development of next generation leaders
2. Bureaucracy – not changing with the times/not evolving
3. Resource allocation process –leaders don't always put the resources to the new needs
4. Changes in government funding for state, federal level for nonprofits. Philanthropic community is pressed to fill gaps.

### *Community identity and engagement*

1. Lack of civil discourse
2. Distractions caused by modern technology
3. Lack of intergenerational communication
4. Lack of diversity
5. Danger that South KC could hand over identity to Cerner
6. Lack of community involvement by some businesses

7. Technology – affects interpersonal skills/interviews, it becomes barrier to many things (civil discourse, using libraries, etc.)
8. Political polarization hampering problem solving
9. Border war (east/west)
10. Lack of diversity
11. Growing inequality

#### *Economic development*

1. Shortage of quality workers – difficulty recruiting in all industries

#### *Crime*

1. Crime in some areas
2. Violent crime rate

#### *Education*

1. Lack of adequate and appropriate education

#### *Infrastructure*

1. If you are having resurgence of new economic development, transit system must be able to get everyone to where they need to go. Cerner has not been cooperative about getting bus service to the Cerner campus. Secure campus and self-contained. Affects who they hire.
2. Inadequate funding to replace infrastructure. Much of our infrastructure is crumbling.

### **Identification of Needs and Library Responses**

After the survey exercise and the SWOT assessment, we shared demographic information with the group. This information was limited to the community with which we were meeting and is located in Appendix C. We also reviewed the results of the survey and the SWOT assessment. We then asked each group to identify the most critical needs in their community.

After that discussion, Steve Potter presented the services of the Library and some thoughts about possible future services. We then asked the groups to discuss how the most critical needs might be addressed by the Library. The discussion about critical needs and Library programming and capabilities became much more free-flowing and integrated, less easy to separate.

### **Most critical needs in the community and ideas for the work of the Library**

#### *Eastern Jackson County*

1. Rebuilding community engagement. We need to move people from being interested to being engaged.
2. Improve infrastructure...transportation and technology, in particular.
3. Create more community-building events.
4. Improve literacy to improve citizenship.
5. MCPL is a connector. Not just engagement...it's connectivity...for all ages.
6. Economic development, workforce and education are the three primary ingredients. Education and business must work better together.

### *South Kansas City*

1. Low community self-esteem, lack of pride continue to be a major challenge.
2. Residential housing growth must keep pace with job growth.
3. Helping people find jobs. We have a lot of unemployed. Making sure we get the people in our community educated and connected to meet employer needs.
4. Education...improving schools will help bring families to the community.
5. Stability of families...they move too much...children are always forced to adapt.
6. Addressing poverty and all of the issues that are caused by systemic widespread poverty.

### *Northland*

1. Libraries need to become centers for community.
2. Population growth must be planned for and challenges must be addressed.
3. Growth and pervasiveness of artificial intelligence will change communities.
4. Majority of jobs coming will not be white collar jobs but will instead be service industry jobs.
5. Workforce shortage.
6. Revolution in health care – the largest employment group in Clay County is healthcare. Healthcare is “reactive” mode but is changing to more proactive methods (DNA testing, etc.).
7. We are going to see significant increase in chronic diseases in population. People are living longer (because of advances in public health) and we are now seeing diseases that we didn’t deal with much in the past.
8. Millennials (well educated, not tied to a company or area) look for a cool place to live and then get a job. They are not as enamored with owning their own home.
9. The community will change as emphasis on personal possessions is reduced.
10. Library is 24/7 online. People will get out less and access more online.
11. The Millennials are a little bit more entrepreneurial. There is no expectation of long-term employment like older generations. They change jobs and start businesses faster. Business services offered by the Library will be utilized more.

In relation to the Library, overwhelmingly the comment we heard weaved throughout the three meetings was “We very much appreciate what the Library does, we now know it does more than we thought, and the Library needs to improve the awareness of its services and become more visible and engaged in the community.”



**Appendix A**  
**Community Needs Assessment Meeting Attendees**

**Northland:**

Chief Kevin Chrisman, Parkville Police Department  
Jim Hampton, Clay County EDC  
Deanna Armstrong, Platte County Senior Services  
Ed Chasteen, HateBusters  
Stacey Johnson, Hillcrest Transitional Housing Northland  
Dr. Cecilia Robinson, Garrison School Cultural Center  
Gary Zaborac, Clay County Health Department  
Chris Donnelly, Miller-Donnelly Agency (Platte City)  
Susan Anderson, Platte City Friends of the Arts  
Brett Daffron, Commerce Bank

**South Kansas City:**

Erin Sharp, Center School District  
Marva Moses, Hickman Mills Prevention Coalition  
John Sharp, South Kansas City Alliance  
Ann O'Hare, Trailside Center and Avila University  
Basima Bayazid, Crescent Clinic WIC  
Kim Curtis, Grandview Chamber of Commerce  
Martha Thompson, Concord Fortress of Hope Church  
Amy Kuhnlein, Swope Health Services

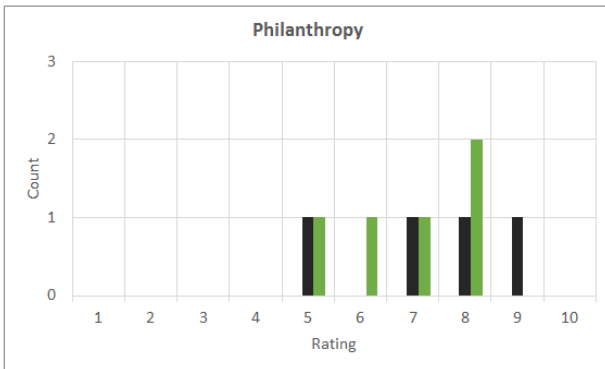
**Eastern Jackson County:**

Ryan Hunt, City of Grain Valley  
Eleanor Frasier, Blue Springs Public Art Commission  
Sonci Bleckinger, Central Bank of the Midwest  
Brandon Simpson, Jazzy B's Food Truck and Restaurant  
Rachel Segobia, Lee's Summit CARES  
Malonda Hudson, DeCaff Tees and Nexus Interpreting  
Molly Teichman, Centerpoint Medical Center  
Bill Cowling, Blue Springs School District  
Cotton Sivils, Hillcrest Transitional Housing in Eastern Jackson County  
Robyn Miller, Woods Chapel United Methodist Church  
Christine Bushyhead, Lee's Summit EDC  
Carl Chinnery, Rotary Club of Lee's Summit  
Phil Hanson, Truman Heartland Community Foundation

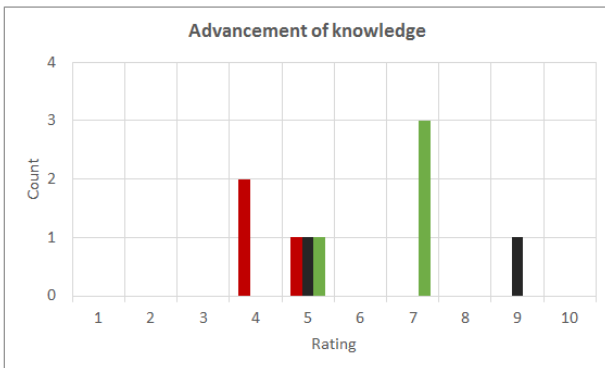
**Appendix B**

Purpose Based Library Ranking Exercise

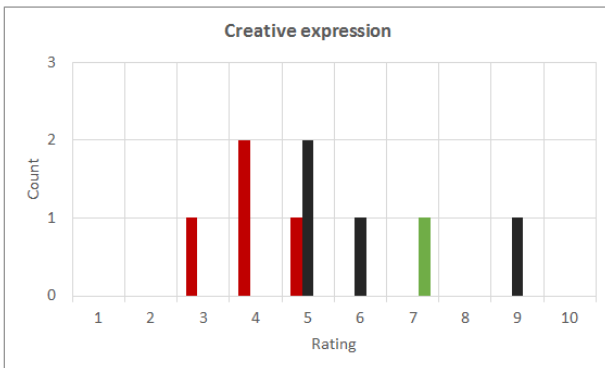
## Northland Results



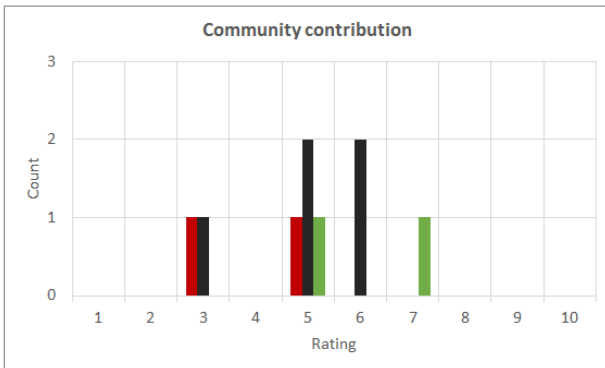
**Philanthropy**  
 Average Rating: 7.0  
 Number of Reds: 0  
 Number of Blacks: 4  
 Number of Greens: 5



**Advancement of knowledge**  
 Average Rating: 5.9  
 Number of Reds: 3  
 Number of Blacks: 2  
 Number of Greens: 4



**Creative expression**  
 Average Rating: 5.3  
 Number of Reds: 4  
 Number of Blacks: 4  
 Number of Greens: 1



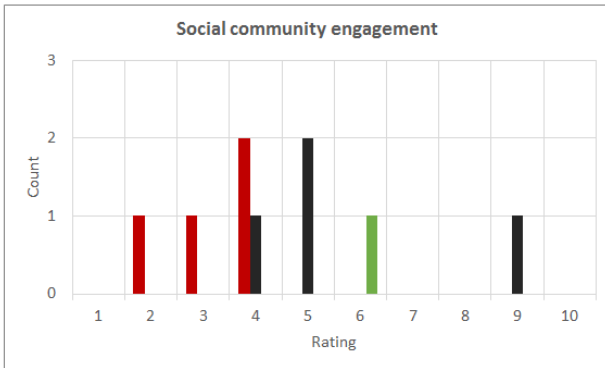
**Community contribution**  
 Average Rating: 5.0  
 Number of Reds: 2  
 Number of Blacks: 5  
 Number of Greens: 2

## Northland Results (p2)



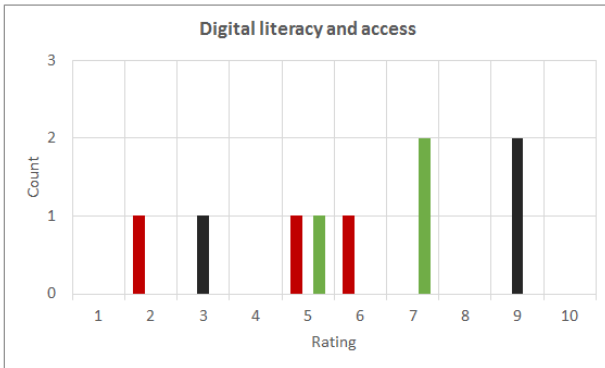
### Functional skills development

Average Rating: 5.9  
 Number of Reds: 1  
 Number of Blacks: 3  
 Number of Greens: 5



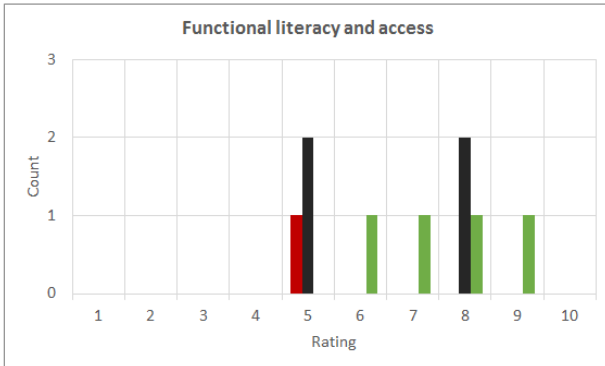
### Social community engagement

Average Rating: 4.7  
 Number of Reds: 4  
 Number of Blacks: 4  
 Number of Greens: 1



### Digital literacy and access

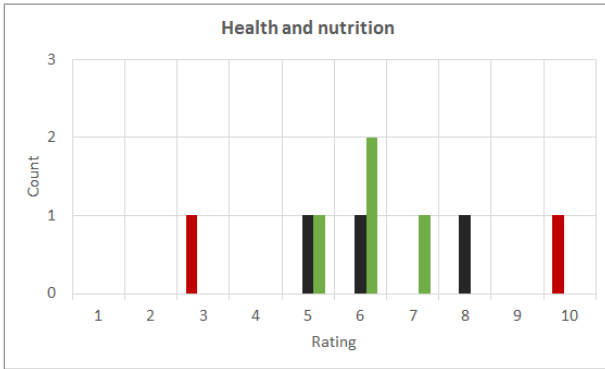
Average Rating: 5.9  
 Number of Reds: 3  
 Number of Blacks: 3  
 Number of Greens: 3



### Functional literacy and access

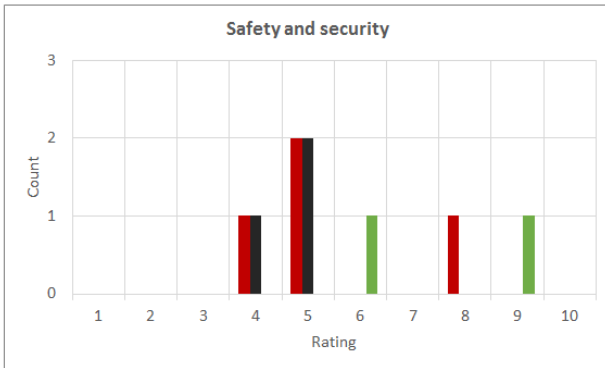
Average Rating: 6.8  
 Number of Reds: 1  
 Number of Blacks: 4  
 Number of Greens: 4

## Northland Results (p 3)



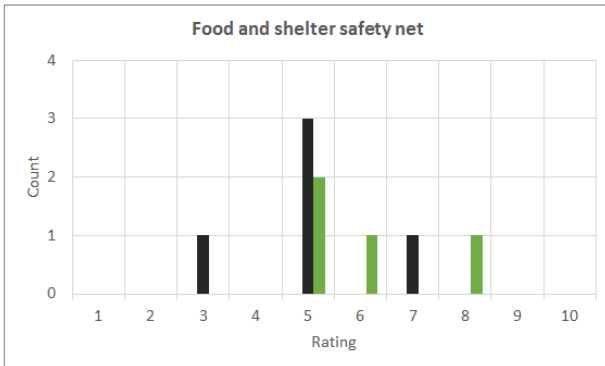
### Health and nutrition

Average Rating: 6.2  
 Number of Reds: 2  
 Number of Blacks: 3  
 Number of Greens: 4



### Safety and security

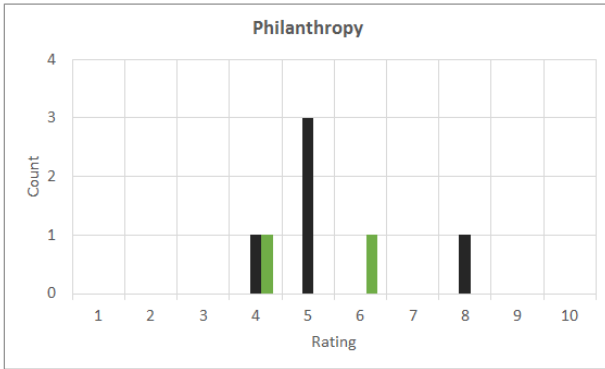
Average Rating: 5.7  
 Number of Reds: 4  
 Number of Blacks: 3  
 Number of Greens: 2



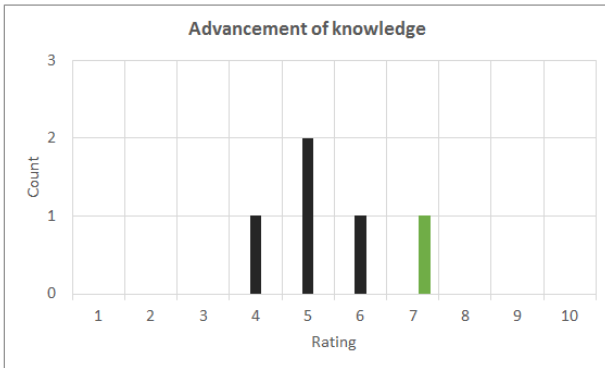
### Food and shelter safety net

Average Rating: 5.4  
 Number of Reds: 0  
 Number of Blacks: 5  
 Number of Greens: 4

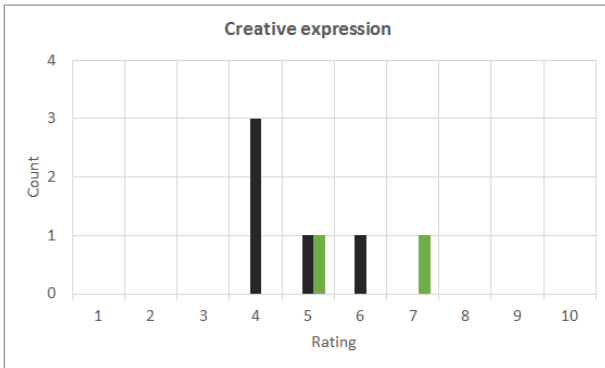
## South Kansas City Results



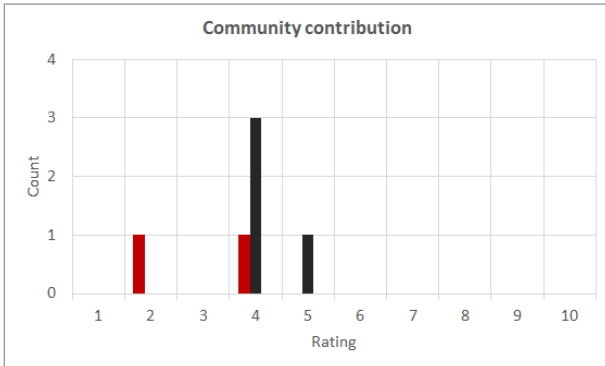
**Philanthropy**  
 Average Rating: 5.3  
 Number of Reds: 0  
 Number of Blacks: 5  
 Number of Greens: 2



**Advancement of knowledge**  
 Average Rating: 5.4  
 Number of Reds: 0  
 Number of Blacks: 4  
 Number of Greens: 1



**Creative expression**  
 Average Rating: 5.0  
 Number of Reds: 0  
 Number of Blacks: 5  
 Number of Greens: 2



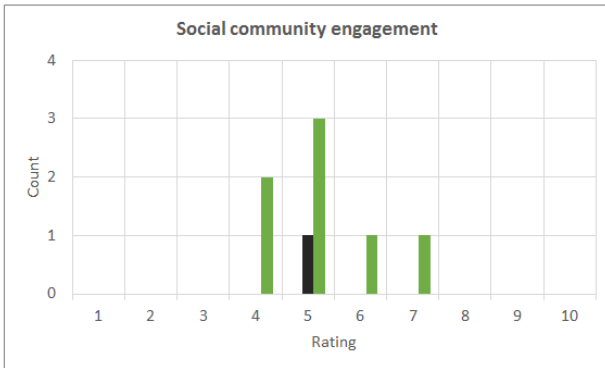
**Community contribution**  
 Average Rating: 3.8  
 Number of Reds: 2  
 Number of Blacks: 4  
 Number of Greens: 0

## South Kansas City Results (p 2)



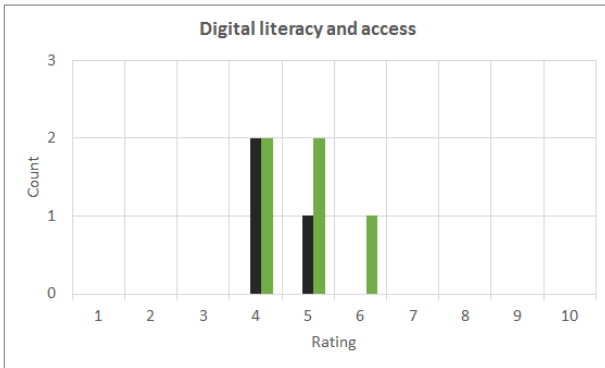
### Functional skills development

Average Rating: 5.3  
 Number of Reds: 0  
 Number of Blacks: 5  
 Number of Greens: 2



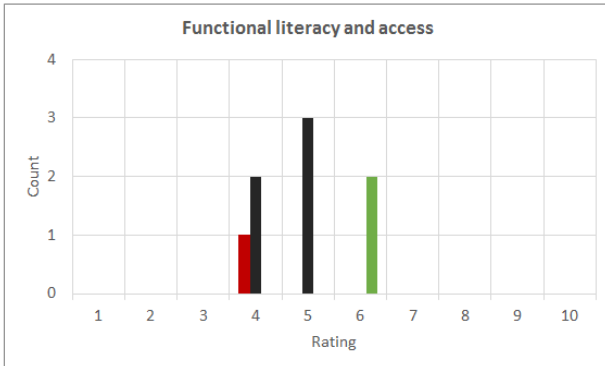
### Social community engagement

Average Rating: 5.1  
 Number of Reds: 0  
 Number of Blacks: 1  
 Number of Greens: 7



### Digital literacy and access

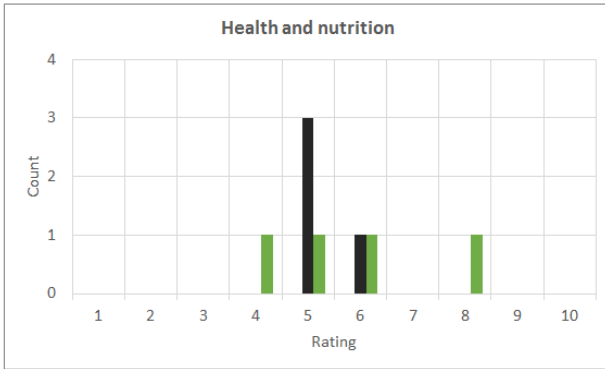
Average Rating: 4.6  
 Number of Reds: 0  
 Number of Blacks: 3  
 Number of Greens: 5



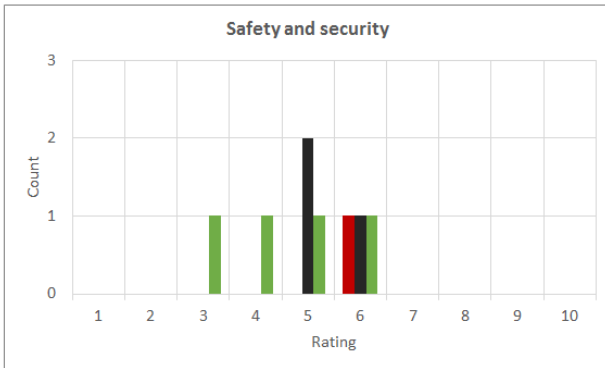
### Functional literacy and access

Average Rating: 4.9  
 Number of Reds: 1  
 Number of Blacks: 5  
 Number of Greens: 2

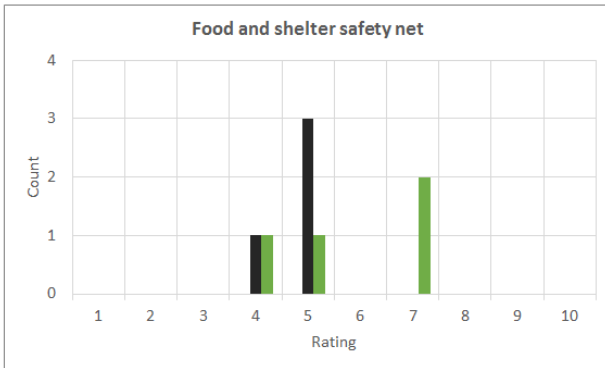
### South Kansas City Results (p 3)



**Health and nutrition**  
 Average Rating: 5.5  
 Number of Reds: 0  
 Number of Blacks: 4  
 Number of Greens: 4



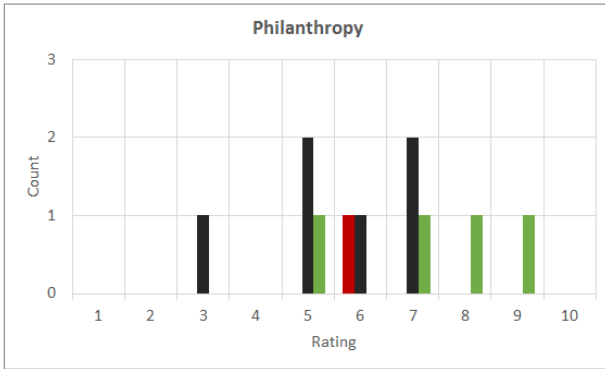
**Safety and security**  
 Average Rating: 5.0  
 Number of Reds: 1  
 Number of Blacks: 3  
 Number of Greens: 4



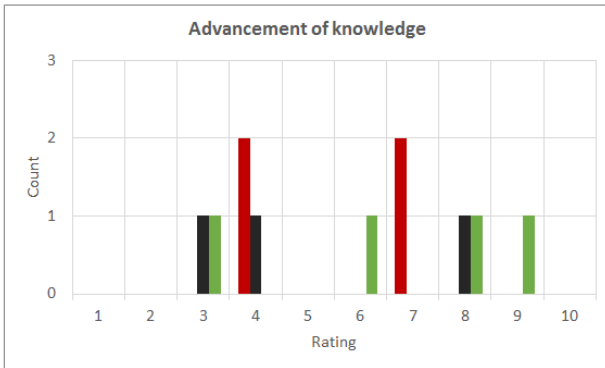
**Food and shelter safety net**  
 Average Rating: 5.3  
 Number of Reds: 0  
 Number of Blacks: 4  
 Number of Greens: 4



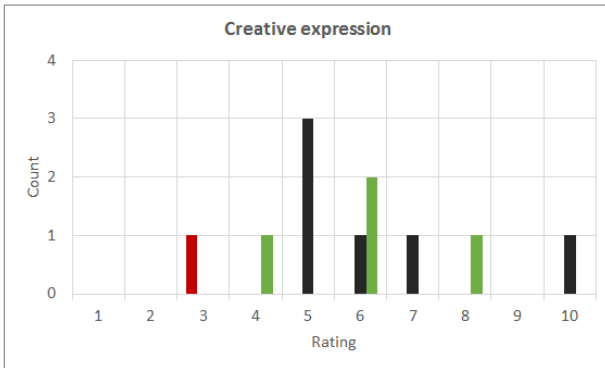
## Eastern Jackson County Results



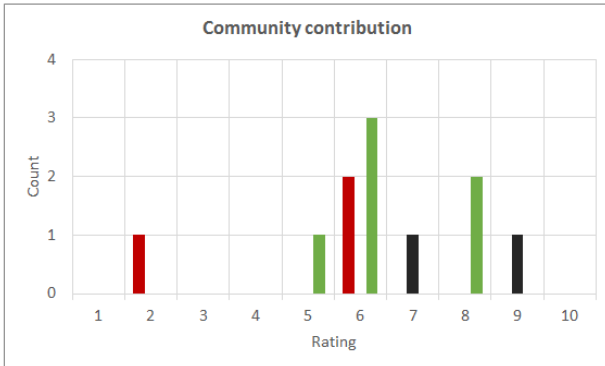
**Philanthropy**  
 Average Rating: 6.2  
 Number of Reds: 1  
 Number of Blacks: 6  
 Number of Greens: 4



**Advancement of knowledge**  
 Average Rating: 5.7  
 Number of Reds: 4  
 Number of Blacks: 3  
 Number of Greens: 4

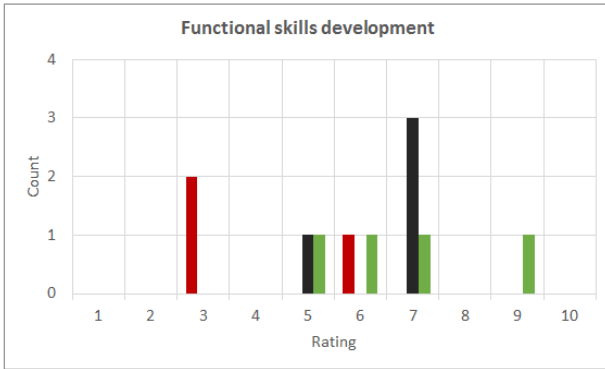


**Creative expression**  
 Average Rating: 5.9  
 Number of Reds: 1  
 Number of Blacks: 6  
 Number of Greens: 4



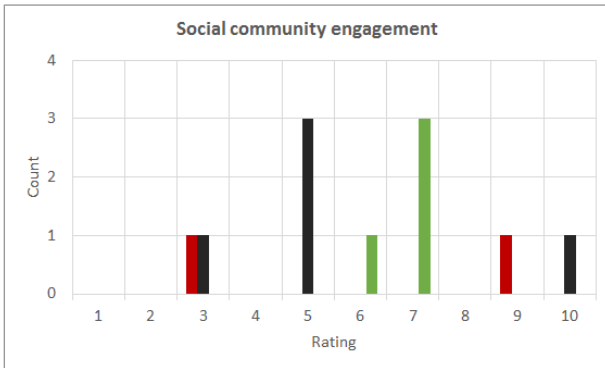
**Community contribution**  
 Average Rating: 6.3  
 Number of Reds: 3  
 Number of Blacks: 2  
 Number of Greens: 6

## Eastern Jackson Count Results (p 2)



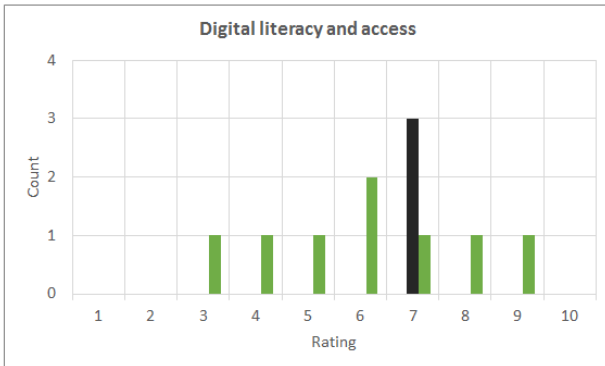
### Functional skills development

Average Rating: 5.9  
 Number of Reds: 3  
 Number of Blacks: 4  
 Number of Greens: 4



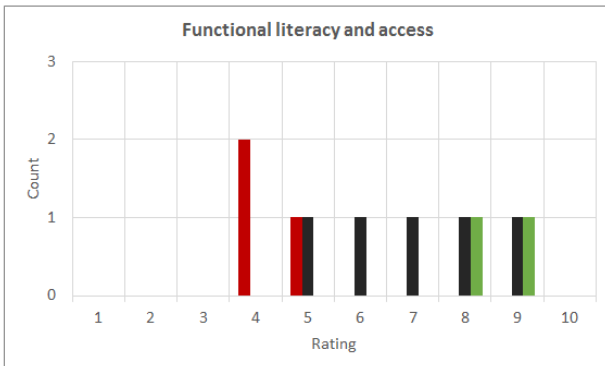
### Social community engagement

Average Rating: 6.1  
 Number of Reds: 2  
 Number of Blacks: 5  
 Number of Greens: 4



### Digital literacy and access

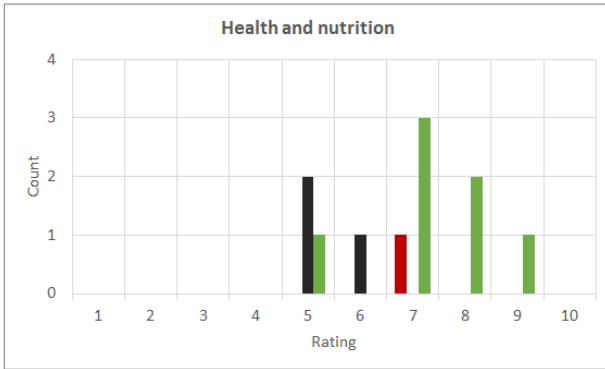
Average Rating: 6.3  
 Number of Reds: 0  
 Number of Blacks: 3  
 Number of Greens: 8



### Functional literacy and access

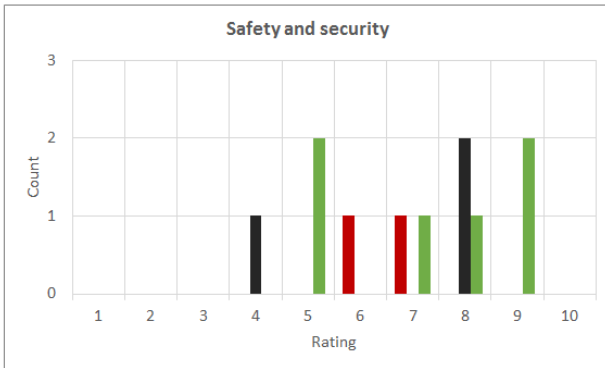
Average Rating: 6.5  
 Number of Reds: 3  
 Number of Blacks: 5  
 Number of Greens: 2

## Eastern Jackson County Results (p 3)



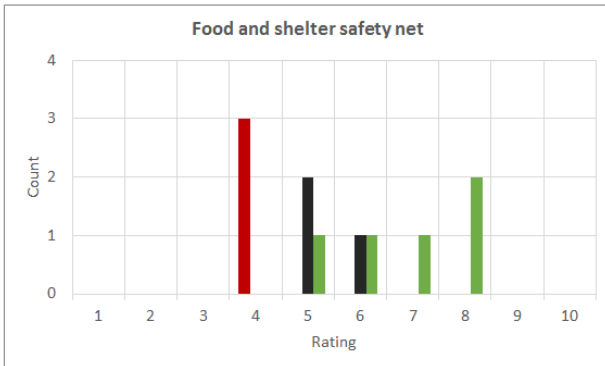
### Health and nutrition

Average Rating: 6.7  
 Number of Reds: 1  
 Number of Blacks: 3  
 Number of Greens: 7



### Safety and security

Average Rating: 6.9  
 Number of Reds: 2  
 Number of Blacks: 3  
 Number of Greens: 6



### Food and shelter safety net

Average Rating: 5.6  
 Number of Reds: 3  
 Number of Blacks: 3  
 Number of Greens: 5

**Appendix C**

Demographic data presented at each meeting.

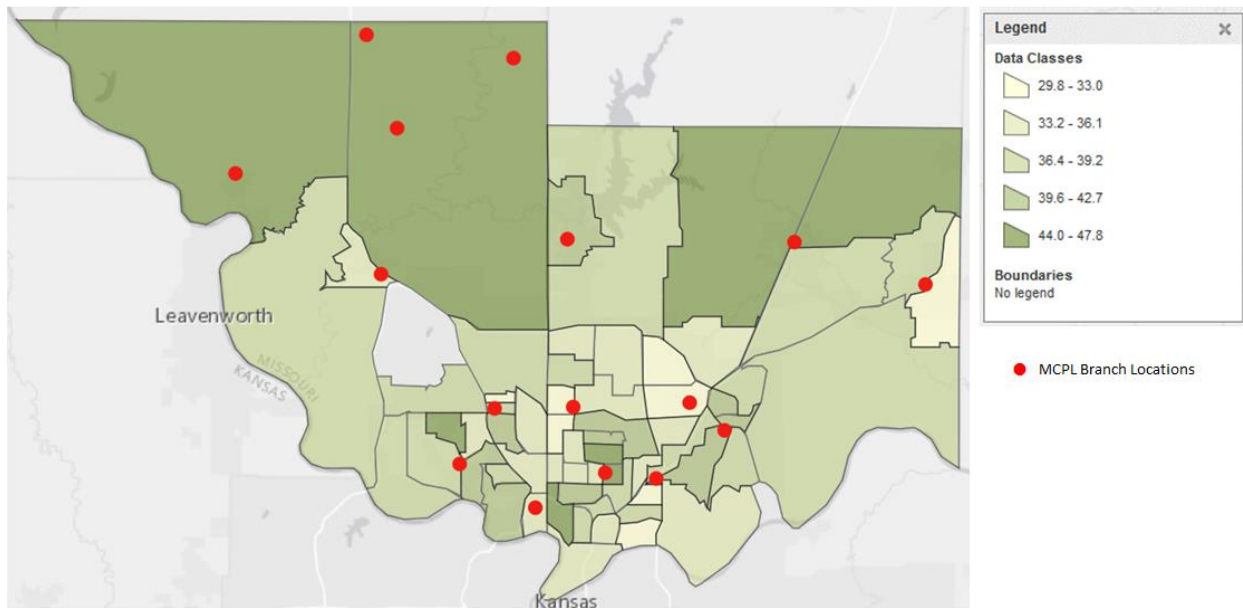
## Northland (Clay + Platte Counties) Data

### Population by Age and Household

	2010 Estimates	2015 Estimates	Percent Change
<b>Total Population</b>	301,909	323,755	7.2%
Under 5 years	21,562	21,119	-2.1%
5 to 9 years	22,758	23,153	1.7%
10 to 14 years	19,996	22,498	12.5%
15 to 17 years	12,827	13,585	5.9%
18 to 29 years	46,423	48,502	4.5%
30 to 44 years	65,558	68,828	5.0%
45 to 64 years	79,722	86,037	7.9%
65 years and over	33,063	40,033	21.1%
<b>Median Age</b>	37.1	37.5	

	2010 Estimates		2015 Estimates		Percent Change
<b>Total Households:</b>	121,099		125,232		3.4%
with people <i>under 18 years</i>	42,266	34.9%	42,527	34.0%	0.6%
with people <i>65 years and over</i>	23,225	19.2%	28,476	22.7%	22.6%

Map: Median Age by Census Tract; ACS 2015 Estimates

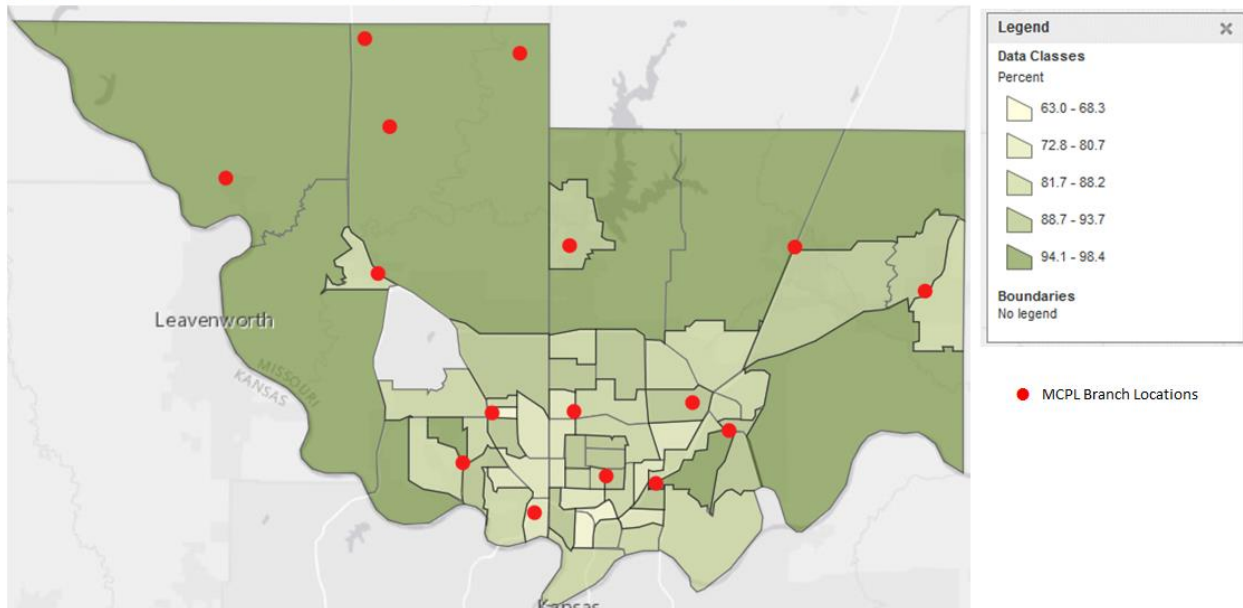


**Northland (Clay + Platte Counties) Data (p 2)**

**Population by Race**

	2010 Estimate		2015 Estimate		Percent Change
<b>Total:</b>	301,909		323,755		7.2%
White alone	268,800	89.0%	281,040	86.8%	4.6%
Black or African American alone	12,220	4.0%	18,418	5.7%	50.7%
American Indian and Alaska Native alone	930	0.3%	1,280	0.4%	37.6%
Asian alone	6,359	2.1%	7,348	2.3%	15.6%
Native Hawaiian and Other Pacific Islander alone	746	0.2%	683	0.2%	-8.4%
Some other race alone	3,337	1.1%	4,188	1.3%	25.5%
Two or more races:	9,517	3.2%	10,798	3.3%	13.5%
Two races including Some other race	460		1,529		
Two or more races excluding Some other race	9,057		9,269		

**Map: Percent White Population by Census Tract; ACS 2015 Estimates**

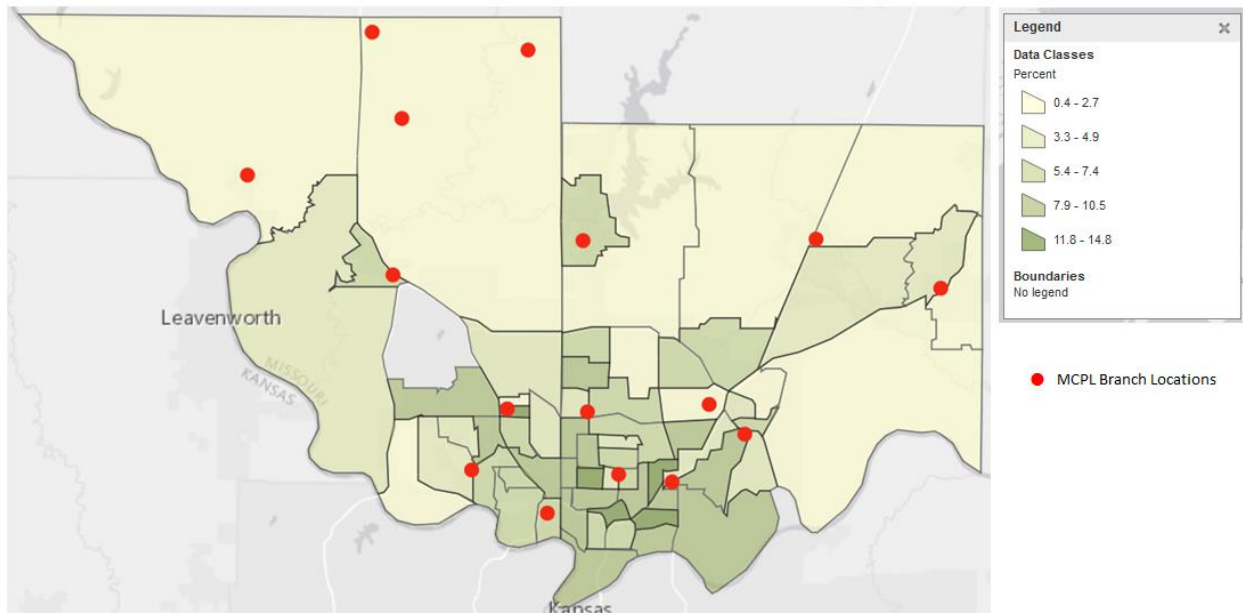


**Northland (Clay + Platte Counties) Data (p 3)**

**Population by Ethnicity: Hispanic or Latino (of any race)**

	2010 Estimates		2015 Estimates		Percent Change
<b>Total Population:</b>	301,909		323,755		7.2%
Not Hispanic or Latino	285,782		303,856		
Hispanic or Latino	16,127	5.3%	19,899	6.1%	23.4%

**Map: Percent Hispanic or Latino by Census Tract; ACS 2015 Estimates**

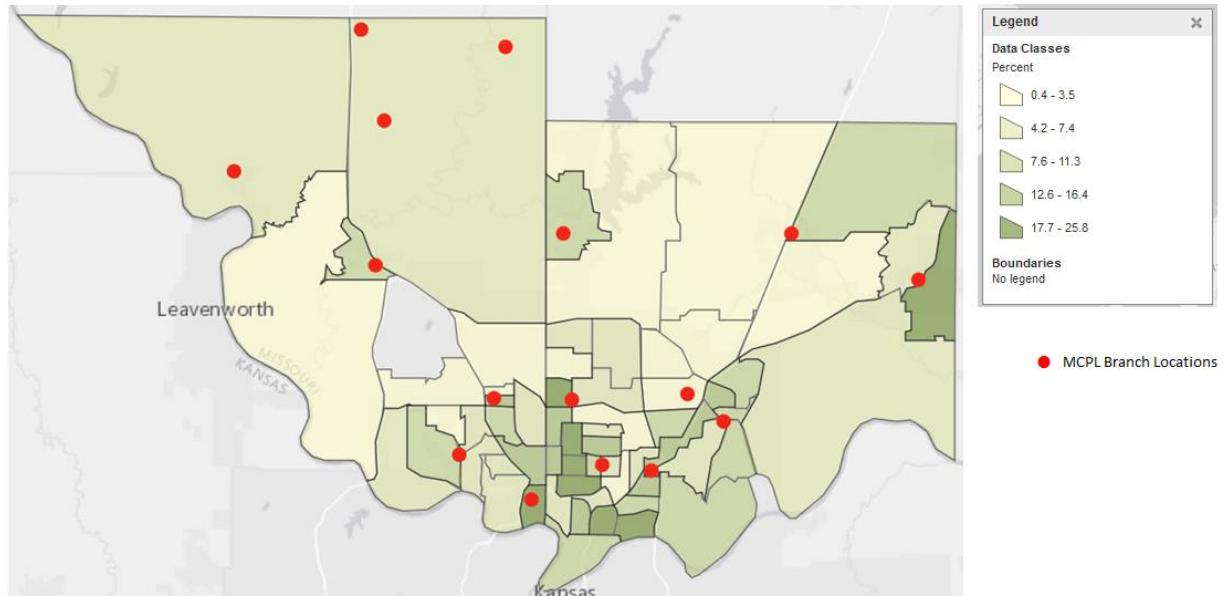


**Northland (Clay + Platte Counties) Data (p 4)**

**Population by Poverty Status**

	2010 Estimates		2015 Estimates	
Total (Population for whom poverty status is determined):	297,792		320,080	
Income in the past 12 months <b>below</b> poverty level:	22,640	7.6%	27,243	8.5%
Income in the past 12 months at or above poverty level:	275,152		292,837	

**Map: Percentage of People Whose Income in the Past 12 Months is Below the Poverty Level by Census Tract; ACS 2015 Estimates**



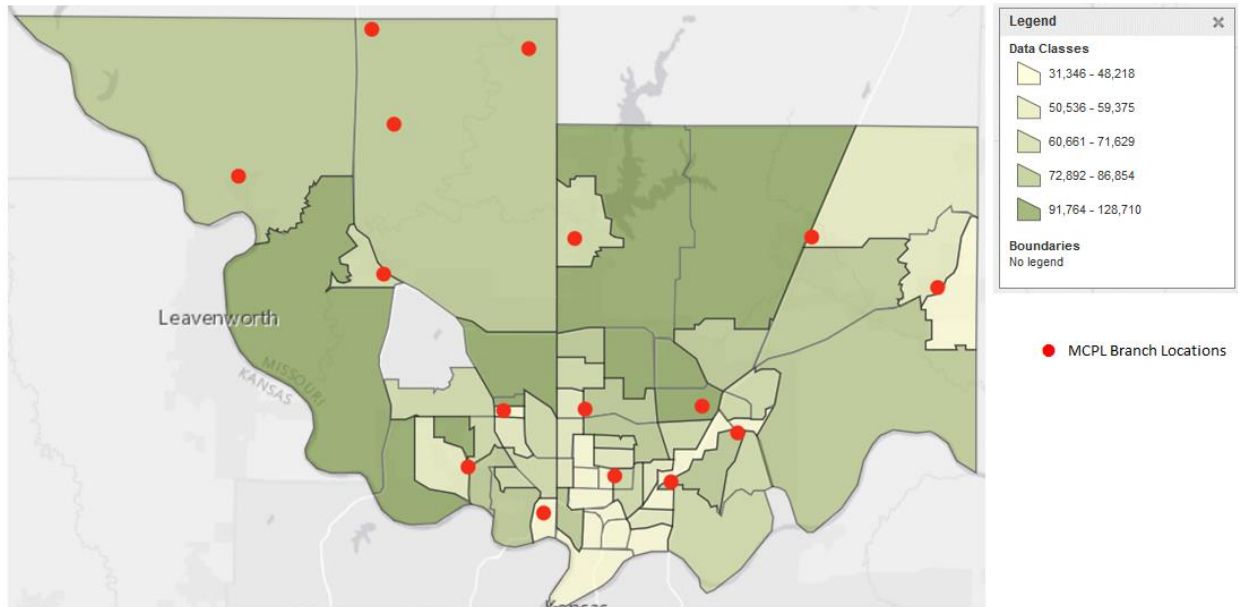


**Northland (Clay + Platte Counties) Data (p 5)**

**Median and Average Household Income by County**

	2010 Estimates		2015 Estimates		Percent Change (Median)
	Median HH Income	Ave HH Income	Median HH Income	Ave HH Income	
Clay County	\$58,559	\$70,043	\$62,099	\$76,317	6.0%
Platte County	\$65,984	\$83,299	\$68,254	\$87,425	3.4%

**Map: Median Household Income by Census Tract; ACS 2015 Estimates**

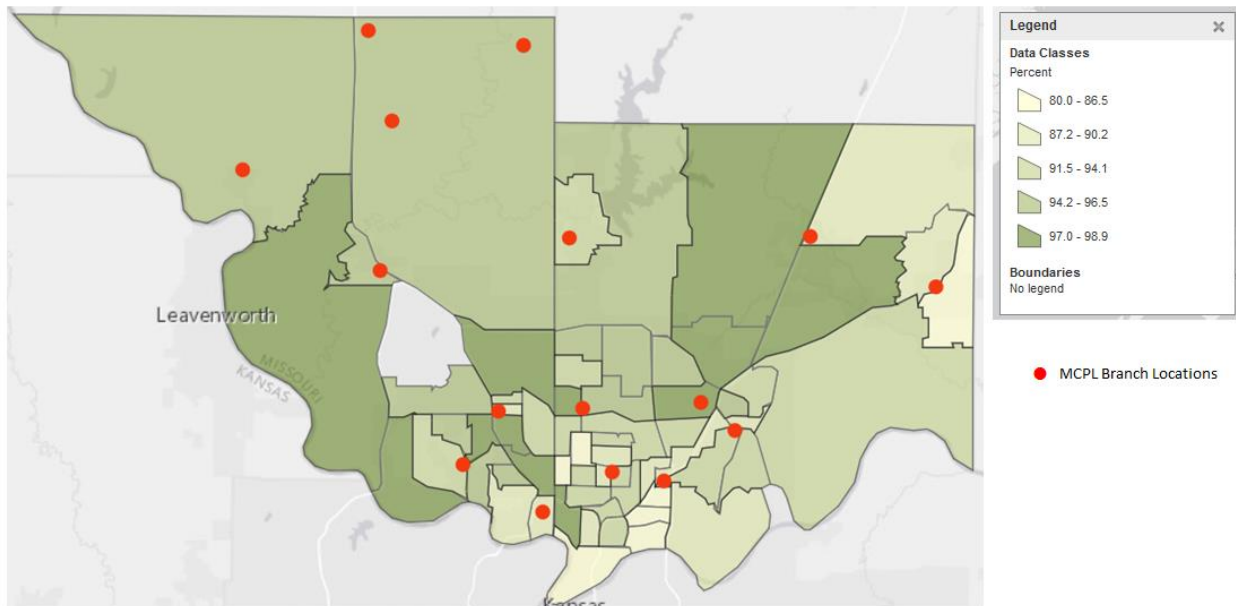


**Northland (Clay + Platte Counties) Data (p 6)**

**Population 25 years and over by Educational Attainment**

	2010 Estimates		2015 Estimates	
Population 25 years and over	199,813		216,940	
Less than 9th grade	4,206	2.1%	4,343	2.0%
9th to 12th grade, no diploma	11,347	5.7%	10,892	5.0%
High school graduate (includes equivalency)	55,899	28.0%	58,572	27.0%
Some college, no degree	48,916	24.5%	52,096	24.0%
Associate's degree	15,230	7.6%	17,851	8.2%
Bachelor's degree	43,575	21.8%	48,109	22.2%
Graduate or professional degree	20,640	10.3%	25,077	11.6%
Percent high school graduate or higher	92.8%		93.7%	
Percent bachelor's degree or higher	33.6%		35.7%	

**Map: Percent High School Graduate or Higher by Census Tract: ACS 2015 Estimates**



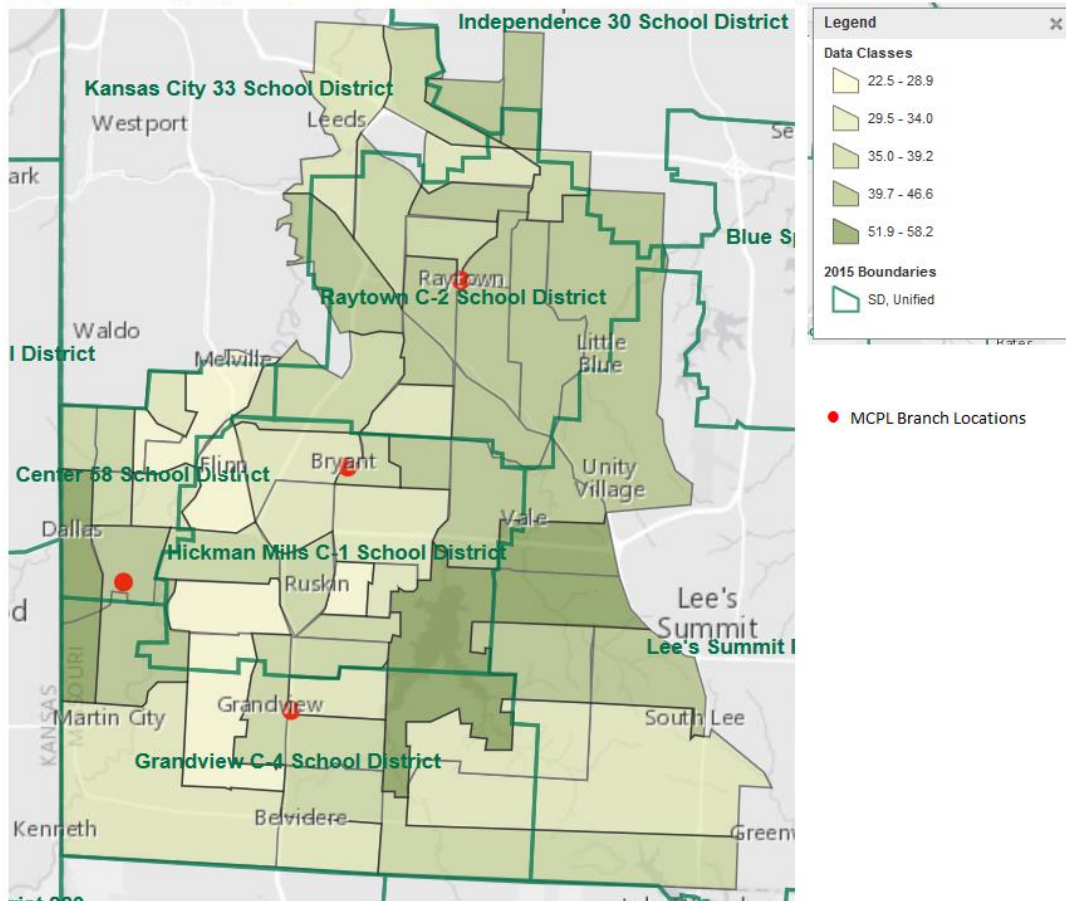
**South Kansas City Data (area of Center, Grandview, Hickman Mills & Raytown School Districts)**

**Population by Age and Households**

	2010 Estimates	2015 Estimates	Percent Change
<b>Total Population</b>	164,624	168,717	2.5%
Under 5 years	11,492	11,968	4.1%
5 to 9 years	10,508	11,118	5.8%
10 to 14 years	10,910	10,836	-0.7%
15 to 17 years	7,059	6,247	-11.5%
18 to 29 years	29,645	27,969	-5.7%
30 to 44 years	30,698	32,117	4.6%
45 to 64 years	41,314	44,146	6.9%
65 years and over	22,998	24,316	5.7%
<b>Median Age</b>	36.5	37.2	

	2010 Estimates		2015 Estimates		Percent Change
<b>Total Households:</b>	67,639		68,517		1.3%
with people <i>under 18 years</i>	20,665	30.6%	20,120	29.4%	-2.6%
with people <i>65 years and over</i>	16,488	24.4%	17,383	25.4%	5.4%

**Map: Median Age by Census Tract with School District boundaries overlay; ACS 2015 Estimates**

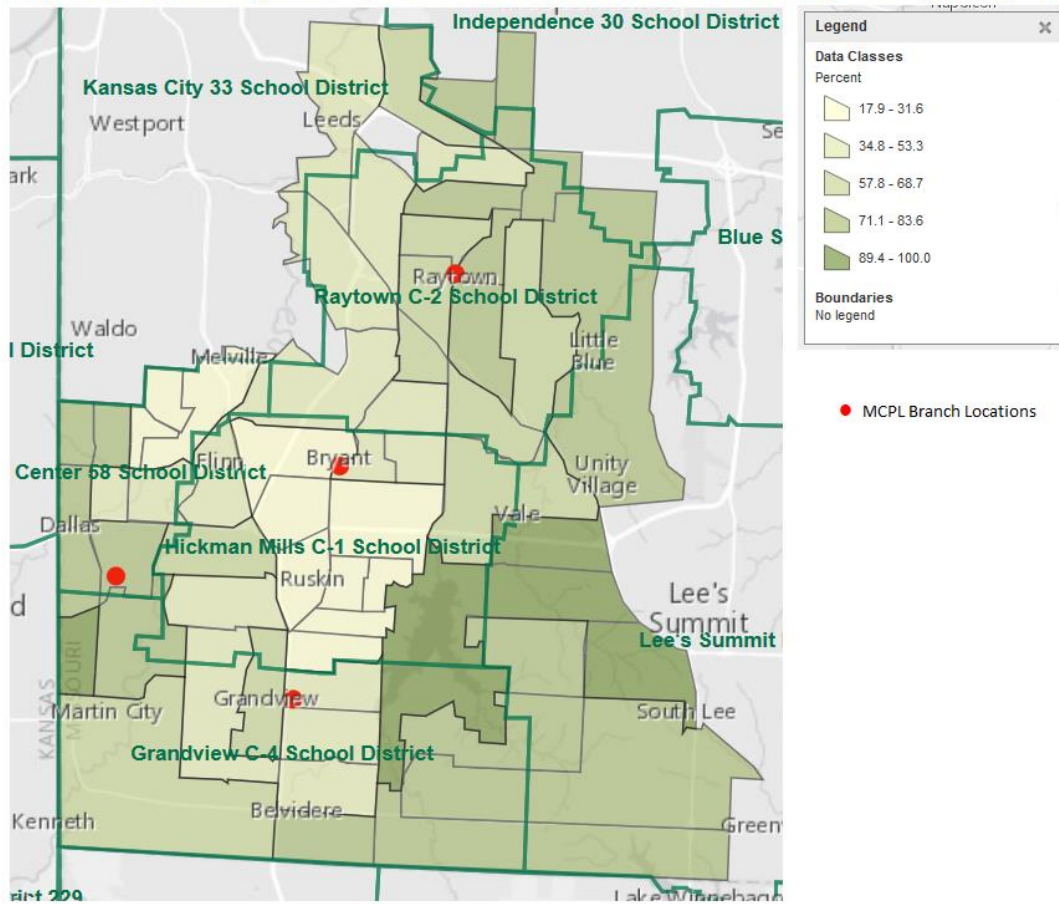


**South Kansas City Data (area of Center, Grandview, Hickman Mills & Raytown School Districts) (p 2)**

**Population by Race**

	2010 Estimates		2015 Estimates		Percent Change
<b>Total Population:</b>	164,624		168,717		2.5%
White alone	93,576	56.8%	90,075	53.4%	-3.7%
Black or African American alone	59,802	36.3%	63,655	37.7%	6.4%
American Indian and Alaska Native alone	791	0.5%	645	0.4%	-18.5%
Asian alone	2,470	1.5%	2,812	1.7%	13.8%
Native Hawaiian and Other Pacific Islander alone	54	0.0%	489	0.3%	805.6%
Some other race alone	3,248	2.0%	5,231	3.1%	61.1%
Two or more races:	4,683	2.8%	5,810	3.4%	24.1%
Two races including Some other race	380		679		
Two or more races excluding Some other race	4,303		5,131		

**Map: Percent White Population by Census Tract with School District boundary overlay; ACS 2015 Estimates**

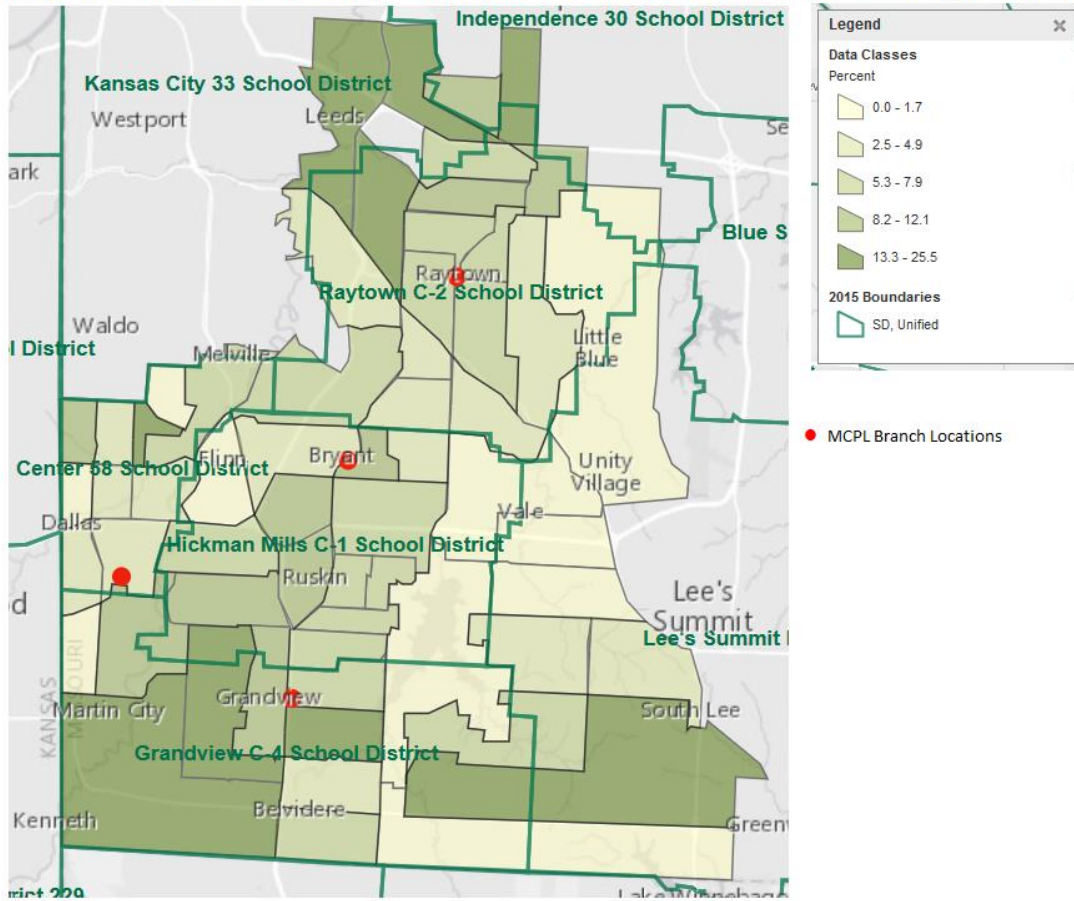


South Kansas City Data (area of Center, Grandview, Hickman Mills & Raytown School Districts) (p 3)

Population by Ethnicity: Hispanic or Latino (of any race)

	2010 Estimates		2015 Estimates		Percent Change
<b>Total Population:</b>	164,624		168,717		2.5%
Not Hispanic or Latino	154,992		156,789		
Hispanic or Latino	9,632	5.9%	11,928	7.1%	23.8%

Map: Percent Hispanic or Latino by Census Tract with School District boundaries overlay; ACS 2015 Estimates

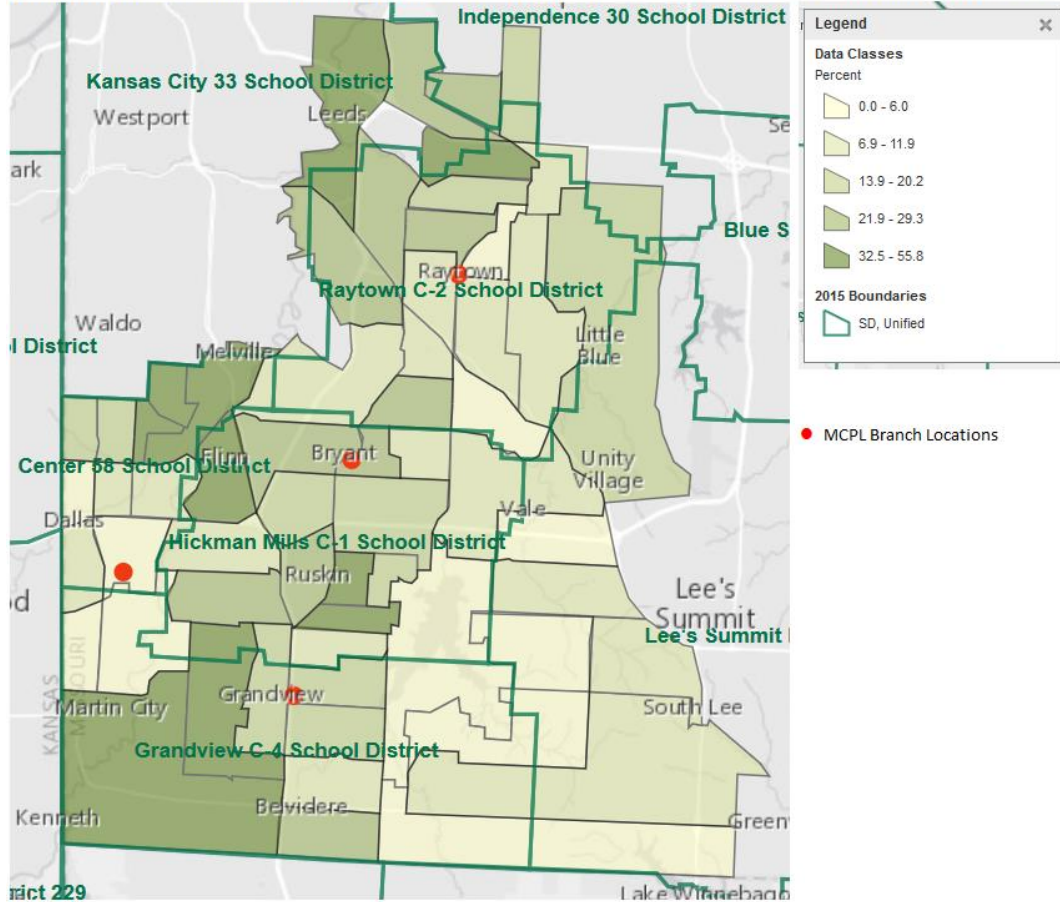


South Kansas City Data (area of Center, Grandview, Hickman Mills & Raytown School Districts) (p 4)

Population by Poverty Status

	2010 Estimates		2015 Estimates	
Total (Population for whom poverty status is determined):	161,089		166,102	
Income in the past 12 months <b>below</b> poverty level:	22,879	14.2%	29,322	17.7%
Income in the past 12 months at or above poverty level:	138,210		136,780	

Map: Percent of People with Income in the Past 12 Months Below Poverty Level by Census Tract; ACS 2015 Estimates

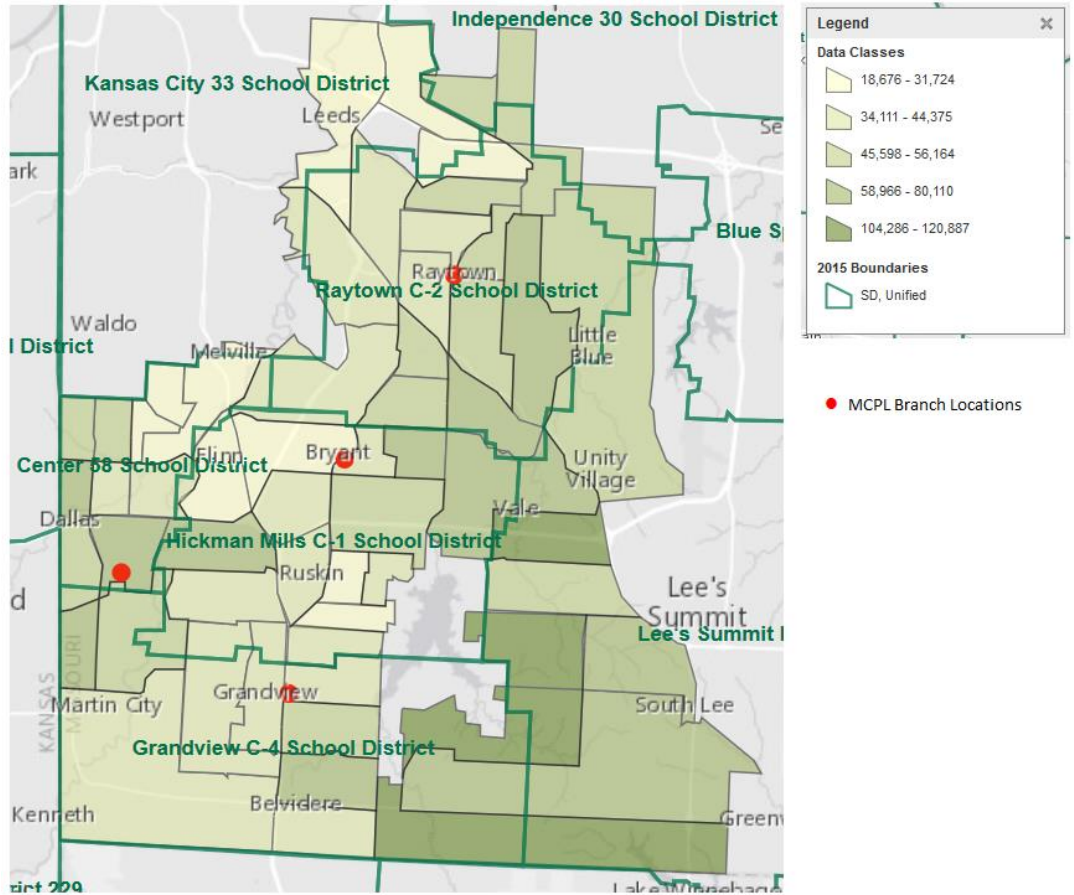


South Kansas City Data (area of Center, Grandview, Hickman Mills & Raytown School Districts) (p 5)

Median Household Income by School District

	2010 Estimates	2015 Estimates	Percent Change
Center 58	\$42,034	\$43,768	4.1%
Grandview C-4	\$49,617	\$46,613	-6.1%
Hickman Mills C-1	\$42,067	\$40,117	-4.6%
Raytown C-2	\$48,438	\$46,815	-3.4%

Map: Median Household Income by Census Tract with School District boundaries overlay; ACS 2015 Estimates

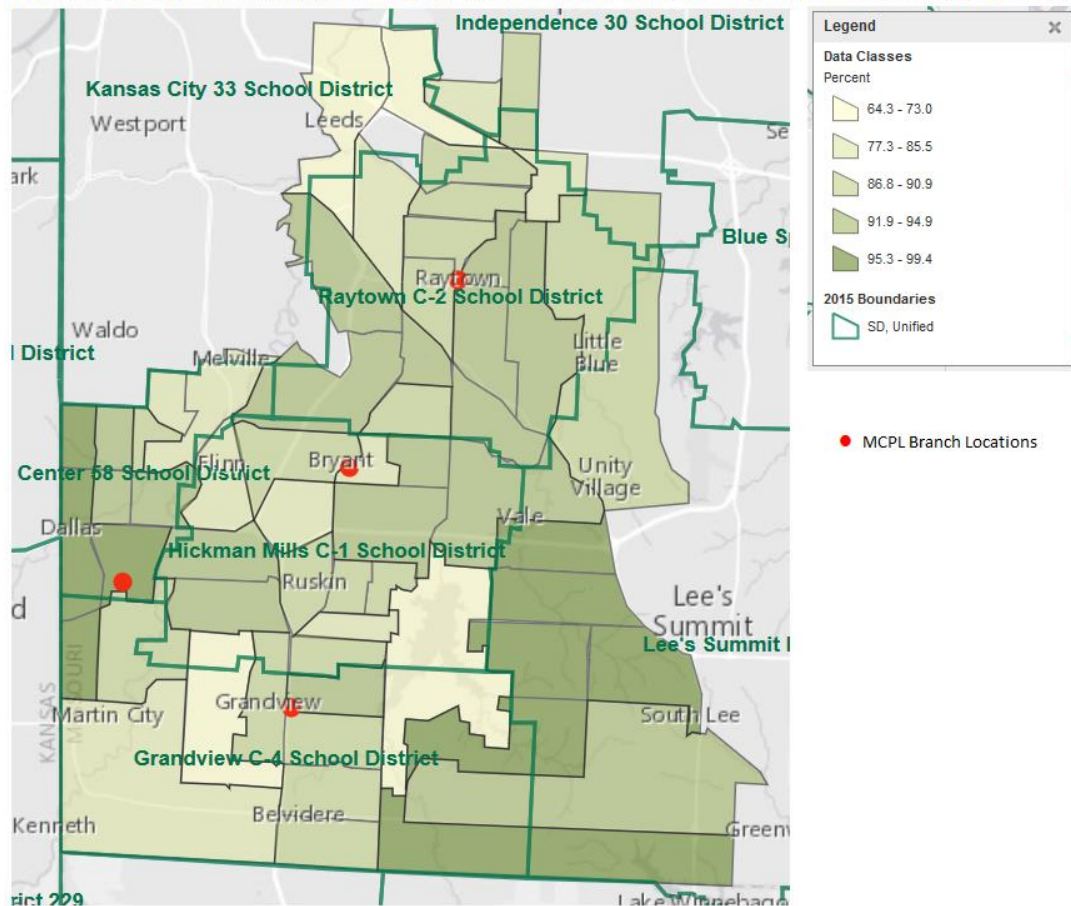


**South Kansas City Data (area of Center, Grandview, Hickman Mills & Raytown School Districts) (p 6)**

**Population 25 years and over by Educational Attainment**

	2010 Estimates		2015 Estimates	
Population 25 years and over	107,221		112,975	
Less than 9th grade	2,628	2.5%	3,560	3.2%
9th to 12th grade, no diploma	8,870	8.3%	7,819	6.9%
High school graduate (includes equivalency)	34,151	31.9%	34,469	30.5%
Some college, no degree	27,514	25.7%	30,592	27.1%
Associate's degree	7,816	7.3%	8,671	7.7%
Bachelor's degree	16,772	15.6%	18,189	16.1%
Graduate or professional degree	9,470	8.8%	9,675	8.6%
Percent high school graduate or higher	89.3%		89.9%	
Percent bachelor's degree or higher	24.5%		24.7%	

**Map: Percent High School Graduate or Higher by Census Tract with School District boundaries overlay; ACS 2015 Estimates**





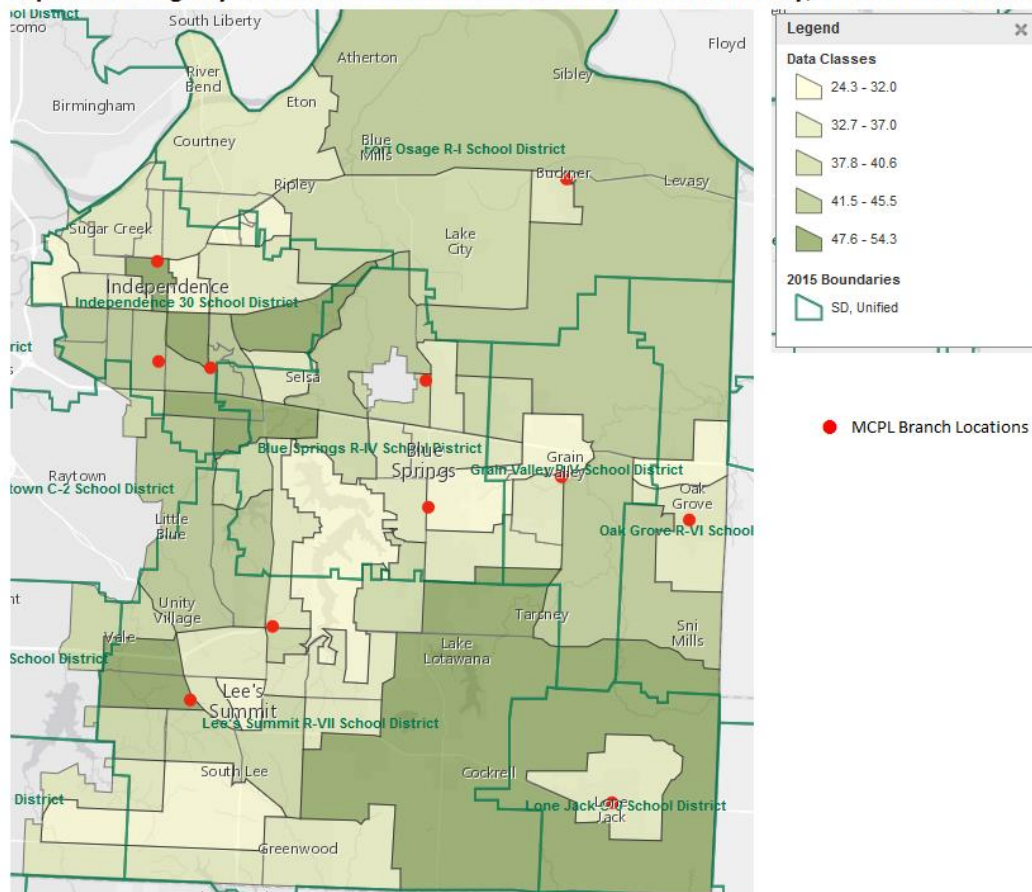
## Eastern Jackson County Data

### Population by Age and Household

	2010 Estimates	2015 Estimates	Percent Change
<b>Total Population</b>	311,363	323,846	4.0%
Under 5 years	22,359	22,018	-1.5%
5 to 9 years	23,150	24,007	3.7%
10 to 14 years	22,039	23,685	7.5%
15 to 17 years	13,467	14,089	4.6%
18 to 29 years	46,566	45,119	-3.1%
30 to 44 years	64,331	62,812	-2.4%
45 to 64 years	81,716	87,440	7.0%
65 years and over	37,735	44,676	18.4%
<b>Median Age</b>	36.6	37.6	

	2010 Estimates		2015 Estimates		Percent Change
<b>Total Households:</b>	119,765		122,641		2.4%
with people <i>under 18 years</i>	44,010	36.7%	41,977	34.2%	-4.6%
with people <i>65 years and over</i>	26,493	22.1%	30,869	25.2%	16.5%

**Map: Median Age by Census Tract with School District boundaries overlay; ACS 2015 Estimates**

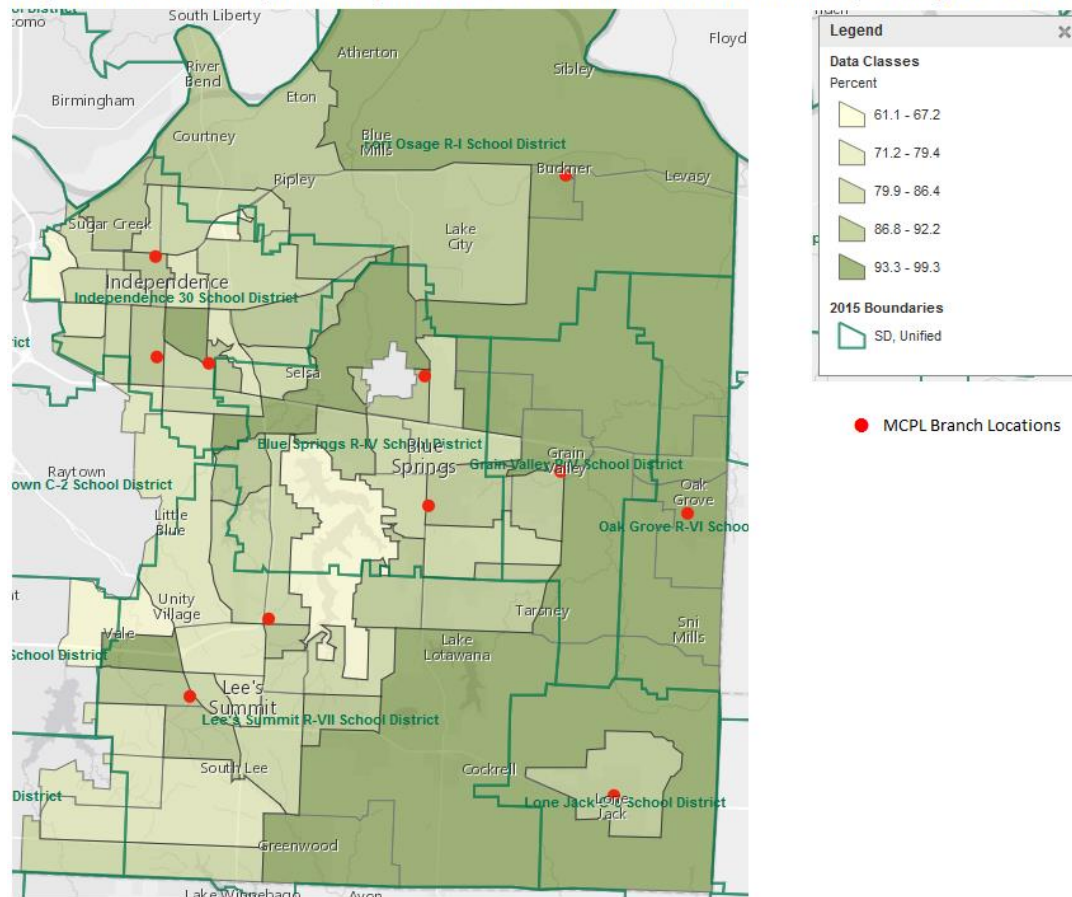


## Eastern Jackson County Data (p 2)

### Population by Race

	2010 Estimates		2015 Estimates		Percent Change
	Population	Percent	Population	Percent	
<b>Total Population:</b>	311,363		323,846		4.0%
White alone	275,154	88.4%	278,136	85.9%	1.1%
Black or African American alone	17,219	5.5%	22,568	7.0%	31.1%
American Indian and Alaska Native alone	1,155	0.4%	1,572	0.5%	36.1%
Asian alone	3,771	1.2%	4,242	1.3%	12.5%
Native Hawaiian and Other Pacific Islander alone	844	0.3%	912	0.3%	8.1%
Some other race alone	5,319	1.7%	8,100	2.5%	52.3%
Two or more races:	7,901	2.5%	8,316	2.6%	5.3%
Two races including Some other race	1,093		1,203		
Two or more races excluding Some other race	6,808		7,113		

**Map: Percent White Population by Census Tract with School District boundary overlay; ACS 2015 Estimates**

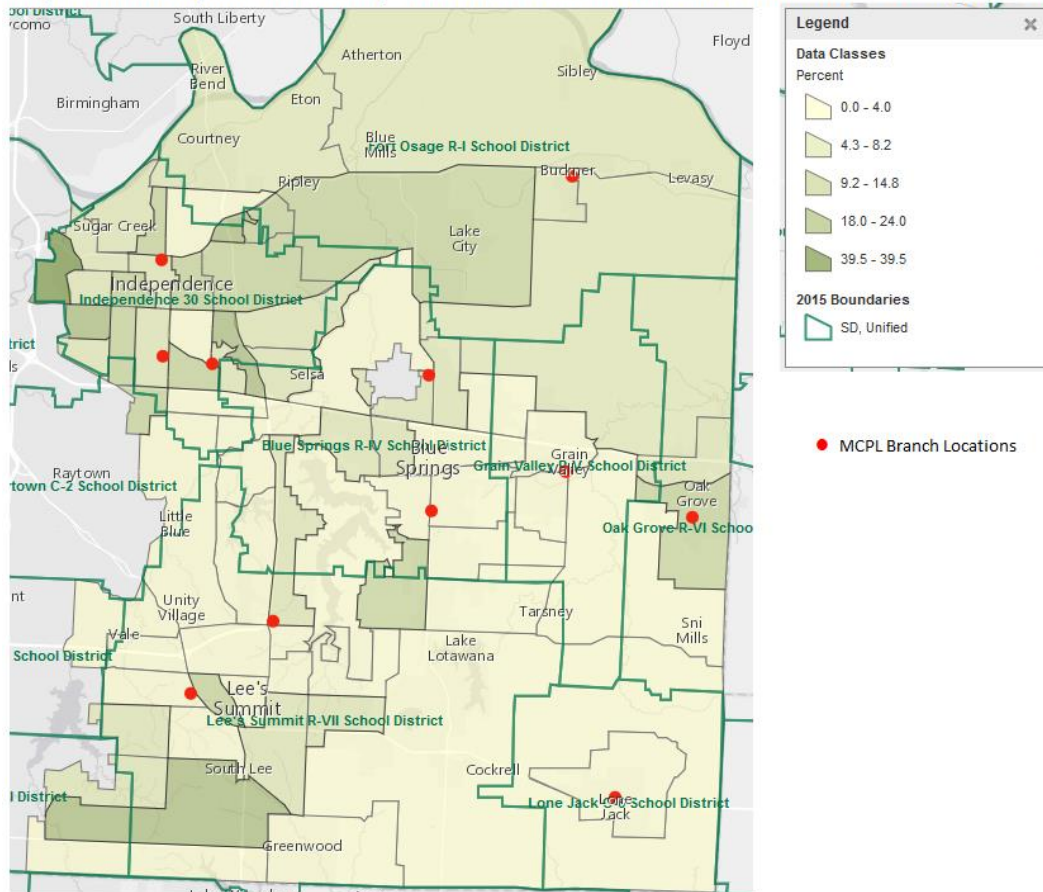


**Eastern Jackson County Data (p 3)**

**Population by Ethnicity: Hispanic or Latino (of any race)**

	2010 Estimates		2015 Estimates		Percent Change
<b>Total Population:</b>	311,363		323,846		4.0%
Not Hispanic or Latino	297,033		303,630		
Hispanic or Latino	14,330	4.6%	20,216	6.2%	41.1%

**Map: Percent Hispanic or Latino by Census Tract with School District boundaries overlay; ACS 2015 Estimates**

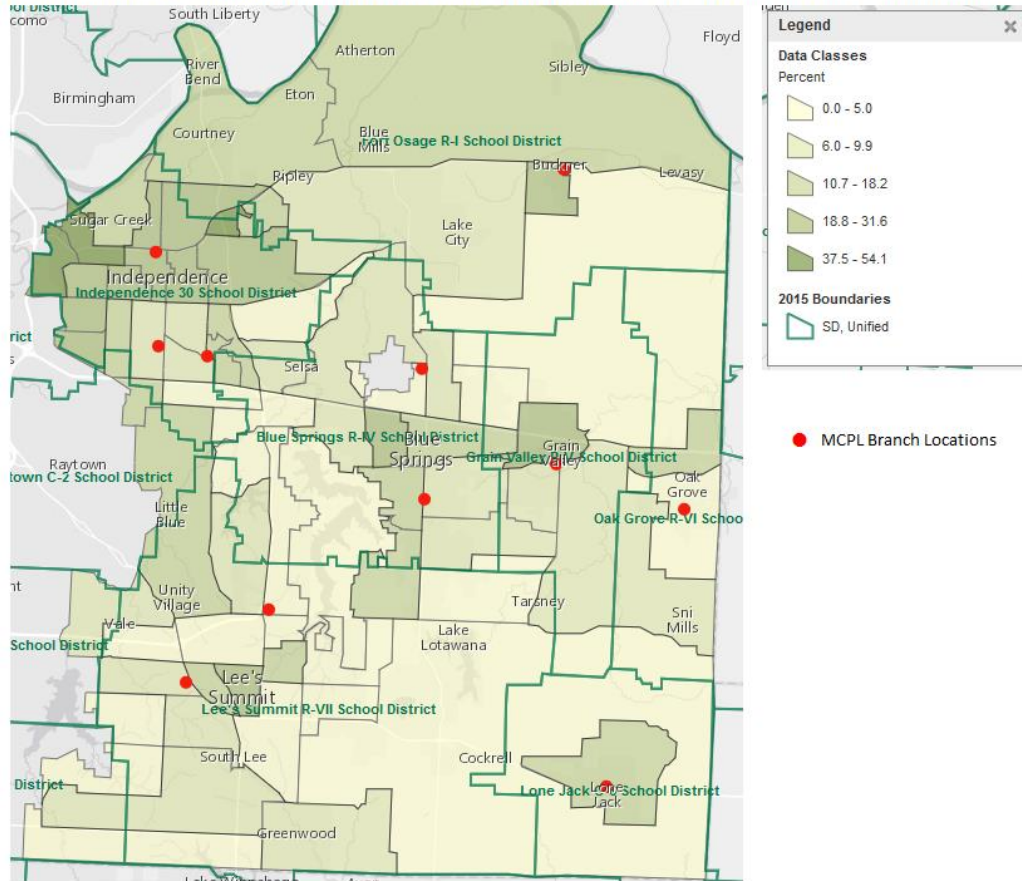


## Eastern Jackson County Data (p 4)

### Population by Poverty Status

	2010 Estimates		2015 Estimates	
Total (Population for whom poverty status is determined):	308,405		320,099	
Income in the past 12 months <b>below</b> poverty level:	28,529	9.3%	37,639	11.8%
Income in the past 12 months at or above poverty level:	279,876		282,460	

**Map: Percent of People with Income in the Past 12 Months Below the Poverty Level by Census Tract; ACS 2015 Estimates**

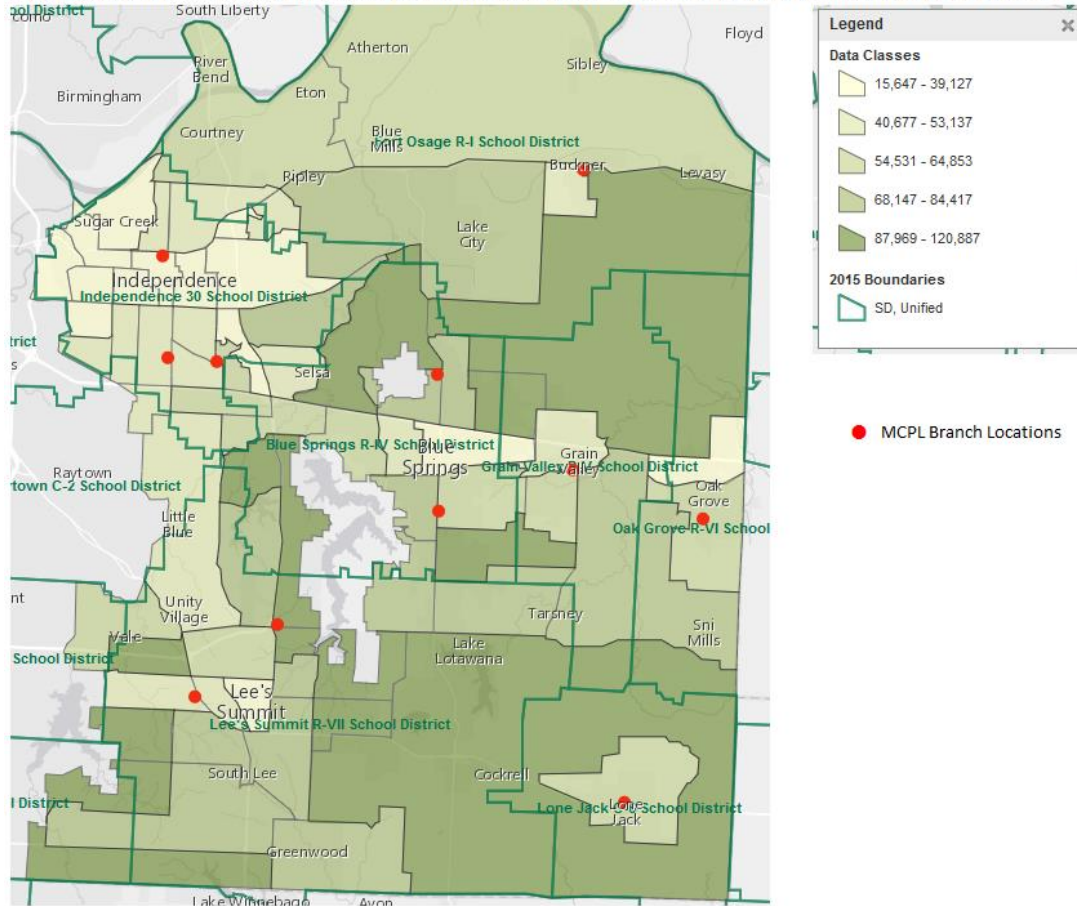


Eastern Jackson County Data (p 5)

Median Household Income by School District

	2010 Estimates	2015 Estimates	Percent Change
Blue Springs R-IV	\$69,178	\$66,163	-4.4%
Fort Osage R-I	\$54,718	\$57,133	4.4%
Grain Valley R-V	\$67,898	\$66,305	-2.3%
Independence 30	\$40,768	\$40,408	-0.9%
Lee's Summit R-VII	\$73,109	\$77,697	6.3%
Lone Jack C-6	\$74,688	\$71,964	-3.6%
Oak Grove R-VI	\$52,276	\$56,786	8.6%

Map: Median Household Income by Census Tract with School District boundaries overlay; ACS 2015 Estimates



## Eastern Jackson County Data (p 6)

### Population 25 years and over by Educational Attainment

	2010 Estimates		2015 Estimates	
Population 25 years and over	204,666		216,076	
Less than 9th grade	4,268	2.1%	4,295	2.0%
9th to 12th grade, no diploma	14,070	6.9%	12,555	5.8%
High school graduate (includes equivalency)	63,005	30.8%	66,276	30.7%
Some college, no degree	52,087	25.4%	54,054	25.0%
Associate's degree	14,018	6.8%	17,282	8.0%
Bachelor's degree	36,863	18.0%	40,651	18.8%
Graduate or professional degree	20,355	9.9%	20,963	9.7%
Percent high school graduate or higher	91.0%		92.2%	
Percent bachelor's degree or higher	28.0%		28.5%	

Map: Percent High School Graduate or Higher by Census Tract with School District boundaries overlay; ACS 2015 Estimates

