Scenario Planning

Positioning the Kansas City region for success

Kauffman Foundation Conference Center
Tuesday, Jan. 31, 2017
We have a regional vision for sustainable growth and development.

“Greater Kansas City is a sustainable region that increases the vitality of our society, economy and environment for current residents and future generations.” Adopted by the MARC Board of Directors
Process

1. ANTICIPATE what the future might bring
   Fall/winter 2016 — Dec. 14 & Jan. 11 Driving Forces workshops

2. Analyze alternative FUTURES
   Winter 2017 — committee & staff work to construct alternative futures

3. Set POLICY direction
   Spring 2017 — Jan. 31 Scenario Planning workshop at Kauffman Foundation

4. INTEGRATE into regional plan updates
   Starting summer 2017
Demographic trends and forces
Poverty Rate

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

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 Population Change

GAIN
- 100
- 500
- 1,000

LOSS
- 100
- 500
- 1,000

2010 U.S. Census Tract Data
Forecast 2010-2040
Population Change by Census Tract

GAIN
- 50
- 100
- 1,000
- 10,000

LOSS
- 50
- 100
- 1,000
- 10,000
2020 – 2040 No Build - Difference in Volumes
Population is changing from an age “pyramid” to an age “stovepipe”
Nearly 60 percent of the region’s population growth over the next two decades will come from older adults.
Changing demographics are altering housing and neighborhood demands.
And older households have the income to make that demand effective, spending about as much as younger households, on average.
On net, the region is losing population to the sunbelt and other retirement locations or areas with more vibrant economies.
We are losing people right when they are their most productive and achieved maximum earnings.
Economic trends and forces
Only two traded sectors in the KC MSA show strong growth in since 2001.

KC MSA Employment Growth by Industry, 2001-2015
Among large metros, KC ranks 42\textsuperscript{nd} in GDP growth.
Among large metros, KC ranks 42\textsuperscript{nd} in growth generated by startups.

Percentage of total metro employment from startups, 2014

KC rank = 42/53
Among large metros, KC ranks 45th in STEM share of 4-yr college graduates.
“There’s somethin’ happenin’ here…”

Annual Employment Change (Year Ending in March)
Yet, KC is a top 10 metro in Professional, Scientific and Technical Services.
Environmental trends and forces
Figure 2. Maximum Monitor Design Values 1999-2016*

(2016* data [not quality assured])

Ozone trend
In 1985-2014, Lawrence recorded:

- Four years out of the top 10 for number of days with more than 1.25 inches of rainfall.
- Thirteen percent more days, on average, with rainfall more than 1.25 inches compared to the 1890-1984 period.
- A 40 percent increase in events with rainfall more than 2 inches and 118 percent increase for more than 3 inches.
- Fewer cool summers due to increase in minimum temperature.
- Milder winters with fewer sub-zero days.
Scenarios of human greenhouse gas emissions
Excessive spring rainfall that occurred 1-in-10-year prior to 1980 has since occurred 1-in-6-year.
Technological trends and forces
TECHNOLOGY

• Years until technology was used by one-quarter of Americans

ELECTRICITY 46 years
TELEPHONE 35 years
RADIO 31 years
TELEVISION 26 years
PC 16 years
MOBILE PHONE 13 years
WORLD WIDE WEB 7 years

WHAT'S NEXT?
1873
1876
1897
1926
1975
1983
1991

faster adoption
**ANTICIPATE what the future might bring**

*Fall/winter 2016 — Dec. 14 & Jan. 11 Driving Forces workshops*

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What are the “Driving Forces” that may impact our vision?

1. ANTICIPATE what the future might bring

   Fall/winter 2016 — Dec. 14 & Jan. 11 Driving Forces workshops
Driving Forces workshop interactive exercises

Open Which of the forces seems most important to you?

Listen What have we missed? Is there a force you would like to add?
Driving Forces workshop interactive exercises

#1 In the future, how will each forces impact the subjects of our plans for the Kansas City region?

#2 Thinking about all of these forces, what excites you about the future? What worries you?

#3 What should we do? How can we take advantage of future opportunities, or adapt to challenges?
Driving Forces workshop interactive exercises

Revisit Which of the forces seems most important to you?

Imagine For each force, imagine a world where it dominates. What does the region look like? What does it feel like?
Takeaways

• Economic forces, technology, and public expectations are seen as the leading influence on our future, with climate change and changing demographics not far behind.

• Concerns and anxieties about impact of forces on ability to reach our vision.

• Advent of technology is most viewed as having both positive and negative consequences.

• Education and efficient development mentioned as strong potential strategies to address future uncertainties.
Using what we learned about driving forces and their impacts during our driving forces workshops, we’ve identified four possible futures for the region.