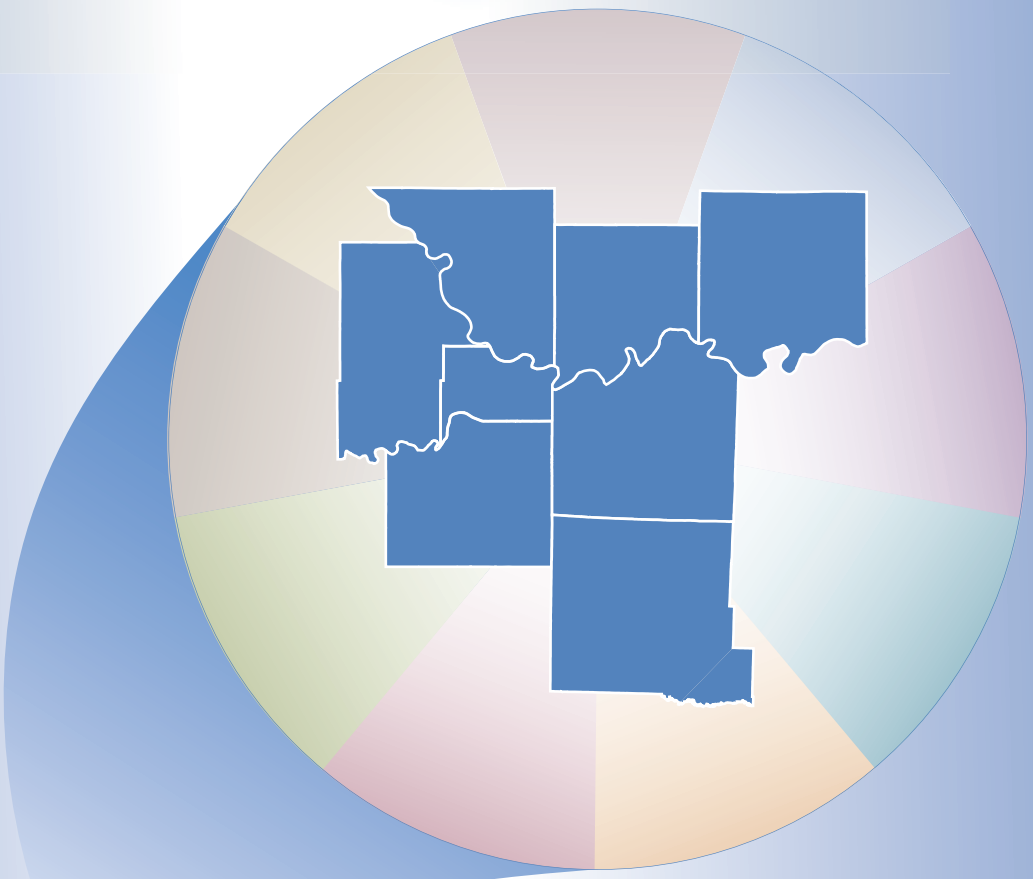
Metro OUTLOOK



Measuring the Progress of Metropolitan Kansas City

Mid-America Regional Council

August 2001

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introduction

> We are assessing nothing less than our ability to create, retain and nurture the most important resource in the future economy — educated, innovative people.

The greatness of a region is measured by more than the size of its population, the growth of its economy or the magnificence of its amenities. A great region solves problems and makes progress.

But progress towards what? According to the Metro Outlook Public Survey, conducted in November and December 2000, a basic consensus exists concerning what we want for our metropolitan community. At least 70 percent of area residents rate the following as very important:

1)	Safe neighborhoods	(95%)
2)	Good health	(88%)
3)	Loving relationships	(82%)
4)	Time for family	(80%)
5)	A clean and healthy environment	(80%)
6)	Good public schools	(77%)
7)	Strong families	(75%)
8)	Adequate income	(72%)
9)	Successful children	(71%)

When asked which issues are most important, at least 50 percent of residents think it is very important for local leaders to address:

1)	Education	(82%)
2)	Violence	(79%)
3)	Illegal drugs	(76%)
4)	Health care cost/quality/accessibility	(73%)
5)	Maintaining existing roadways	(66%)
6)	Poverty	(60%)
7)	Equal opportunity	(59%)
8)	Air quality and the environment	(56%)
9)	Affordable housing	(56%)
10)	Early childhood education/child care	(56%)
11)	Economic growth/development	(53%)
12)	Race relations	(52%)
13)	Employment/job training	(51%)

In combination, these factors and issues indicate what area residents feel are the most important components of our region's quality of life. Yet, they also tell something more about us. While we care deeply about our own personal standard of living — our health, safety and income — our interests are broader than that. We also care about neighborhoods, families, children, schools, the poor, the disadvantaged, and the environment. We are concerned about our community and its future.

In short, we don't want progress to occur for some at the expense of others, or now at the expense of future generations, or for economic progress to come at the expense of social health and nature's wealth. Rather, we desire a region where the quality of life is continually improving for everyone.

The region's ability to make progress toward this goal matters not just to current residents, but also to the future of our metropolitan community. In the industrial

economy, transportation costs and barriers to starting businesses were high, while labor costs were low and workers were interchangeable. Location, accessibility and physical capital provided the key assets for success. Consequently, people moved where the jobs were.

> What does it mean to create a region where quality of life is rising for everyone, and what do we need to do to make progress toward that goal?

In the new, information-based economy, however, transportation costs and barriers to entry are low while the value of innovation and speed of product development are high. Intellectual capital and human capital provide the key assets for success. Consequently, jobs now follow creative, innovative people.

But these people can live virtually anywhere they choose and still work for virtually any company they choose. Why should they choose to live in a region like metropolitan Kansas City, an area without oceans, mountains or mild weather?

The simple answer is that we must create a region which works better than others, which does a better job of providing opportunities for residents to lead a fulfilling life. While it used to be that regions were good places to live because they were good places to work, increasingly regions will be good places to work only if they are excellent places to live.

Measuring quality of life, then, is no longer simply an exercise to impress outsiders. Rather, we are assessing nothing less than our ability to create, retain and nurture the most important resource in the future economy — educated, innovative people.

Quality of life considerations have, therefore, been elevated from the realm of public relations to the concern of public policy. As a result, the Mid-America Regional Council, with funding from the Ewing Marion Kauffman Foundation, decided to create a new resource — Metro Outlook — to explore and explain metropolitan Kansas City's quality of life.

The purpose of Metro Outlook is three-fold: 1) to provide a better tool to evaluate how well the Kansas City region is making progress; 2) to educate the community concerning the region's trends and challenges, as well as how they affect and are affected by our decisions; and 3) to initiate regional discussions and catalyze actions that improve the prospects for positive community change.

Metro Outlook integrates three sets of information. First, as mentioned above, the Metro Outlook Public Survey asks residents to identify the factors most important to them, evaluate how they are doing with respect to those factors and what they think needs greatest attention from local leaders. This data is augmented with data generally available from federal, state and local government agencies, such as the departments of education and health, the Census Bureau, the Bureau of Economic Analysis, the Environmental Protection Agency, and others. Finally, interviews of leaders of community organizations were conducted to gain their impressions of the particular challenges and opportunities they felt most important to address.

More than a comprehensive compilation of data and information, Metro Outlook also provides a model for understanding how a region's quality of life is created. Based on

this understanding, Metro Outlook examines where metropolitan Kansas City is strong and where it appears to be weak or unbalanced. Metro Outlook then suggests where the region needs to focus its efforts to better achieve its full potential.

MARC views this first Metro Outlook report as essentially a working prototype for how we might measure the Kansas City region's progress in meeting 21st century challenges. As a prototype, MARC expects to refine the report based on considerable public input over the next several months. As Metro Outlook is updated periodically, it will provide increasingly meaningful measures of how the area is changing. Current plans call for it to updated biannually.

Still, we hope that even this inaugural edition provides information and insights that further the discussion among local leaders, decision-makers and the general public concerning what it means to create a region where quality of life is rising for everyone, and what we need to do to make progress toward that goal.

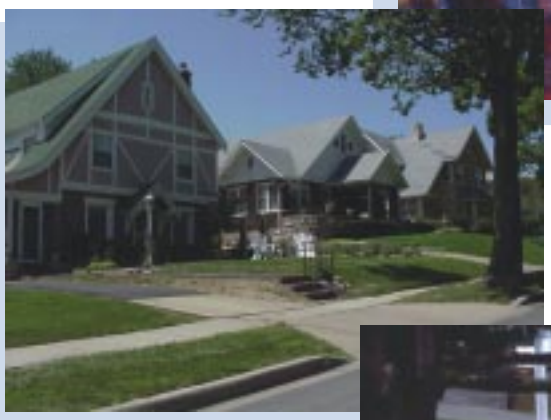
Spotlight on the Core Shaping the Trends of Tomorrow

In addition to exploring the overall quality of life in the region, there is also a need to more fully understand key issues affecting the region's capacity to provide a rising quality of life. Consequently, the Metro Outlook report will focus on one topic of particular importance each time it is released. This first report focuses on metropolitan Kansas City's urban core, and essentially updates data in a report published by MARC in the early 1990s entitled *Metropolitan Kansas City's Urban Core*.

The urban core is home to some of the region's greatest assets — the Country Club Plaza, Union Station/Science City, the Nelson-Atkins Museum of Art, the University of Missouri–Kansas City, the Stowers Institute, the 18th and Vine Jazz District, Kansas University Medical Center, St. Luke's Hospital, Children's Mercy Hospital and more. Yet it is also home to some of the region's greatest problems — entrenched poverty, underperforming schools, vacant and abandoned buildings and higher than average crime rates. Most research shows that metropolitan areas with healthier cores also tend to have more successful suburbs. Consequently, the urban core's performance is critical to the region's ability to provide a rising quality of life.

Many indicators in this report were selected to support this urban core focus. In addition, this spotlight will be used throughout the report to highlight selected organizations working to change the trends in the core, bringing new hope to old problems.

our values



safety
health
relationships
time
families
schools
income
success
ethics
housing
leadership
opportunity
feelings
friends
satisfaction
neighbors
community

The Metro Outlook Public Survey

Methodology

In November and December 2000, approximately 1690 randomly selected households in the eight-county, bistate Kansas City metropolitan region were surveyed to obtain their perceptions of their quality of life.[1] This eight-county area includes Johnson, Leavenworth and Wyandotte counties on the Kansas side of the region and Cass, Clay, Jackson, Platte and Ray counties on the Missouri side.

The survey questions regarding which factors are important for quality of life were modeled on similar questions from national surveys, such as the General Social Survey. The questions were then reviewed by the Metro Outlook Technical Advisory Panel, which included social researchers from Kansas City area governments, non-profits, community colleges, universities and research institutions. (For membership, see appendix.)

The survey was conducted as a mail out/mail back survey with phone follow up by ETC Institute of Olathe, Kansas. This method was designed to ensure maximum participation, capturing both those that don't want to be bothered with a phone solicitation (or don't have a phone) and those who don't want to be bothered with filling out a form.

The survey was originally designed as a simple random sample of 1200 households in the region, which would provide statistics with a margin of error of +/- 3 percent 95 percent of the time (i.e., a 95 percent confidence level). However, this sample design will not produce enough responses from residents living in the urban core to meet the target level of statistical significance, set by MARC at +/- 5 percent error with 95 percent confidence. Also, MARC wanted to be able to provide county-level statistics with a reliability of at least +/- 10 percent with 95 percent confidence for each county in the region. Consequently, the urban core and smaller counties were over-sampled, resulting in the final sample size of 1690 households.

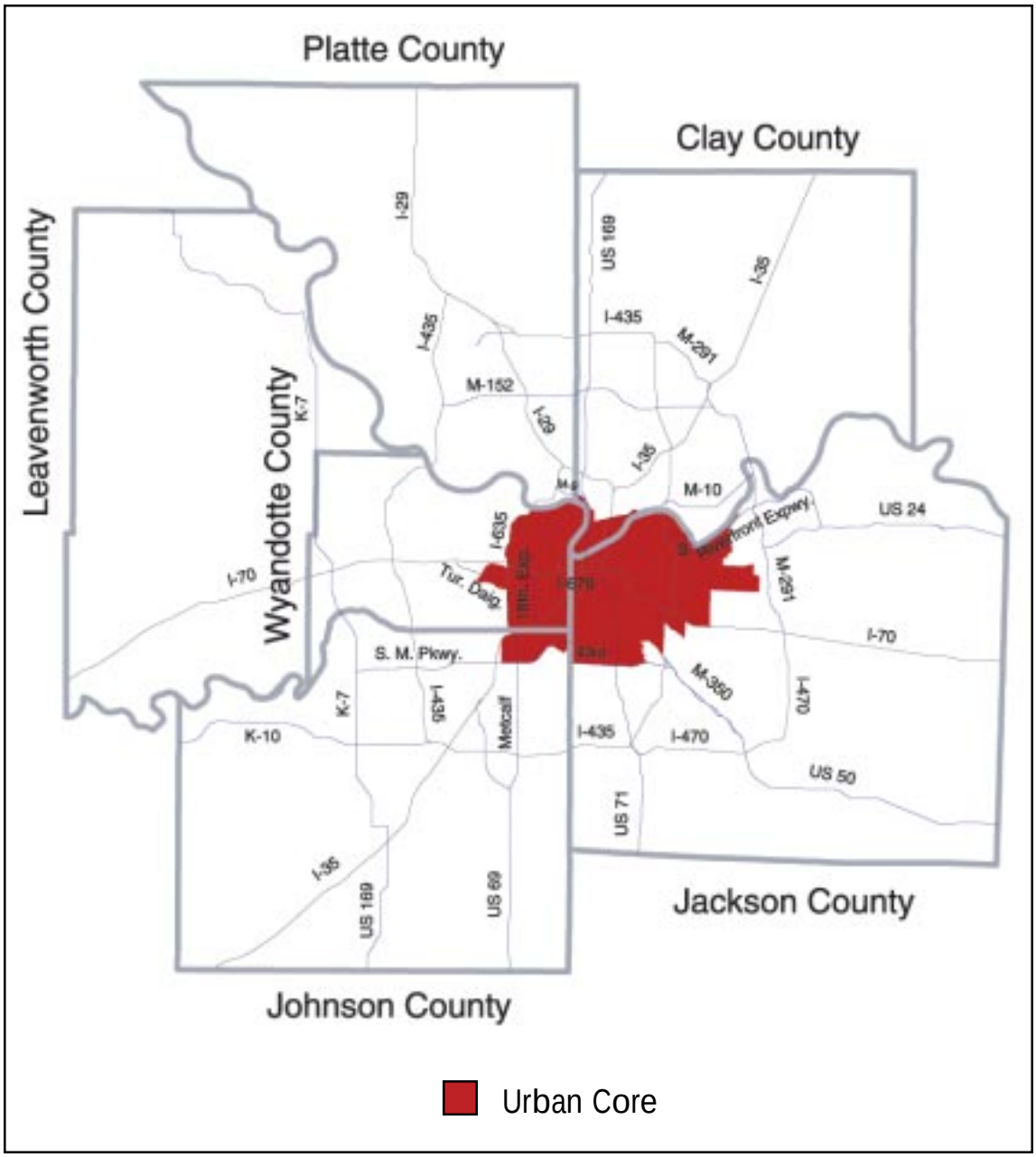
The urban core, shown on the map on the following page, was defined to be the same as in MARC's 1993 urban core report: Kansas City, Missouri, in Jackson County north of 63rd Street; Kansas City, Kansas, east of I-635; North Kansas City; Independence north of I-70 and west of Noland Road; Sugar Creek; and Johnson County north of 63rd Street and east of Antioch. While this area was defined in terms of 1990 census tracts in the 1993 report, the survey only yielded respondents' zip codes. Consequently, survey tabulations for the urban core approximated this area by aggregating zip codes.

After the survey responses were received, they were then weighted to match the actual county and urban core population proportions by race from Census 2000. Two racial groups were used, white non-Hispanics and non-white, to correct for under-representation of non-white responses in the original sample.[2]

Summary of responses

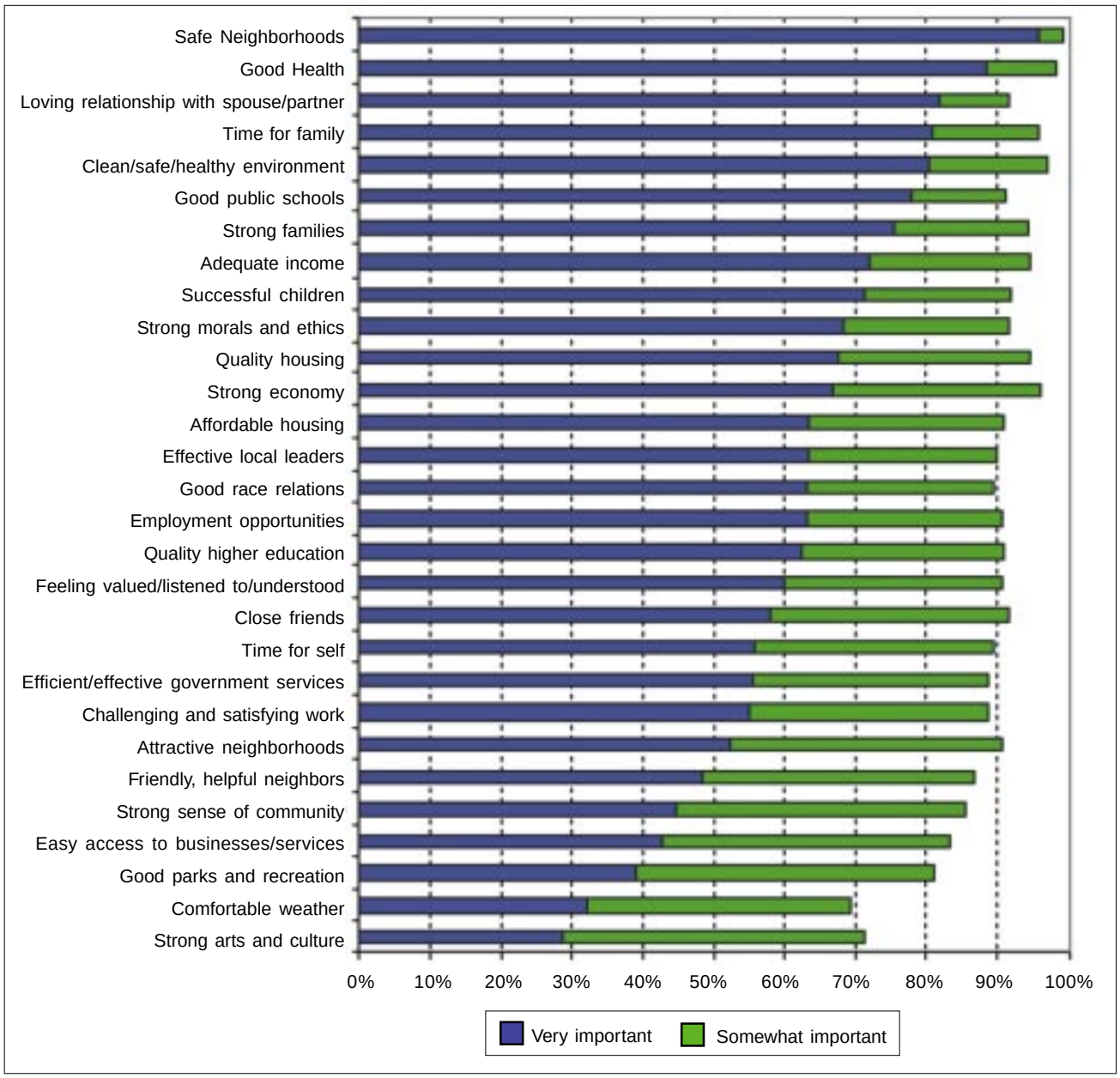
The tables and graphs on the following pages provide an overview of what Kansas City area residents believe are the most important factors affecting their quality of life, how well they are achieving the quality of life they desire and what they believe needs improvement.

Metropolitan Kansas City's Urban Core



What do residents of metropolitan Kansas City value?

How important is each factor to your quality of life?

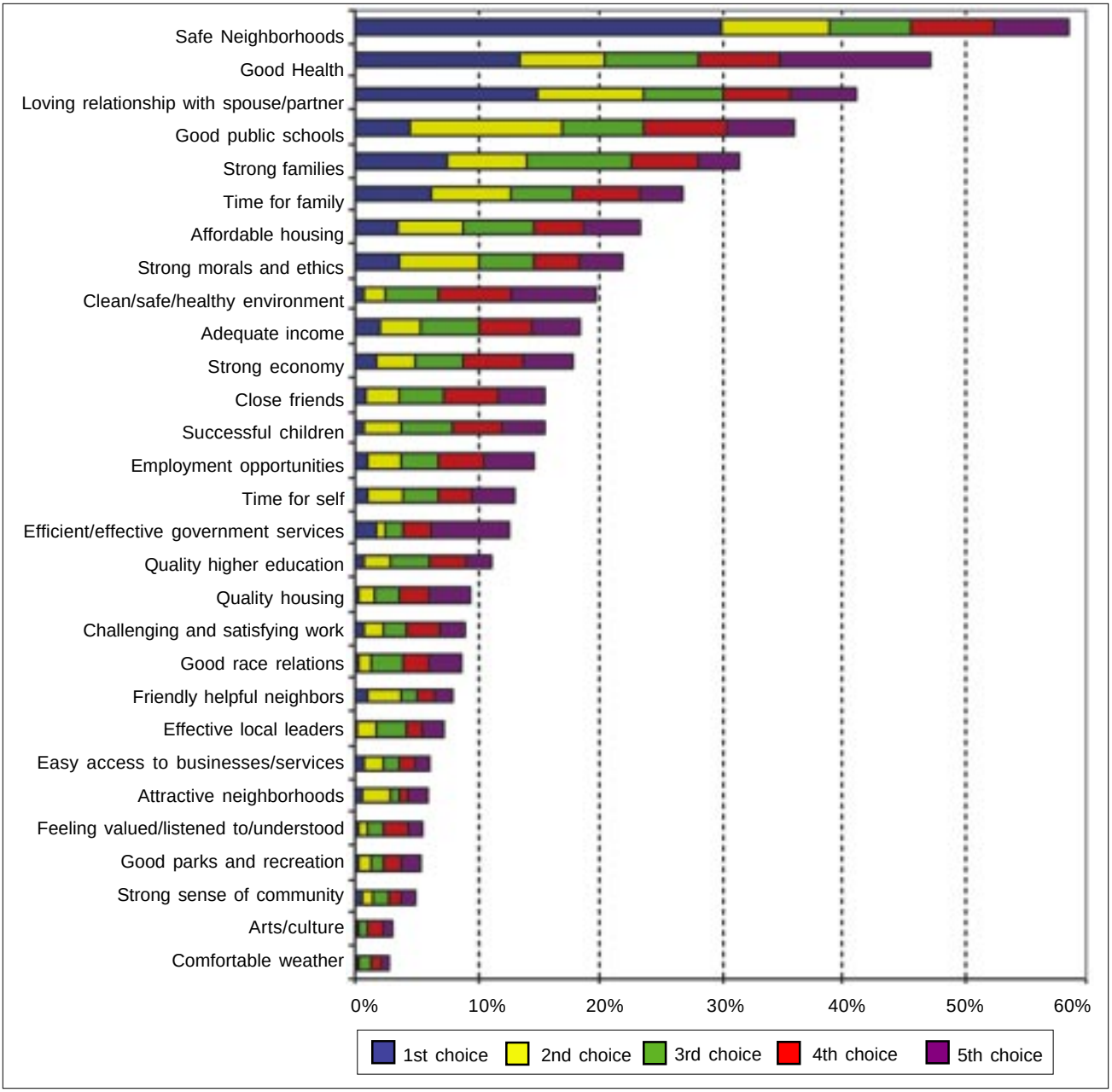


Nearly every factor on this list was at least somewhat valued by 90 percent of area residents, and so they've been ranked according to the percentage saying they are very important. Those factors that are highly valued by at least 70 percent of area residents indicate the greatest consensus concerning what contributes to a high quality of life. These include safe neighborhoods, good health, loving relationships, time for family, clean/healthy environment, good schools, strong families, adequate income and successful children.

Apparently, the economy, while important, is not most important to area residents. Valued significantly lower than other factors (though still with about 70 percent saying they are at least somewhat important) were comfortable weather and strong arts and culture. These rankings confirm a kind of hierarchy of needs, with factors satisfying basic needs for safety, health and relationships taking precedence over those satisfying higher-level needs for esteem and fulfillment.

Of those things we value, which are most important to quality of life?

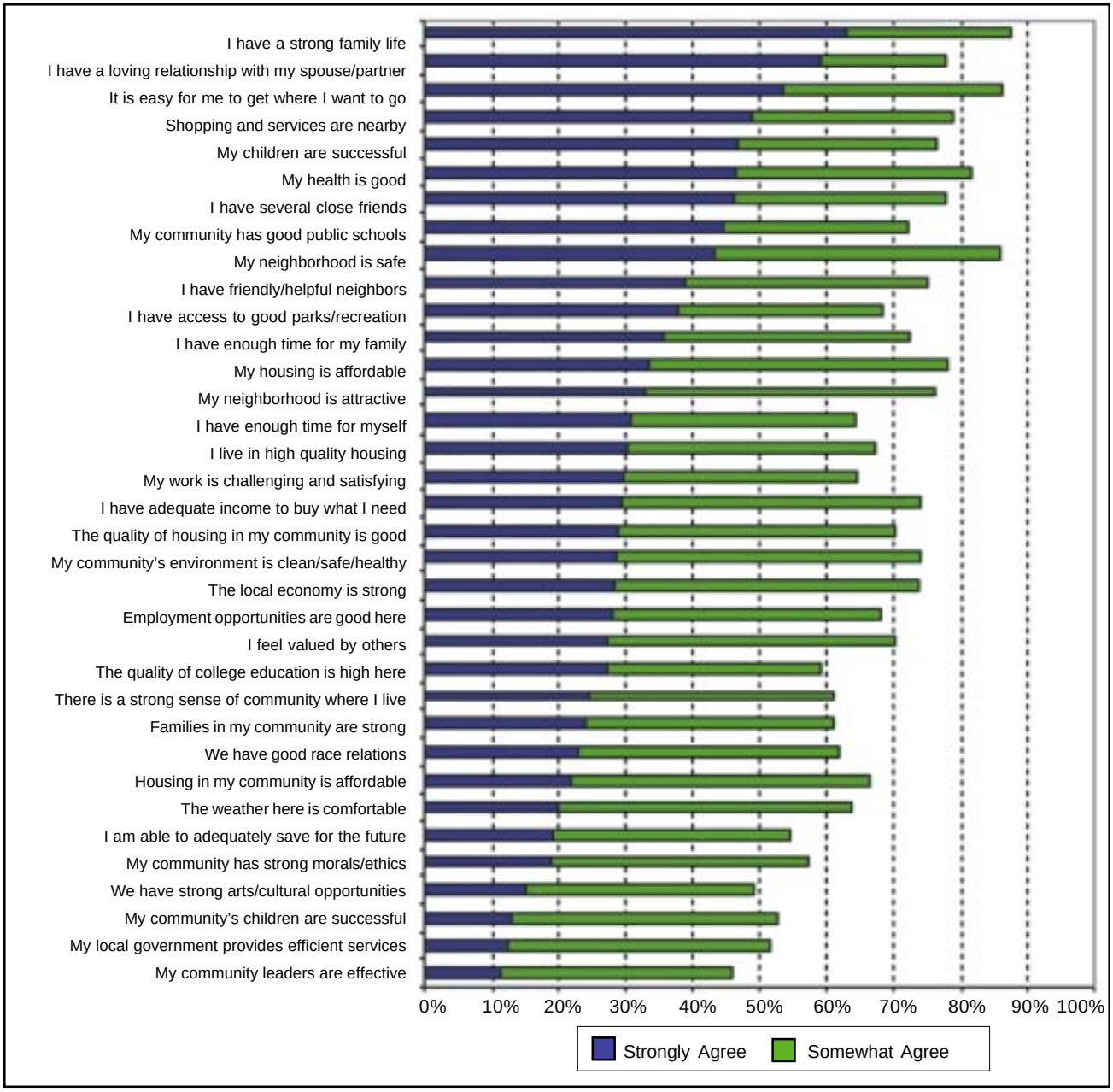
Which five factors are the most important to your quality of life?



There is less consensus once residents are forced to choose which factors are the most important. Only safe neighborhoods was chosen as *most* important by more than 50 percent of the respondents. This was followed by good health, loving relationships, good public schools, strong families, and time for family. Other factors chosen by 20 percent or more of respondents include affordable housing, strong morals and ethics, and a clean/safe/healthy environment. Interestingly, adequate income and a strong economy were chosen as most important by only about 18 percent of residents, perhaps reflecting that the survey was taken near the peak of a 10-year economic expansion.

To what degree are residents achieving a high quality of life?

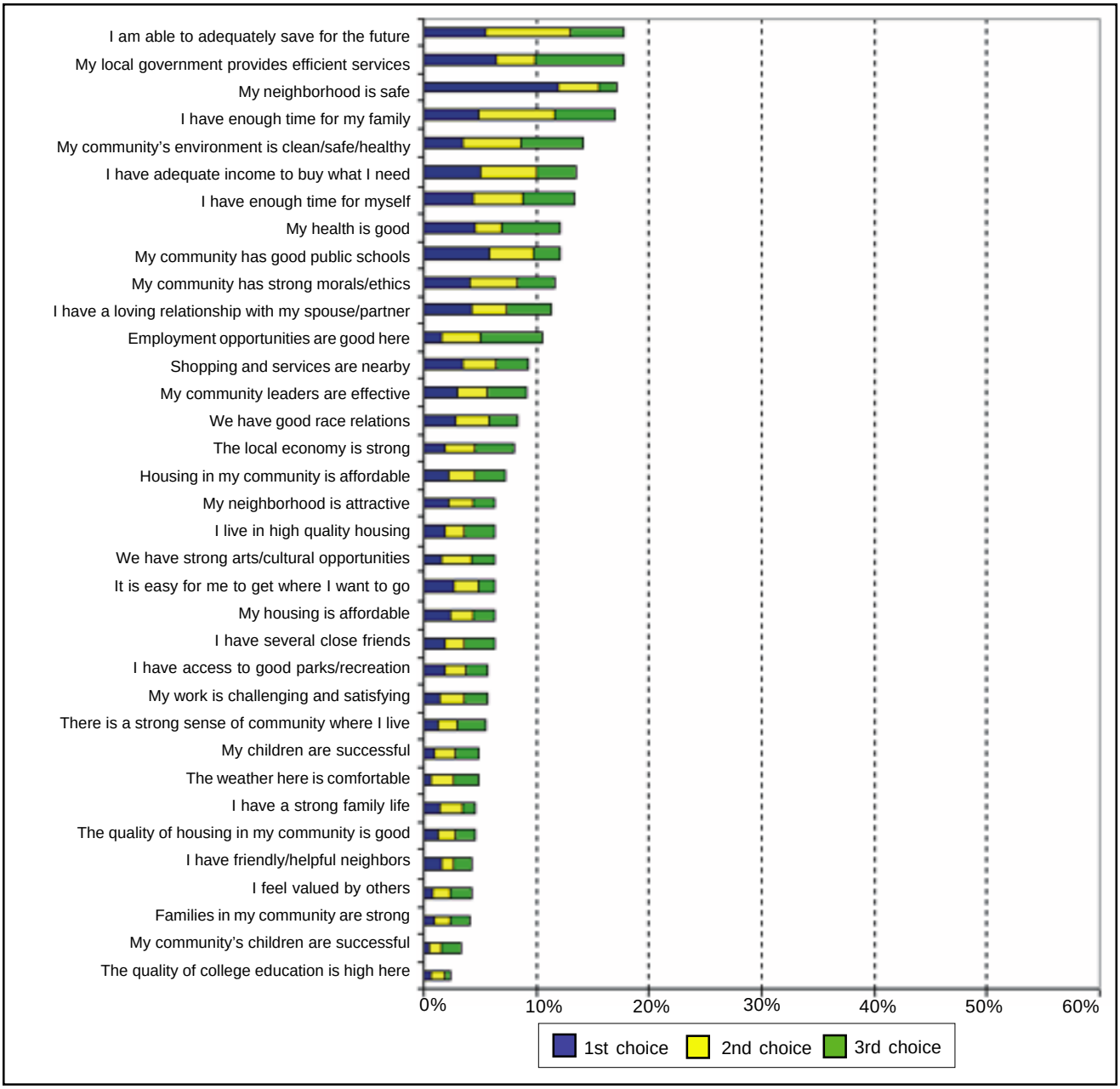
How strongly do you agree with these statements?



Most residents at least somewhat agree that the region provides them with a high quality of life, though there is significantly less agreement here than on what's important. Residents are most satisfied with their ability to form and raise families, as well as the ease with which one can get around. In addition, at least 40 percent strongly agree that their health is good, their schools are good, that they have several close friends and their neighborhoods are safe. Respondents rate the region lowest in the efficiency and effectiveness of local governments and leaders, how children in their communities are doing, and the quality of arts and cultural opportunities. Residents rated both the strength of the local economy and the quality of the environment very similarly, near the middle of the list.

What factors need the most improvement?

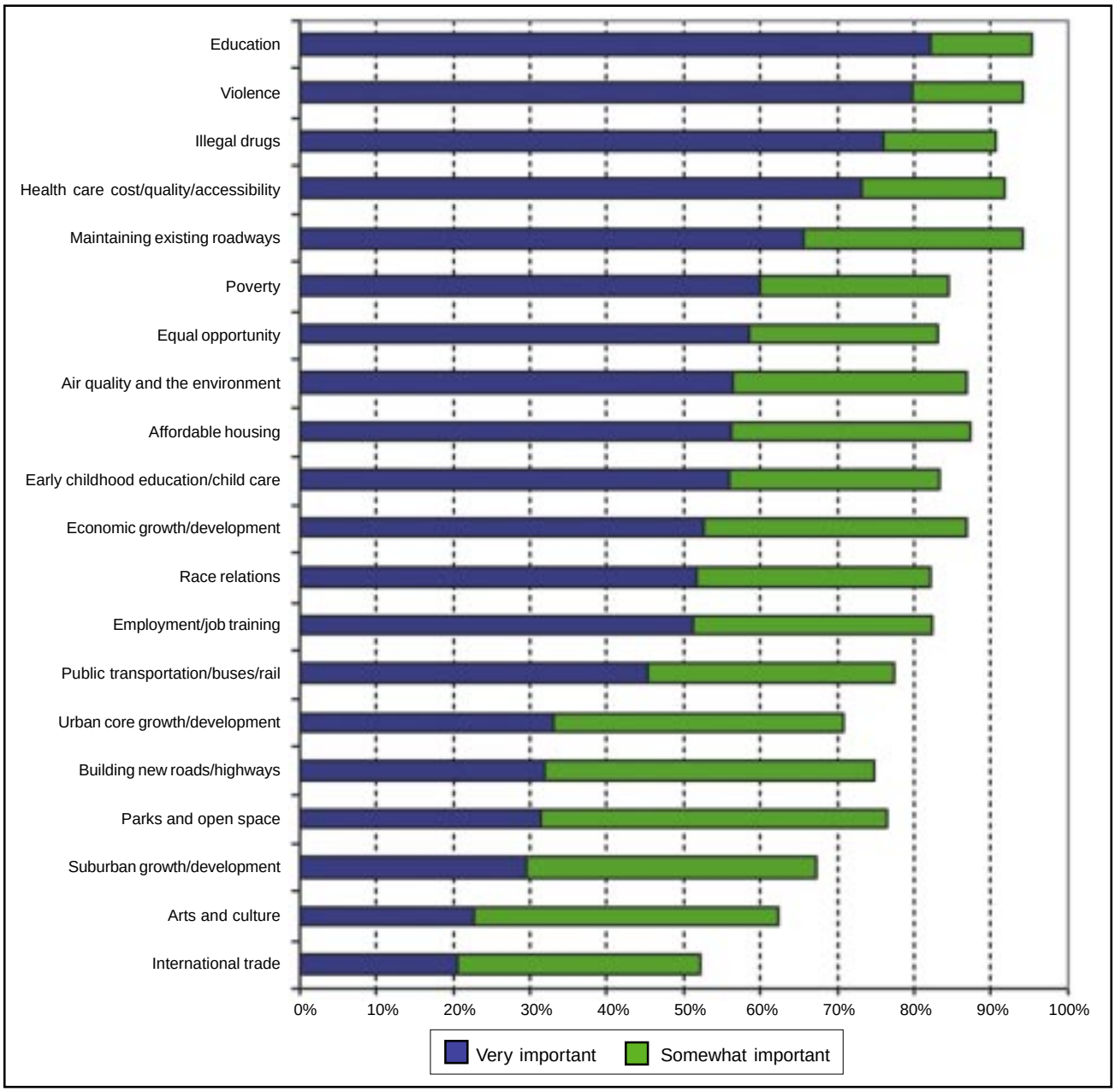
Improvement in which three factors would most increase your quality of life?



Again, consensus drops off significantly once residents choose which factors are most important to improve, with no factor receiving more than a 20 percent response. The ability to save for the future was ranked first, in part, reflecting a sample whose median age was 50 years, compared to the region's true median age of adults, 43 years. Safe neighborhoods was selected as the first choice significantly more often than others, however. Two other factors were chosen by at least 15 percent of respondents: efficient/ effective government services and time for family. These were followed by clean environment, adequate income, time for self, good health, good public schools, strong morals and ethics, loving relationships and employment opportunities.

Which issues are important to address?

How important is it for the region to address these issues?

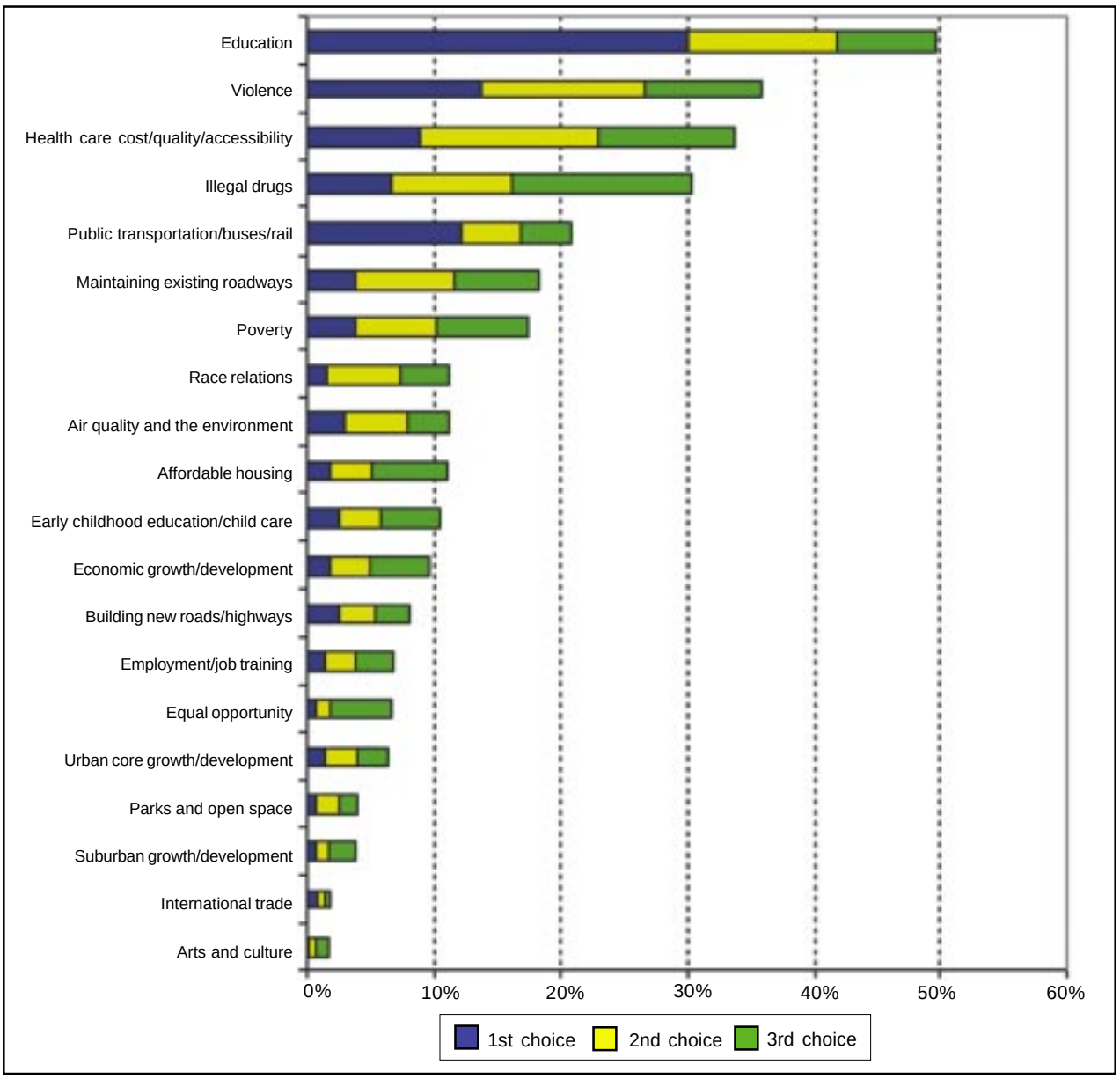


The majority of respondents believe that every issue is at least somewhat important for local leaders to address. Education, violence, illegal drugs, health care quality and accessibility, and maintaining existing roadways generated the largest consensus, with at least 65 percent of area residents saying they are very important for the region to address.

Considerable support also exists for helping the less fortunate and the natural world, with at least 55 percent rating it very important to address poverty, equal opportunity, air quality and the environment, affordable housing, and early childhood education. Economic issues of development, training and trade were ranked in the bottom half.

Which issues should receive priority from local leaders over the next five years?

What three issues should local leaders focus on in the next five years?



When people are asked to set five-year priorities for local leaders, there is much less consensus. Only education comes close to being selected by 50 percent of the respondents. The other issues selected by at least 30 percent of respondents include violence, health care and illegal drugs, issues that have received considerable media exposure. Following these is a second tier of issues that relate to metropolitan growth and development, including public transportation, maintaining existing roads and poverty. Yet not all development issues are perceived as needing attention, with parks and open space and suburban growth and development issues ranked near the bottom of the list. Also ranked low are international trade and arts and culture, indicating that the general public is not yet aware of how important these issues are to regions hoping to attract the kind of world-class talent needed to successfully compete in the 21st century economy.

Our Differences

How Is quality of life different for different people or areas?

To see if quality of life is different in different areas or for different groups of people, the responses to the previous six questions were tabulated by location of residence (urban core or suburb) and race (white, non-Hispanic or non-white). Rankings of each group's top 10 responses to the questions are displayed below.

Note: Small differences between groups are not statistically significant due to sampling variability. The approximate margins of error at a 95 percent level of confidence are as follows: urban core, +/- 5 percent; suburb, +/- 3 percent; non-white, +/- 8 percent; white, +/- 3 percent. The margins of error differ because of different sample sizes for each group. These margins of error mean that, for example, the difference between a white and non-white response needs to be about 11 percentage points before it is statistically significant.[3]

How important is each factor to your quality of life?

Urban Core

1.	Safe neighborhoods	93%
2.	Good health	89%
3.	Clean/safe/healthy environment	80%
4.	Loving relationship with spouse/partner	80%
5.	Time for family	80%
6.	Good public schools	77%
7.	Strong families	75%
8.	Successful children	74%
9.	Adequate income	72%
10.	Quality housing	71%

Suburb

1.	Safe neighborhoods	96%
2.	Good health	88%
3.	Loving relationship with spouse/partner	82%
4.	Time for family	81%
5.	Clean/safe/healthy environment	80%
6.	Good public schools	78%
7.	Strong families	75%
8.	Adequate income	72%
9.	Successful children	70%
10.	Strong morals/ethics	70%

Non-white

1.	Safe neighborhoods	95%
2.	Good health	89%
3.	Clean/safe/healthy environment	85%
4.	Time for family	81%
5.	Good public schools	80%
6.	Loving relationship with spouse/partner	79%
7.	Strong families	79%
8.	Quality housing	79%
9.	Employment opportunities	79%
10.	Adequate income	79%

White

1.	Safe neighborhoods	96%
2.	Good health	88%
3.	Loving relationship with spouse/partner	83%
4.	Time for family	81%
5.	Clean/safe/healthy environment	79%
6.	Good public schools	77%
7.	Strong families	74%
8.	Adequate income	70%
9.	Successful children	69%
10.	Strong morals/ethics	69%

*The percentages shown reflect the percent of respondents that believe the factor is "very important."

There is near unanimity regarding which factors are very important to quality of life regardless of race or location, with safe neighborhoods ranked highest and good health second by every group. In fact, the top seven factors are the same for each group, with minor variation in rank order. Also, adequate income was selected by every group as one of the top 10 factors affecting quality of life.

Differences show up only at the bottom of the top 10 lists, with urban core and non-white respondents ranking quality housing higher while suburban and white respondents rank strong morals and ethics higher. Additionally, employment opportunities appears only in the list for non-whites, who selected it in significantly greater proportion than did the white and suburban respondents. Though successful children does not appear as one of the top 10 factors selected by non-whites, it was ranked 11th with 77 percent of non-white respondents rating it as very important, a proportion similar to the other groups.

Which five factors are the most important to your quality of life?

Urban Core

1. Safe neighborhoods 57%
2. Good health 40%
3. Good public schools 33%
4. Loving relationship with spouse/partner ... 30%
5. Strong families 28%
6. Affordable housing 26%
7. Time for family 24%
8. Clean/safe/healthy environment 20%
9. Employment opportunities 18%
10. Strong morals/ethics 17%

Suburb

1. Safe neighborhoods 58%
2. Good health 48%
3. Loving relationship with spouse/partner ... 44%
4. Good public schools 36%
5. Strong families 32%
6. Time for family 27%
7. Strong morals/ethics 23%
8. Affordable housing 22%
9. Clean/safe/healthy environment 19%
10. Adequate income 19%

Non-white

1. Safe neighborhoods 58%
2. Good health 39%
3. Good public schools 36%
4. Affordable housing 31%
5. Strong families 29%
6. Loving relationship with spouse/partner ... 29%
7. Employment opportunities 26%
8. Time for family 19%
9. Strong economy 18%
10. Quality higher education 18%

White

1. Safe neighborhoods 58%
2. Good health 48%
3. Loving relationship with spouse/partner ... 44%
4. Good public schools 35%
5. Strong families 32%
6. Time for family 28%
7. Strong morals/ethics 23%
8. Affordable housing 21%
9. Clean/safe/healthy environment 20%
10. Adequate income 19%

*The percentages shown reflect the percent of respondents that selected the factor as one of the five most important.

There remains much agreement across groups when respondents are asked to choose the five most important factors affecting their quality of life, with safe neighborhoods, good health, good public schools, loving relationships, strong families and time for family appearing on all top 10 rankings. Also appearing on all lists for this question is affordable housing, even though it didn't make the top 10 of any group in the prior question.

Non-whites ranked affordable housing highest. They also included more economic factors than other groups, with strong economy, employment opportunities and quality higher education making their top 10 list but not appearing on the others. Conversely, strong morals and ethics and clean, safe, healthy environment appear in the top 10 rankings of every group except non-white. A higher percentage of suburban and white respondents selected loving relationships with a spouse or partner as one of the most important contributors to quality of life than urban core and non-white respondents. This probably reflects differences in the prevalence of single-person and single-parent households between the groups.

How strongly do you agree with the following statements?

Urban Core

1. I have a strong family life. 59%
2. I have a loving relationship with my spouse/ partner. 53%
3. It is easy for me to get where I want to go. 50%
4. I have several close friends. 49%
5. My children are successful. 43%
6. My health is good. 42%
7. I have enough time for my family. 40%
8. Shopping and services are nearby. 40%
9. I have enough time for myself. 35%
10. I have friendly, helpful neighbors. 34%

Suburb

1. I have a strong family life. 64%
2. I have a loving relationship with my spouse/ partner. 61%
3. It is easy for me to get where I want to go. 54%
4. Shopping and services are nearby. 52%
5. My community has good public schools. 50%
6. My children are successful. 48%
7. My neighborhood is safe. 48%
8. My health is good. 47%
9. I have several close friends. 45%
10. I have access to good parks and recreation. 40%

Non-white

1. I have a strong family life. 63%
2. It is easy for me to get where I want to go. 54%
3. I have a loving relationship with my spouse/ partner. 49%
4. My health is good. 47%
5. I have several close friends. 44%
6. Shopping and services are nearby. 43%
7. My children are successful. 42%
8. I have enough time for my family. 39%
9. I have friendly helpful neighbors. 39%
10. I feel valued by others/listened to/ understood. 37%

White

1. I have a strong family life. 63%
2. I have a loving relationship with my spouse/ partner. 62%
3. It is easy for me to get where I want to go. 53%
4. Shopping and services are nearby. 50%
5. My children are successful. 48%
6. My community has good public schools. 47%
7. My neighborhood is safe. 47%
8. I have several close friends. 47%
9. My health is good. 46%
10. I have friendly helpful neighbors. 39%

*The percentages shown reflect the percent of respondents that “strongly agree” with the statement.

When asked how they are doing, area residents display considerable agreement concerning which quality of life factors they have been successful in obtaining. The factor rated highest by each group is a strong family life, with approximately the same proportion in each group strongly agreeing they have one. Other factors appearing in each group’s top 10 list include a loving relationship with spouse or partner, ease of getting around, close friends, successful children, good health and close shopping and services.

However, there are also some significant differences among groups. For example, a significantly lower proportion of urban core and non-white residents strongly agree that shopping and services are close or that they have a loving relationship with spouse or partner than their suburban and white counterparts. On the other hand, significantly higher proportions of suburban and white residents say their neighborhoods are safe and their public schools are good than urban core and non-white residents.

Improvement in which three factors would most increase your quality of life?

Urban Core

1. My neighborhood is safe. 26%
2. My local government provides efficient/ effective services. 20%
3. My community's environment is clean/ safe/healthy. 17%
4. My community has good public schools. 16%
5. I am able to adequately save for the future. 12%
6. I have enough time for myself. 11%
7. My health is good. 11%
8. I have a loving relationship with my spouse/ partner. 11%
9. Shopping and services are nearby. 11%
10. I have enough time for my family. 10%

Suburb

1. I am able to adequately save for the future. 19%
2. I have enough time for my family. 19%
3. My local government provides efficient/ effective services. 16%
4. I have adequate income to buy the things I need. 15%
5. My neighborhood is safe. 14%
6. I have enough time for myself. 14%
7. My community's environment is clean/ safe/healthy. 13%
8. My health is good. 12%
9. My community has strong morals and ethics. 12%
10. I have a loving relationship with my spouse/ partner. 11%

Non-white

1. My neighborhood is safe. 26%
2. My local government provides efficient/ effective services. 20%
3. I am able to adequately save for the future. 16%
4. My community's environment is clean/ safe/healthy. 15%
5. My community has good public schools. 14%
6. I have adequate income to buy the things I need. 14%
7. My health is good. 13%
8. I have a loving relationship with my spouse/ partner. 12%
9. Employment opportunities are good here. 12%
10. I have enough time for my family. 11%

White

1. I have enough time for my family. 18%
2. I am able to adequately save for the future. 18%
3. My local government provides efficient/ effective services. 16%
4. I have enough time for myself. 15%
5. My neighborhood is safe. 14%
6. My community's environment is clean/ safe/healthy. 13%
7. I have adequate income to buy the things I need. 13%
8. My community has strong morals and ethics. 12%
9. My health is good. 12%
10. My community has good public schools. 11%

*The percentages shown reflect the percent of respondents that selected the factor as one of the three most important to improve.

The response to this question shows some significant differences among groups. Urban core and non-white respondents would most like to improve the safety of their neighborhoods. Suburban and white respondents would most like to improve their ability to save for the future and the time they spend with their families. A significantly higher proportion of urban core residents would like to improve their public schools than suburban residents, while a significantly higher proportion of suburban residents would like to improve their incomes than those living in the urban core. Whites are more likely to desire more time for themselves than non-whites.

Despite these differences, there remains much similarity in the top 10 lists. Each list includes safe neighborhoods, efficient/effective local government services, clean/safe/healthy environment, ability to save and health. Both public schools quality and loving relationships appear in three of the four lists, and are number 11 on the fourth (and so are not shown in the top ten rankings).

How important is it for the region to address these issues?

Urban Core

1. Education 84%
2. Violence 76%
3. Health care costs/quality/accessibility 73%
4. Illegal drugs 72%
5. Maintaining existing roadways 65%
6. Poverty 64%
7. Equal opportunity 64%
8. Early childhood education 62%
9. Affordable housing 60%
10. Employment/job training 58%

Suburb

1. Education 80%
2. Violence 79%
3. Illegal drugs 75%
4. Health care costs/quality/accessibility 72%
5. Maintaining existing roadways 64%
6. Poverty 57%
7. Equal opportunity 55%
8. Air quality and the environment 55%
9. Affordable housing 53%
10. Early childhood education 52%

Non-white

1. Education 85%
2. Violence 79%
3. Health care costs/quality/accessibility 78%
4. Illegal drugs 76%
5. Equal opportunity 74%
6. Poverty 70%
7. Early childhood education 69%
8. Affordable housing 69%
9. Employment/job training 69%
10. Economic growth and development 68%

White

1. Education 79%
2. Violence 77%
3. Illegal drugs 73%
4. Health care costs/quality/accessibility 70%
5. Maintaining existing roadways 63%
6. Poverty 55%
7. Air quality and the environment 53%
8. Equal opportunity 52%
9. Affordable housing 51%
10. Early childhood education 50%

*The percentages shown reflect the percent of respondents that believe the issue is “very important.”

The four issues selected most often as very important for the region to address — education, violence, health care, and illegal drugs — are identical among the four groups and exhibit very similar levels of support. Poverty, equal opportunity, affordable housing and early childhood education appear in the top 10 rankings of every group.

Maintaining existing roadways is the fifth most selected issue for all groups except non-whites. This does not mean road maintenance isn’t important to non-whites, as 66 percent identified it as very important, similar to the other groups. But for non-whites, economic issues of equal opportunity, poverty, early childhood education, affordable housing, employment and job training, and economic growth and development enjoy broader support. In fact, the support for these economic issues is significantly higher among both non-white and urban core respondents than it is among suburban and white respondents.

Similarly, while air quality appears as a top 10 issue only for suburban and white respondents, this does not mean clean air isn't important to urban core and non-white respondents. About 57 percent of those living in the urban core and 62 percent of non-whites believe air quality is very important, figures approximately equal to those of suburban and white respondents.

What three issues should community leaders focus on in the next five years?

Urban Core

1. Education 51%
2. Violence 33%
3. Illegal drugs 32%
4. Health care costs/quality/accessibility 28%
5. Public transportation/buses/rail 23%
6. Poverty 18%
7. Maintain existing roadways 15%
8. Race relations 14%
9. Affordable housing 14%
10. Early childhood education 10%

Suburb

1. Education 49%
2. Violence 36%
3. Health care costs/quality/accessibility 35%
4. Illegal drugs 29%
5. Public transportation/buses/rail 19%
6. Maintain existing roadways 17%
7. Poverty 19%
8. Air quality and the environment 12%
9. Race relations 11%
10. Early childhood education 10%

Non-white

1. Education 53%
2. Violence 30%
3. Illegal drugs 30%
4. Health care costs/quality/accessibility 29%
5. Poverty 20%
6. Public transportation/buses/rail 18%
7. Race relations 16%
8. Affordable housing 14%
9. Equal opportunity 13%
10. Maintain existing roadways 11%

White

1. Education 48%
2. Violence 37%
3. Health care costs/quality/accessibility 35%
4. Illegal drugs 30%
5. Public transportation/buses/rail 22%
6. Maintain existing roadways 20%
7. Poverty 16%
8. Air quality and the environment 12%
9. Early childhood education 10%
10. Race relations 10%

*The percentages shown reflect the percent of respondents that selected the issue as one of the three most important to address.

When asked to choose which three issues are the most important for local leaders to address, education was chosen significantly more often than other issues by all groups. Violence, illegal drugs and health care were the next three most selected issues in all groups, with minor differences in order.

Public transportation appears for the first time, indicating respondents considered what issues local leaders can actually affect in answering this question. It is the fifth most selected issue for all groups, except for non-whites where it is sixth. Poverty, race relations and maintaining existing roadways also appear on all top 10 rankings.

Early childhood education appears in the rankings for all groups except non-white, though 10 percent of non-white respondents chose it as one of their top three issues, approximately equal to the other groups. Similarly, though air quality appears in the top 10 list only for white and suburban respondents, the proportions of non-white and urban core respondents that selected it are not significantly different.

One issue where there appears to be diverging opinions on what local leaders should focus on is equal opportunity, where the proportion of non-whites selecting this issue was 2.6 times greater than whites.

the framework

human resources
production
income
consumption
policy decisions
social capital
institutions
wealth
systems
savings
capital
actions
processes
needs
models
progress
economic investment

The Metro Outlook Systems Model

How can we make more progress toward a region where everyone's quality of life improves?

To improve a region's ability to offer its residents a high quality of life requires understanding the relationships between the various factors that combine to create it. Metro Outlook takes the view that a region's quality of life unfolds as the result of human actions drawing upon available wealth to satisfy human needs. These human actions create interactions between three systems — social, economic and natural. Making greater progress, then, depends upon seeing with increased clarity how these three systems affect each other and finding actions that do a better job of simultaneously improving each of them.

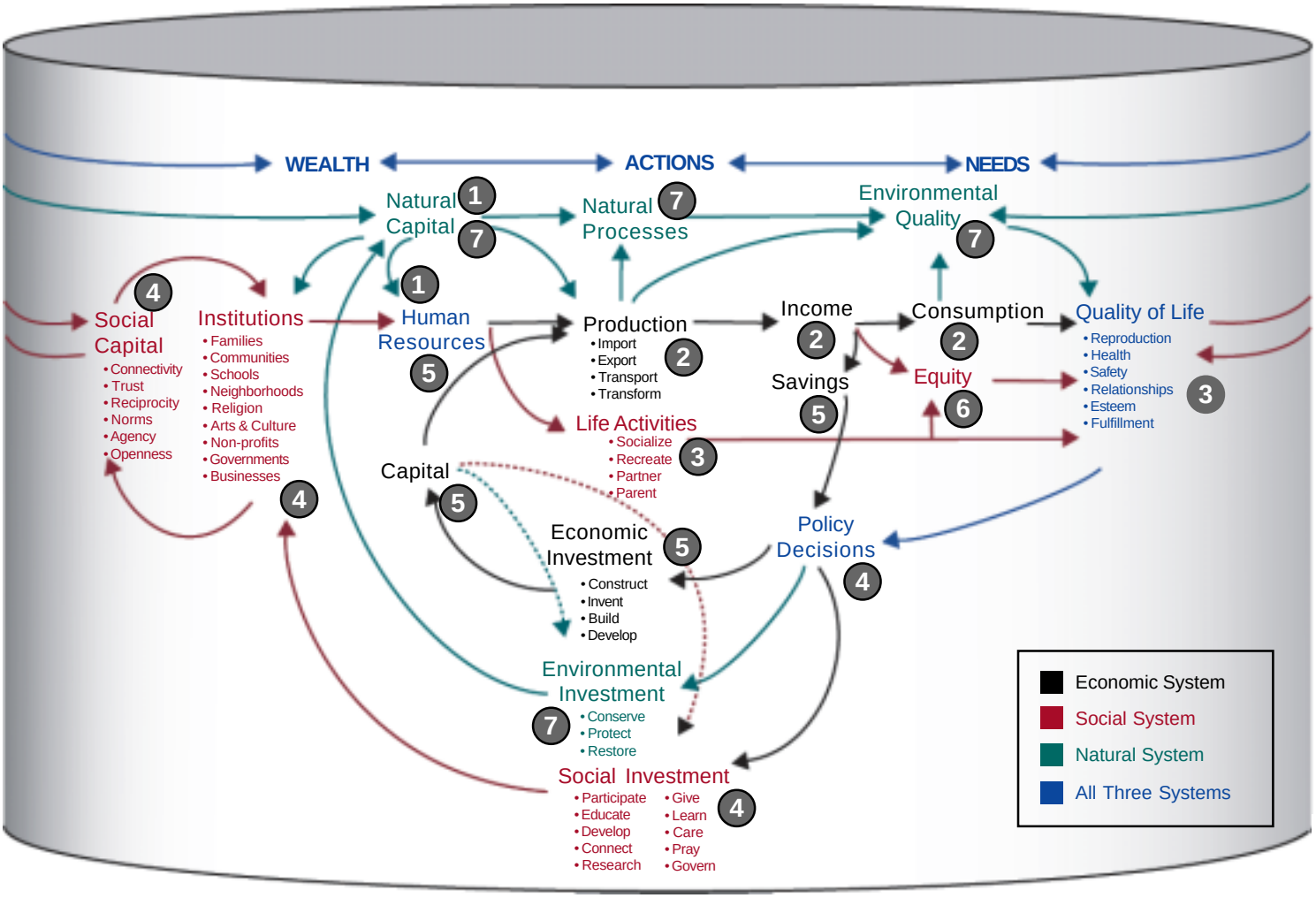
To provide that clarity, MARC, in conjunction with a technical advisory panel composed of area social researchers, created the Metro Outlook Systems Model of Progress. Like all models, it is a simplification of reality. Nonetheless, creating an explicit model of "how things work" is important for several reasons:

1. Any kind of data analysis begins with an underlying model that guides both what we see (data selection) and how we interpret it (the weight given each factor). When this model is implicit, key assumptions remain hidden. Making it explicit surfaces the assumptions so they can be debated more openly.
2. The data selected as indicators of progress can be tied more directly to a logical framework.
3. Without a model, collecting data is like looking through a rearview mirror: you can see where you've been, but not where you're going. A model, even an imperfect one, allows us to see at least a little way into the future and begin to assess whether tomorrow will be better than today.
4. An explicit model opens the door to future learning because it can be proven right or wrong. When something happens that the model didn't anticipate, this means there are gaps in our understanding. We need to identify them and fill in the missing information.
5. One can follow the linkages in an explicit model to better see the likely consequences of proposed policies. As a result, decision-makers can develop more effective, less costly policies that also produce fewer unintended side effects.

This last point relates to the principle of leverage: small changes can have big impacts — if they're in the right place. In complex systems, like metropolitan areas, the points of highest leverage often occur in a part of the system that may, at first, seem unrelated to the issues that most concern us. The Metro Outlook model was developed as a systems model to show how everything connects and to help find those often overlooked places of high leverage.

The Metro Outlook Systems Model, diagramed to the right, describes, to the best of our ability, how the connections between social, economic and natural systems produce a region's quality of life. The diagram is designed so that the arrows beginning near the right edge connect with the arrows on the left edge, and vice versa. Therefore, though shown on a flat page here, the model is actually cylindrical in shape.

Metro Outlook Systems Model of Progress



The Metro Outlook model is most easily understood by following the story below using the numbers on the diagram:

(1) We begin with a view of people as a part of nature. Like the rest of the natural world, the paramount human imperative is to survive.

(2) People must consume to live and must produce to consume. That is, we must participate in some kind of economic system. To produce, we draw upon natural wealth, which is initially viewed as an unlimited source of material and sink for waste products.

(3) People must do other things than consume to live. We socialize, play, partner and parent. We band together for safety. The degree to which these social activities, in conjunction with economic activities and nature's bounty, satisfy human needs determines the quality of life.

(4) To achieve improvements to our quality of life, we make choices about what to do and how to do it. Many of these decisions focus on helping people achieve more of their potential, things like education, nurturing the young, caring for the elderly, conducting research, developing better governance, and increasing participation in society.

These activities are essentially an investment, actions taken today to get a return in the future. Such investments help build stronger social institutions — e.g., families, communities, governments and businesses. As these get stronger, people are better able to work together to solve common problems. Such ability defines the social capital we have to draw on in times of need or opportunity.

(5) The result of this investment is people who are more capable and a social system with relatively high levels of trust and connectivity. This produces relatively low barriers to trade and people who can see and take advantage of new opportunities. Incomes rise, as does consumption. Eventually, the economy improves beyond what's needed for bare survival. Excess resources are created and saved.

What to do with the excess is a policy decision. Much of it is often invested in capital to make the economy more productive, generating even higher levels of income and consumption.

(6) Prosperity can produce unintended problems, however. As incomes rise in general, income disparities also tend to increase as the economy generates greater rewards for those whose abilities it finds both relatively valuable and relatively scarce. Racism and other types of discrimination add to this differential despite legal prohibitions. Technology improvements can further exacerbate income inequalities as they raise the value of intellectual work relative to physical labor, leaving behind those who are less educated.

As inequities occur, the quality of life decreases for some. Persistent inequities lead to disenfranchisement and disconnection, lowering social capital and the ability to jointly solve problems, or even agree upon what is in the common good.

Yet the very same social connections that helped produce the growing economy also produce the desire in the larger society to help those left behind. Drawing on the wealth created by a successful economy, we can make policy decisions to increase social investment, especially in education and community building, that are designed to remedy persistent inequities.

(7) In a similar vein, rising economic output, incomes and consumption produce waste products and other consequences that eventually begin to exceed nature's capacity to repair and replenish itself. The interaction between human and natural processes leads to growing concerns over global warming, biodiversity and ozone formation. Gradually, awareness increases that economic wealth, no matter how great, cannot substitute for clean air and water. This leads to policy decisions to reverse the accumulated damage to natural systems. Investments in things such as pollution control, brownfields redevelopment, resource efficiency and conservation can, over time, restore at least part of nature's wealth.

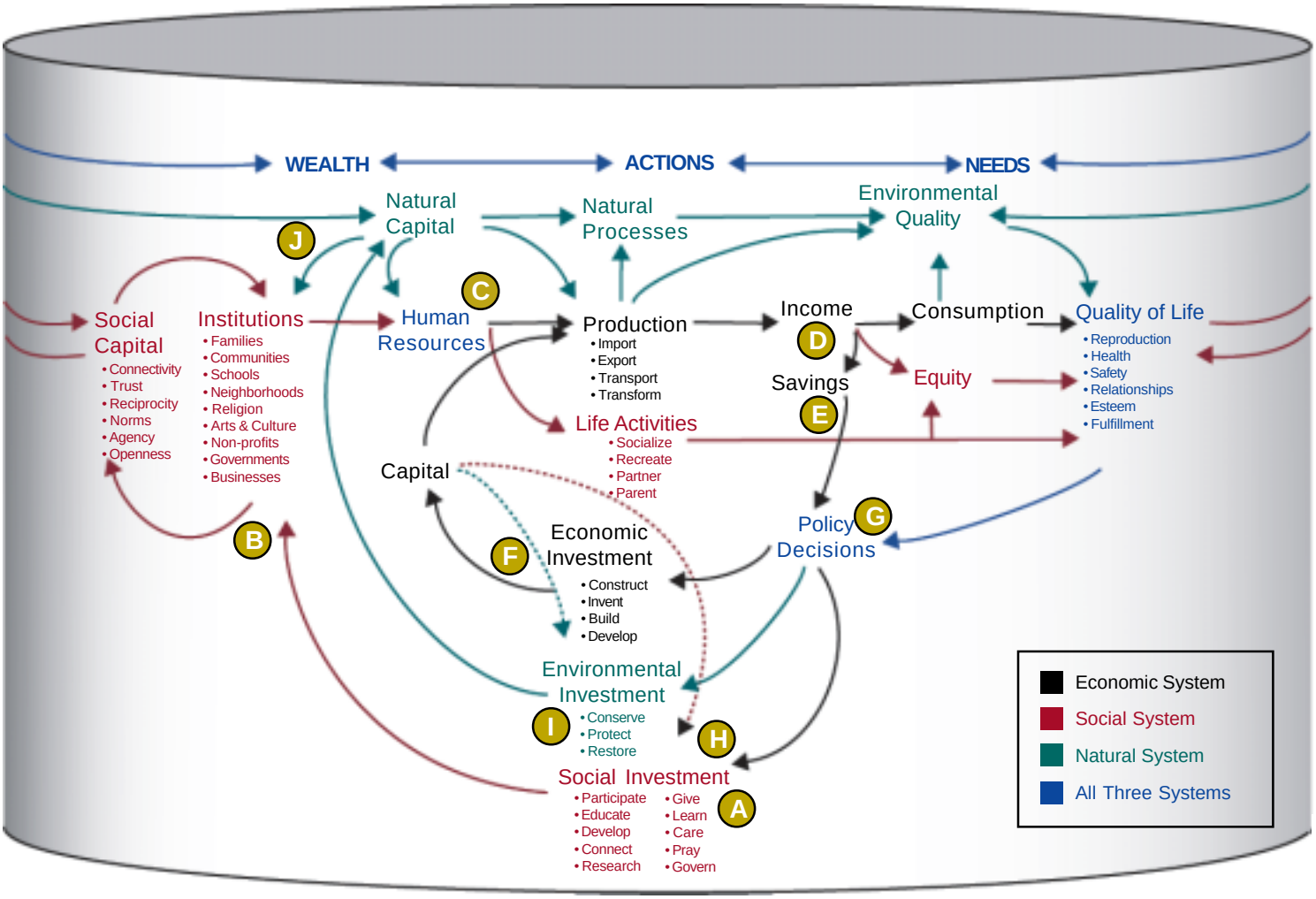
Model Summary

In general, then, the Metro Outlook model describes a story about people learning to satisfy their needs better and better over time by making policy decisions and evaluating their consequences. Essentially this is a process of trial and error, with investments serving as the trials whose subsequent benefits and costs are evaluated. The greater the number of trials undertaken in the region, and the more diverse they are, the greater the probability of finding new and improved ways of doing things.

The key to satisfying needs is improving connections — connections to the natural resources needed for survival, connections to people to provide safety and nurturing, connections between economies to provide increased productivity from specialization and trade, connections among ideas to produce innovations and efficiencies. An unintended consequence of all these connections is that they expand awareness of our interdependence. This can lead to policy and investment decisions being evaluated on a broader basis than simply their private economic return. As we do this, we raise the chances of making decisions that increase all three dimensions of wealth — social, economic and natural — simultaneously.

The Wheel of Progress

From a policy standpoint, the factors that stand out as levers with which to push the region forward — that is, toward a higher quality of life — are the social and economic investments. They are the primary investments we make and we expect to earn a decent return. That is, by making them, we expect to have a better quality of life tomorrow than we do today.



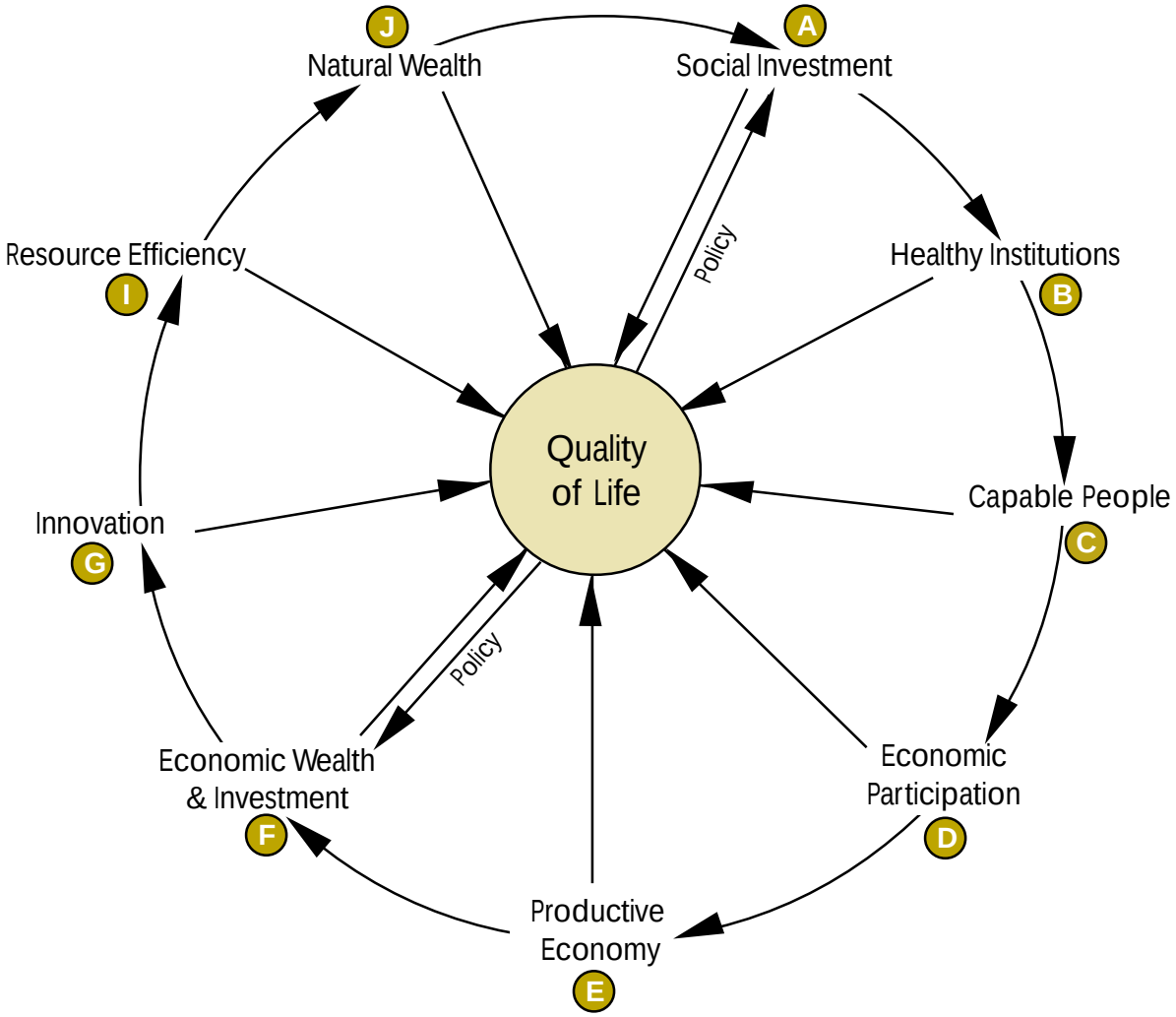
These two kinds of investments work in concert with one another. Our social investments build the knowledge and consensus concerning what to do, how to do it, and the rules we will follow to achieve our objectives. Our economic investments act on that knowledge and embody it in the physical capital that structures much of our lives. In essence, how we make our economic investments provides a test of how much we've learned. If we've learned well, economic investments can raise the quality of life for everyone. If we haven't, then our economic investments may instead produce unintended consequences that require further investment to fix.

Simply put, today's investments create tomorrow's quality of life. In turn, making fundamental improvements to tomorrow's quality of life depends upon the policies we adopt today that influence investment.

Taking a policy-maker perspective, we can start from the investments in the systems model diagram and simplify the Metro Outlook story as follows (the letters below correspond to the letters above):

A. Social investment...
B. builds healthy institutions...
C. that develop capable, caring people...
D. who can fully participate in the economy — i.e, are able to produce and enjoy the fruits of their labor —
E. and work well together, becoming productive enough to generate an economic surplus and savings.
F. Much of the surplus is invested in raising the capital for the economy to become even more productive.
G. But as the surplus and human capacity increase, so does our ability to experiment and learn from the consequences — that is, to innovate — leading to smarter policy decisions about how to invest.
H. Done right, the capital created by our economic investments can simultaneously act as social

The Metro Outlook Framework: The Wheel of Progress



investments (by fully employing the least employable, by building schools and housing to help equalize opportunity, and by building neighborhoods that encourage social interaction)...

I. and act as environmental investments (by using scarce resources more efficiently, generating fewer waste products and pollution and making renewable resources cost effective)...

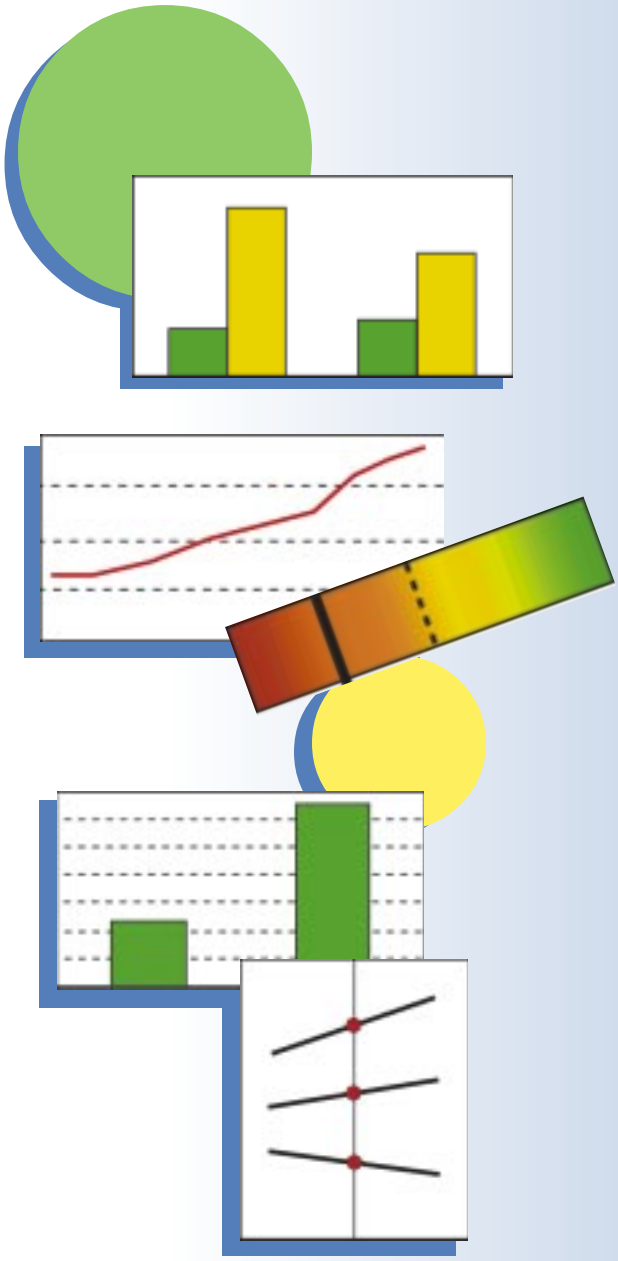
J. thereby helping to preserve the natural wealth needed to sustain us, and our society, into the future.

These key factors form the building blocks of the Metro Outlook framework. Linking these building blocks together yields a simplified diagram of the systems model (above).

This diagram takes a wheel shape because each building block influences the next, forming the outside rim of the wheel, yet they each affect quality of life individually as well, forming the spokes leading to the hub — Quality of Life. The spokes connecting economic and social investment to the hub are bi-directional because, if quality of life is not what we desire, we enact policies to change how we invest so that we earn a higher return (i.e., a higher quality of life) in the future.

Of course, in reality, there are many more linkages than shown here. In particular, the feedback loops from innovation to productive economy and to social investment have been suppressed to present the basic Metro Outlook framework as clearly as possible.

building blocks



home ownership
job growth
charitable giving
school expenditures
social connection
education
reading scores
poverty rate
household income
productivity
exports
investment
equipment purchase
home loans
research
population density
ecology

Measuring Progress: About the Report and Indicators

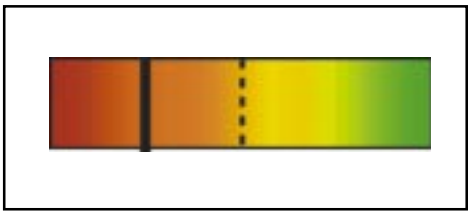
The main body of this report contains 10 sections, one for each of the building blocks in the Metro Outlook Framework. Each building block will be evaluated along three dimensions:

1. Where do we stand?
2. Where are we headed?
3. What gaps are holding us back?

An indicator will be chosen to represent each dimension, highlighted by a graph. The kind of graph used depends on the dimension being measured, as follows:

Where do we stand?

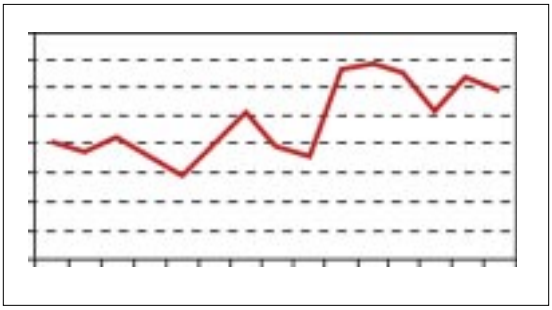
The indicator chosen to represent this dimension measures regional performance against some standard, usually a national average. This kind of comparison is useful to make sure we are not falling behind in some important aspect. The indicator selected to measure where we stand will be presented using a bar gauge like the one at the right.



The standard is always shown as a dotted line in the middle of the bar. The thick solid line shows the region's value. If the region is doing better than the standard, the thick line is to the right of the dotted line, in the yellow or green areas. If the region is doing worse than the standard, the thick line is to the left of the dotted line, in the orange or red areas.

Where are we headed?

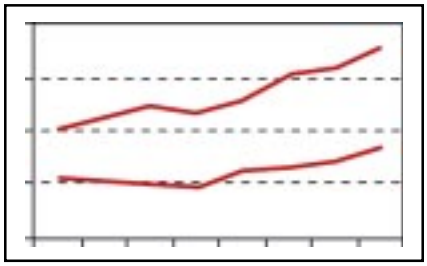
The indicator chosen to represent this dimension shows the Kansas City region's recent trends. Often what is most important is not whether we meet some outside standard, but whether we are improving with respect to our past history, i.e., are things here moving in the right direction? The indicator selected to measure where we're headed will be presented using a line graph, such as the one shown here.



What gaps are holding us back?

The indicator chosen to represent this dimension examines important deficiencies that can create barriers to progress. These deficiencies indicate groups, areas, industries or capacities that are not being developed to their full potential. When people or areas are left behind, this creates problems that regions must solve to move forward. Equally important, lost potential diminishes the number and diversity of trials, lowering the probability of finding novel solutions to difficult problems.

The indicator selected to measure important gaps will be presented using either bars (when data for only one time period is being shown) or lines (when data for multiple periods is being shown), as shown here.



Other Components

Besides the three dimensions of evaluation, each section contains three other components.

Other Key Indicators

In most sections, a number of possible indicators could have been chosen to represent where we stand, where we're headed and what gaps are holding us back. MARC selected three of the most important to highlight and depict graphically. However, between five and 10 supplementary indicators are also given for each section. In addition to providing a broader base of indicators to use in evaluating the region's overall progress, these indicators also allow Metro Outlook to examine in more depth an issue of regional significance. As mentioned in the introduction, the issue chosen for this first report is the health of the region's urban core.

As Metro Outlook is fine tuned over time, the indicators chosen to graphically highlight the three dimensions of evaluation may change in response to public input or to new and better information. New indicators may be added. Still, MARC intends for all of the data to be maintained as part of a larger Metro Outlook database and, therefore, be available for future analysis as needed.

Spotlight on the Urban Core

Many of the indicators illustrate issues the region is already working to address. This section provides brief profiles of selected organizations doing the work, putting a human face on the statistics. The highlighted organizations are meant to be representative rather than exhaustive. In support of this report's urban core focus, these organizations are those that primarily serve the heart of the region.

Conclusions and Questions

Because the information above is so multi-faceted, this portion of the section attempts to synthesize its implications for the region's performance with respect to the quality-of-life block being examined. Yet the indicators, as well as the synthesis, often reveal more questions than answers. These questions then serve as the basis for future research efforts.

Social Investment

Investments are actions taken to improve the future. Of these, perhaps the most important are the social investments we make to create caring, intelligent, innovative people who can work together to solve problems. Actions such as educating children, spending time with family and friends, and participating in the community are critical to building human capacity. They develop the values, knowledge and understanding needed to not only survive, but thrive in an increasingly challenging world. Simply put, social investment creates connections — individuals to families and communities, minds to ideas, and plans to action — that can change our communities for the better.

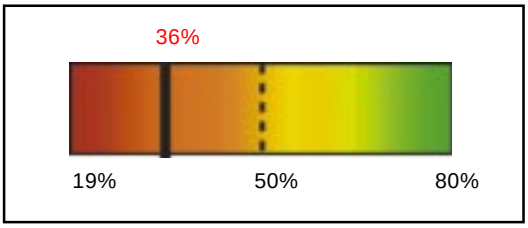
Where do we stand?

Time for Family

The pace of modern society challenges us. We aren't able to spend as much time as we'd like with those we care about. Only 36 percent of area residents strongly agree they have enough time for family. This is less than half the rate of those reporting the highest quality of life, 80 percent of whom strongly agree they have enough family time. Meanwhile, only 19 percent of those with the lowest quality of life strongly agree they have enough time for family.[1]

Time for family

Percent strongly agreeing they have enough time. Metro average relative to those with the highest and lowest quality of life



Source: Metro Outlook Public Survey

Where are we headed?

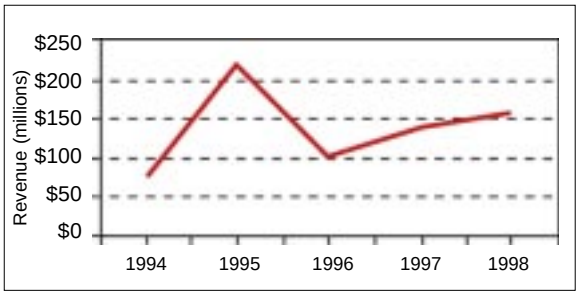
Charitable Giving

We're generous. Though pressed for time, our willingness to help others continues to grow. We give increasing amounts to charitable causes at rates that significantly exceed the national average.[2]

(Note: The spike in 1995 was due to the one-time gift of the Kansas City Royals to the Greater Kansas City Community Foundation.)

KC Area Total Charitable Giving

79 bellwether non-profit organizations



Source: Center for Management Assistance

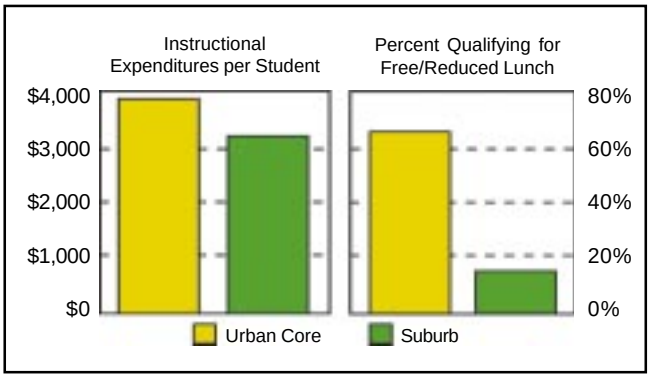
What gaps are holding us back?

Spending vs. Need

We still do not invest enough to overcome the needs created by concentrated poverty. Urban core school districts spend 1.2 times as much on instruction per student as suburban school districts, yet have 4.6 times the number of impoverished students. Both the number and concentration of students from poor backgrounds make teaching more difficult in urban districts. Given current poverty disparities, an empirical model developed by MARC suggests that urban instructional expenditures would need to increase nearly 60 percent to achieve standardized test scores comparable to quality suburban districts.[3]

KC Area School Spending vs. Student Need

Urban core and suburban school districts, 1996–1997



Source: 1997 Census of Governments, Missouri Dept. of Elementary and Secondary Education, Kansas Board of Education

Other Key Indicators

- The median time spent interacting with children by suburban primary caregivers with young children (zero to four years of age) was 40 hours a week, 60 percent longer than the 25 hours reported by urban core primary caregivers. The differential remains even after accounting for differences in the rates at which urban core and suburban primary caregivers work full time.[4]
- Child care facilities that meet accreditation standards for quality care grew from zero to 63 between 1997 and 2001. However, only 11 percent of the region's licensed child care capacity is in the accredited centers.[5]
- Nearly three-quarters (71 percent) of area residents report getting less than eight hours of sleep a night, and most (58 percent) get seven hours of sleep or less. Those who rate their quality of life the lowest also average the least amount of sleep, with a median of six hours a night.[6]
- In 1997-99, Kansas City households averaged $1,453 in charitable cash contributions annually, compared to $1,100 nationally.[7]
- In their respective fiscal years for 2000, two of the area's largest foundations, the Ewing Marion Kauffman Foundation and the Greater Kansas City Community Foundation and Affiliated Trusts, gave $197 million in grants to non-profit organizations, many of them local.[8]
- However, this expenditure is dwarfed by what we spend on K-12 education. In 1996-97, the region's 13 largest school districts spent nearly $1.5 billion to educate the region's youth, or about $7,000 per student. Instructional expenditures were about half that, at $3,400 per student.[9]
- Shawnee Mission School District, an inner-ring district that is one of the region's highest performing, was forced to close two schools in 2001, at least in part due to funding limitations imposed by the state of Kansas.[10]

Spotlight on the Core: Social Investment

Shaping the Trends of Tomorrow: Administering a Legacy

There can be no more basic illustration of social investment than the investment in children, and the time we spend participating and interacting with our community.

Ewing Marion Kauffman Foundation Youth Advisory Board

When Ewing Kauffman first offered to pay college tuition for at-risk ninth graders, the entrepreneur was making an investment in the leadership of tomorrow. The Kauffman Foundation, with its emphasis on youth development, has continued to administer that legacy. The foundation conducted a complete reassessment of their tactics for youth development, and the results indicated EMKF could be far more effective as a grant maker than as a program operator. But to EMKF, grant-making is more than check writing — it's collaboration with the agencies and organizations that provide the services they fund. More importantly, it's collaborating with the youth themselves, empowering them to select a certain number of grants for youth activities each year.

Among the most important lessons learned from the Kauffman project: inner city kids can succeed; support services are crucial; and a program's effectiveness depends upon building strong partnerships with others who share the vision.

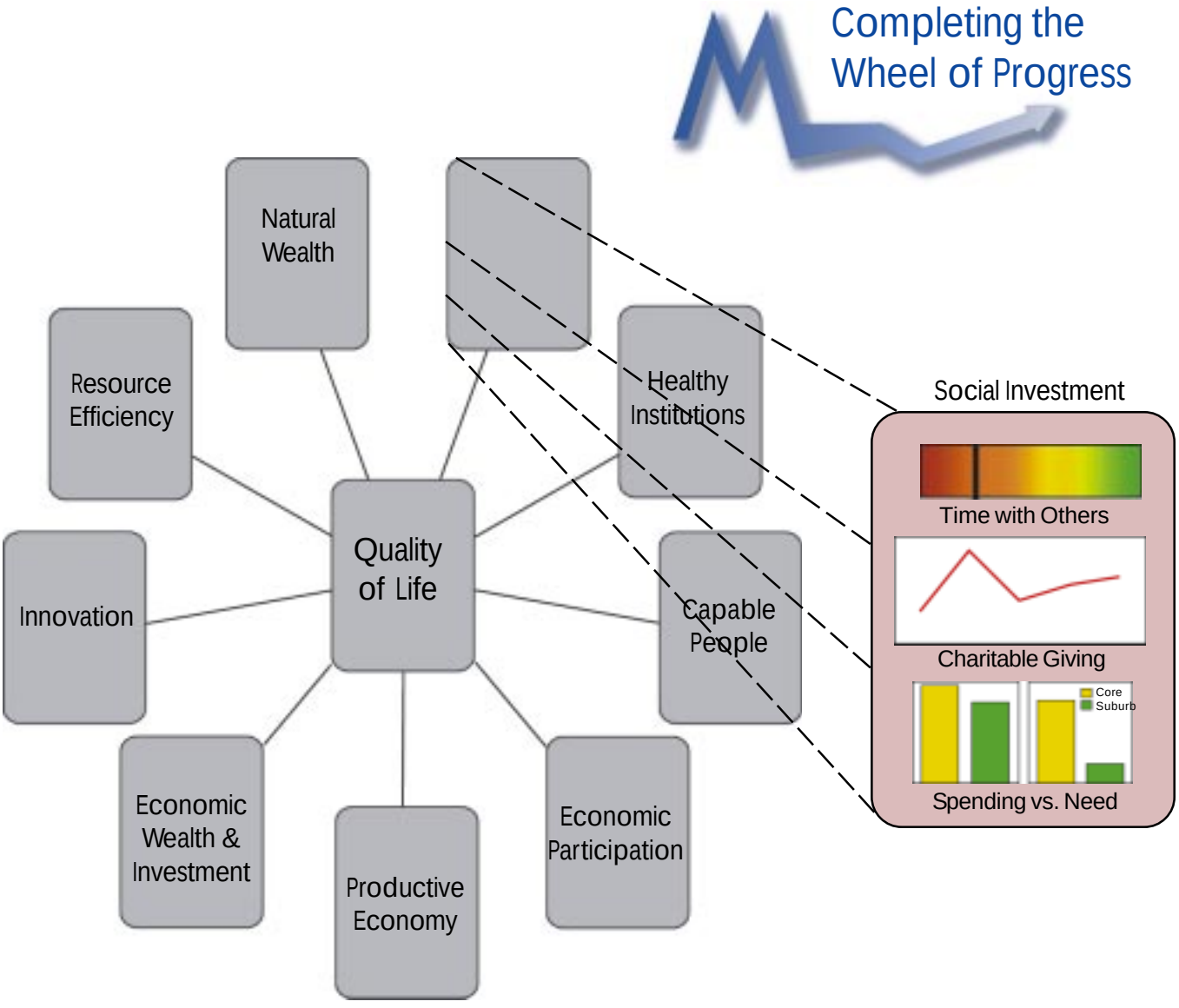
Campfire Boys & Girls

The Heartland Council of Campfire Boys & Girls, whose mission is to provide and cultivate adult volunteers who will in turn help children develop individual skills and critical thinking, is another organization investing in human capital. What are the challenges? "Some organizations fear competition — competition for funding, competition for programs, competition for kids," says Jean Roth-Jacobs, Campfire executive director. "There are turf issues here…Kansas versus Missouri, urban core versus suburbs. There isn't a strong sense that we are all one."

Social Investment: Conclusions and Questions

We're struggling to balance work, family and community responsibilities. Modern telecommunications help us stay in constant contact. But being always available often simply divides our attention among a larger number of competing interests. What is the price of being always connected (but never fully connecting) to our families, our friends, and our neighborhoods? Are we substituting breadth for depth?

We have put increasing resources into many schools, though funding challenges in urban and inner-ring suburban districts seem to be increasing. While we have had some successes — early childhood education is getting better, for example — we still have a long way to go. What are the policies and practices that maximize the benefit of our investment in public education? Is simply increasing resources enough? If not, what other changes in state and local policy are necessary?



Healthy Institutions

Many of our social investments are designed to improve how our institutions function. These institutions, which include families, neighborhoods, communities, schools, and governments, are critical to developing human capacity. They define the rules by which we live and the social environment that determines whether people develop to their full potential. When these institutions function well, people are more likely to engage in productive activities. When they function poorly, social ills increase and our collective capacity to meet challenges diminishes.

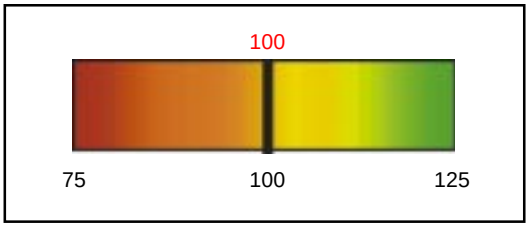
Where do we stand?

Families

The Kansas City area prides itself on being a family-friendly place in which to live and work. About 72 percent of metropolitan families with children have two parents, equal to the national average. However, the nuclear family has declined in proportion since 1990, when it accounted for 77 percent of the region's families with children. While other family types also capably care for children, married-couple families tend to be more stable, which aids child development.[1]

KC Metro Index of Families with Children

Percent of families with children that are married-couple families, with respect to US, US average = 100



Source: 2000 Census

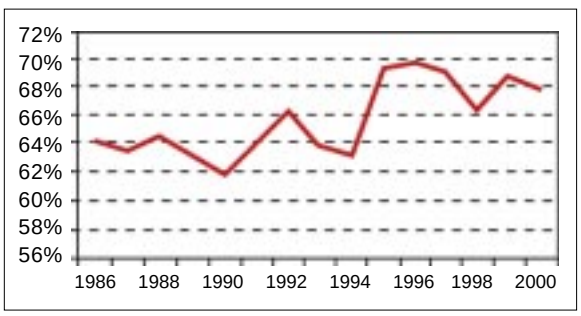
Where are we headed?

Neighborhoods

While strong families contribute to stable, safe neighborhoods, equally important is home ownership. Ownership confers a sense of pride, responsibility, and caring, and results in rising wealth. Home ownership rates have been rising throughout the 1990s and, at 68 percent in 2000, are near record levels. Home ownership is about two percentage points higher here than the national average.[2]

KC Metro Home Ownership Rates

1986-1999



Source: U.S. Bureau of the Census

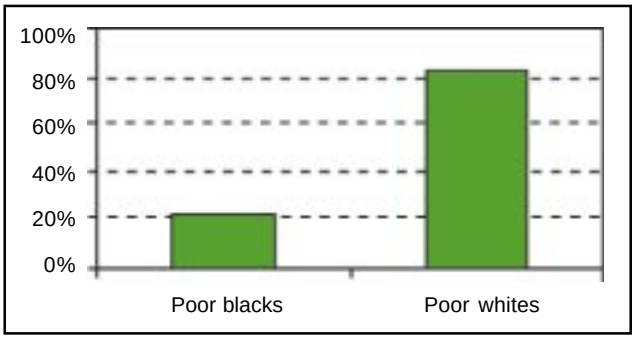
What gaps are holding us back?

Communities

Though neighborhoods are stronger, our communities are still largely segregated along race and class lines. Of the two, race seems the stronger barrier. For example, 82 percent of whites in poverty are able to live in communities that aren't poor — i.e., where the poverty rate is less than 20 percent. Yet only 21 percent of poor African-Americans live in non-poor communities. Similarly, only four percent of non-poor whites live in high-poverty areas, compared to 52 percent of non-poor blacks.[3]

KC Metro Index of Social Connection

Percent of poor residents living in non-poor communities — those with poverty rates less than 20%.



Source: 1990 Census, MARC

Other Key Indicators

- The region's divorce rate (divorces per 1,000 people) dropped 36 percent in the 1990s, compared to a 13 percent drop nationwide. However, single parent families still increased 29 percent during the 1990s.[4]
- In 1994, African-American females aged 15 to 17 in the Kansas City area gave birth at roughly 3.75 times the rate of white teens. Teen birth rates in Wyandotte and Jackson counties range from 2.5 to 8 times higher than in suburban counties.[5]
- About 14 percent of whites report experiencing discrimination in the past year, less than half the 34 percent reported by non-whites.[6]
- Though the region's index of black-white segregation declined four percentage points in the 1990s to 69.1, it is the 12th most segregated out of the nation's 50 largest metropolitan areas.[7]
- Murders, perhaps the strongest example of institutional failure, are declining. In Kansas City, Missouri, for example, the number of homicides dropped 27 percent from their 1993 peak to 111 in 2000.[8]
- Still, the region's crude murder rate was 80 percent higher than the US average in the 1994-1998 period, the last period for which comprehensive figures are available. Murders are concentrated in the region's more urban counties (Jackson and Wyandotte), with rates seven times higher than in the suburban counties.[9]
- Only 28 percent of area residents believe they can help their community solve problems.[10]
- Only about 12 percent of area residents strongly agreed that local governments and community leaders were effective. In general, residents are least satisfied with city services related to neighborhood preservation — streets, sidewalks, and code enforcement.[11]

Spotlight on the Core: Healthy Institutions

Shaping the Trends of Tomorrow: Housing Choice/Choice Housing

One test of a society's institutions is the degree to which they are able to fulfill basic needs for all citizens. While the Housing Authority of Kansas City has struggled to provide shelter to low-income residents, new approaches offer renewed hope.

Housing Authority of Kansas City, Missouri

The Housing Authority, responsible for providing "decent, safe and sanitary housing for low-income families and seniors," hit the news in 1989 when some of its own public housing tenants filed a suit that claimed that the Housing Authority of Kansas City was not even coming close to fulfilling this obligation. The road back from the lawsuit, consent decrees, receivership and intense public scrutiny has been long and hard. Negative public perception has been the hardest foe to fight.

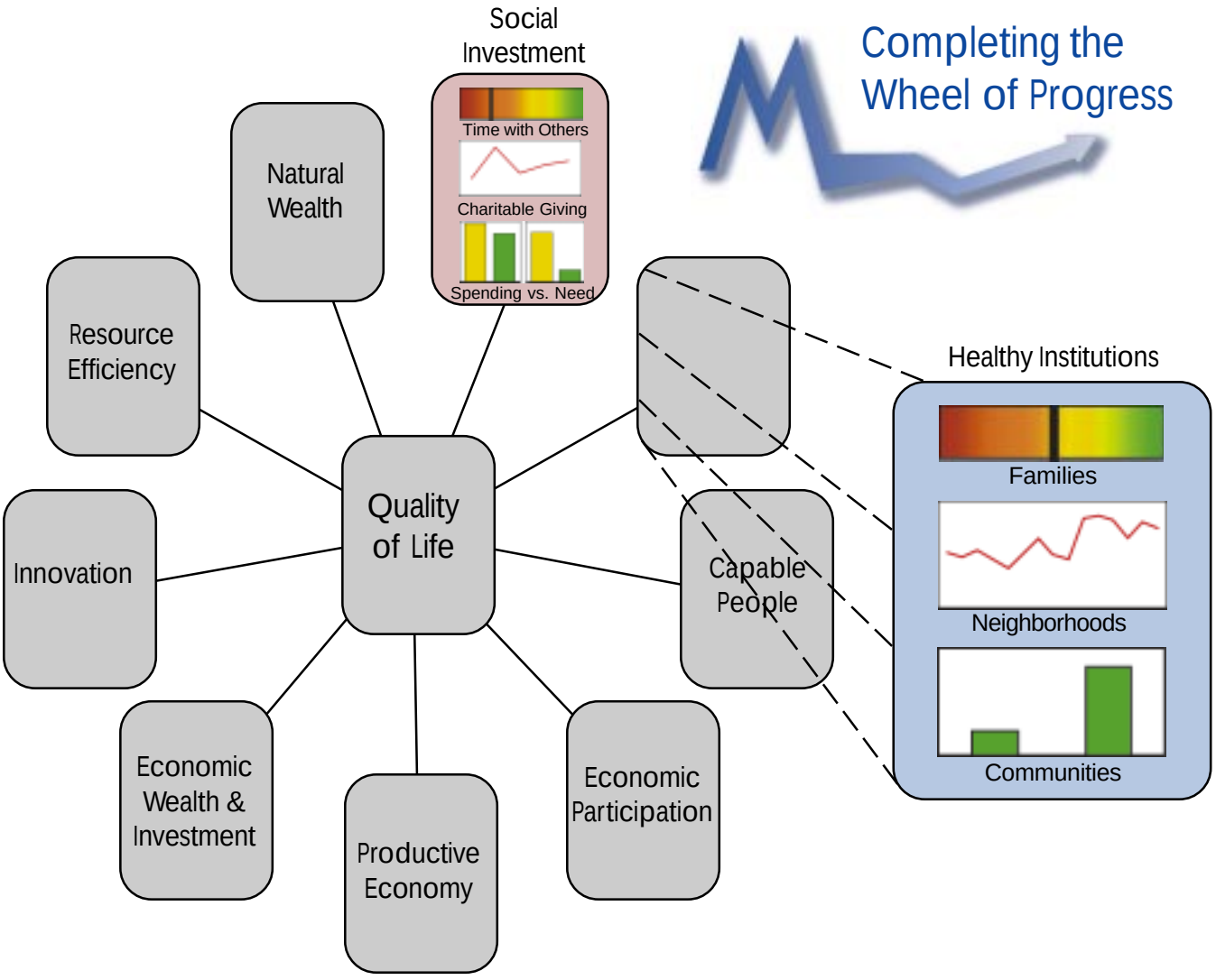
Is the institution back on track? Ten years after the lawsuit that shook HAKC to its foundations, the Department of Housing & Urban Development classified the Housing Authority as a "High Performer" under the Public Housing Management Assessment Program. This is largely due to modernization, redevelopment and scattered-site initiatives that have done much to transform the perception of public housing from "housing of last resort" to "housing of choice." The hope is that, by reducing poverty concentrations, the social ills associated with public housing will decline, opening up new chances for residents to be successful in work and school. Whether this hope becomes a lasting reality remains to be seen.

Healthy Institutions: Conclusions and Questions

Communities are more than places to live. They provide role models for success, set standards for behavior, and offer entry points to opportunities in the metropolitan area. But some parts of the urban core have become disconnected from mainstream values and economic opportunity. The state line, land use policies that isolate activities, and decisions to disperse regional assets have aided such separation. Yet nowhere is our tendency toward separation more apparent than at the intersection of race and class. Social isolation mainly affects poor African-Americans, only 21 percent of whom live in viable communities.

Because concentrated poverty is closely associated with increased crime, addiction, poor school performance and out-of-wedlock pregnancy, those who can afford to move away from such areas often do. This fuels the growth of outer areas and the decline of inner areas, straining the resources of both. As a result, concentrated minority poverty lies at the heart of many of the region's problems.

So long as the barriers that separate us remain, they inhibit our ability to see new solutions and create obstacles to progress. It is little wonder, then, that residents feel so powerless to solve community problems and are not satisfied with local leaders' ability to do so on their behalf. Are the policies we have in place, such as increasing scattered-site, low-income housing, sufficient to overcome these barriers?



Capable People

As institutions function better, people become more capable of improving their own life as well as the quality of life in their community. They are healthier, smarter and understand what it takes to be successful. Such capabilities will serve them well. In the "new economy," the most valuable asset is people — people who can not only do the job, but who find new ways of doing more for less and who make wiser decisions about how to invest scarce resources.

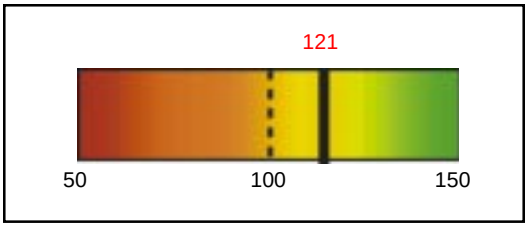
Where do we stand?

Educational Attainment

The proportion of the region's residents having earned a four-year degree or above is approximately 21 percent higher than the US average. About 30 percent of the region's population 25 years and over have earned a bachelor's degree, compared to 24 percent in the US as a whole.[1]

KC MSA Index of Educational Attainment

Percent of population with a college degree averaged over three years, US average=100



Source: US Bureau of the Census, Current Population Survey, 1994, 1999, 2000

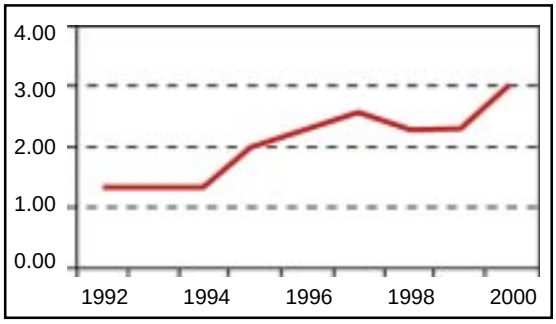
Where are we headed?

Child Well-Being

Our children are generally doing better than at any time in the last decade. The overall grade given by the Partnership for Children rose to a "B" in 2000. Child health, safety, education and child care all improved. The teen years remain the most challenging for the region, however, with a grade of D+.[2]

KC Area Report Card for Children

Overall grade for child well-being



Source: Partnership for Children, converted to grade-point average by MARC

What gaps are holding us back?

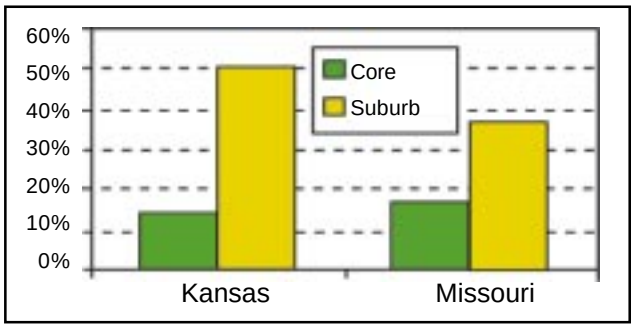
Educational Achievement

Though most children are doing better, significant disparities exist. Inadequate investment and concentrated poverty combine to create a situation where students in urban core school districts perform at dramatically lower levels than their suburban counterparts. The percentage of students in urban core districts that are proficient in reading is less than one-half that of suburban districts on the Missouri side of the region and one-fourth that of the suburbs on the Kansas side.[3]

Note: Because Kansas and Missouri use different tests, the scores in each state cannot be directly compared.

KC Area Elementary School Reading Scores

Percentage achieving "proficient" or "advanced," 2000



Source: Missouri Dept. of Elementary and Secondary Education, Kansas Board of Education

Other Key Indicators

- The proportion of the region's residents who report their health as good or better is 82 percent, approximately the same as the US average of 85 percent.[4]
- In 1990, the KC MSA percentage of population 16 to 64 years old reporting a work disability was 7.0 percent, significantly below the US percentage (8.2 percent).[5]
- In 1995, Greater Kansas City area residents experienced an overall death rate (516.6 deaths per 100,000 persons) approximately equal to the US rate. However, African-American mortality rates are 63 percent higher than whites, after adjusting for age differences. And because many die young, African-Americans experienced over 2.5 times as many potential years of life lost as whites.[6]
- In 1995, the proportion of low birth weight babies born in the Greater Kansas City area (7.2 percent) was comparable to the US. But the African-American proportion (15.4 percent) was over twice that of whites (7 percent).[7]
- Despite a strongly growing economy, the dollar value of emergency food assistance provided to the region's hungry grew 22 percent between 1996 and 2000.[8]
- Test score disparities are greater for math than for reading. The percentage of students in urban core districts that are proficient in math is one-third that of suburban districts on the Missouri side of the region and one-fifth that of the suburbs on the Kansas side. Fewer than 15 percent of students in urban core school districts on either side of the state line achieve proficient or advanced status in math.[9]
- Income is increasingly tied to education. In 1998, the poverty rate among high school graduates was 8.9 percent, seven times larger than the 1.3 percent rate for college graduates. Nearly one-quarter (23.6 percent) of those without a high school diploma live in poverty.[10]

Spotlight on the Core: Capable People

Shaping the Trends of Tomorrow: Educating Kansas City

Society has traditionally looked to its educational systems to build the capacity it needs for its citizens to be healthier, smarter, and more successful. But as society has changed, educational systems have not always adjusted to meet new needs. Here are two ways, both in and outside the system, that education is trying to reinvent itself.

Kansas City Charter Schools and the BE^2: School to Career Partnership

The loss of accreditation by the Kansas City, Missouri, School District served as a wake-up call to the region — too many kids are getting too little education to be successful in life. While the desegregation lawsuit brought about $2 billion to the district, money alone has so far proved insufficient to erase the achievement gap between rich and poor, black and white.

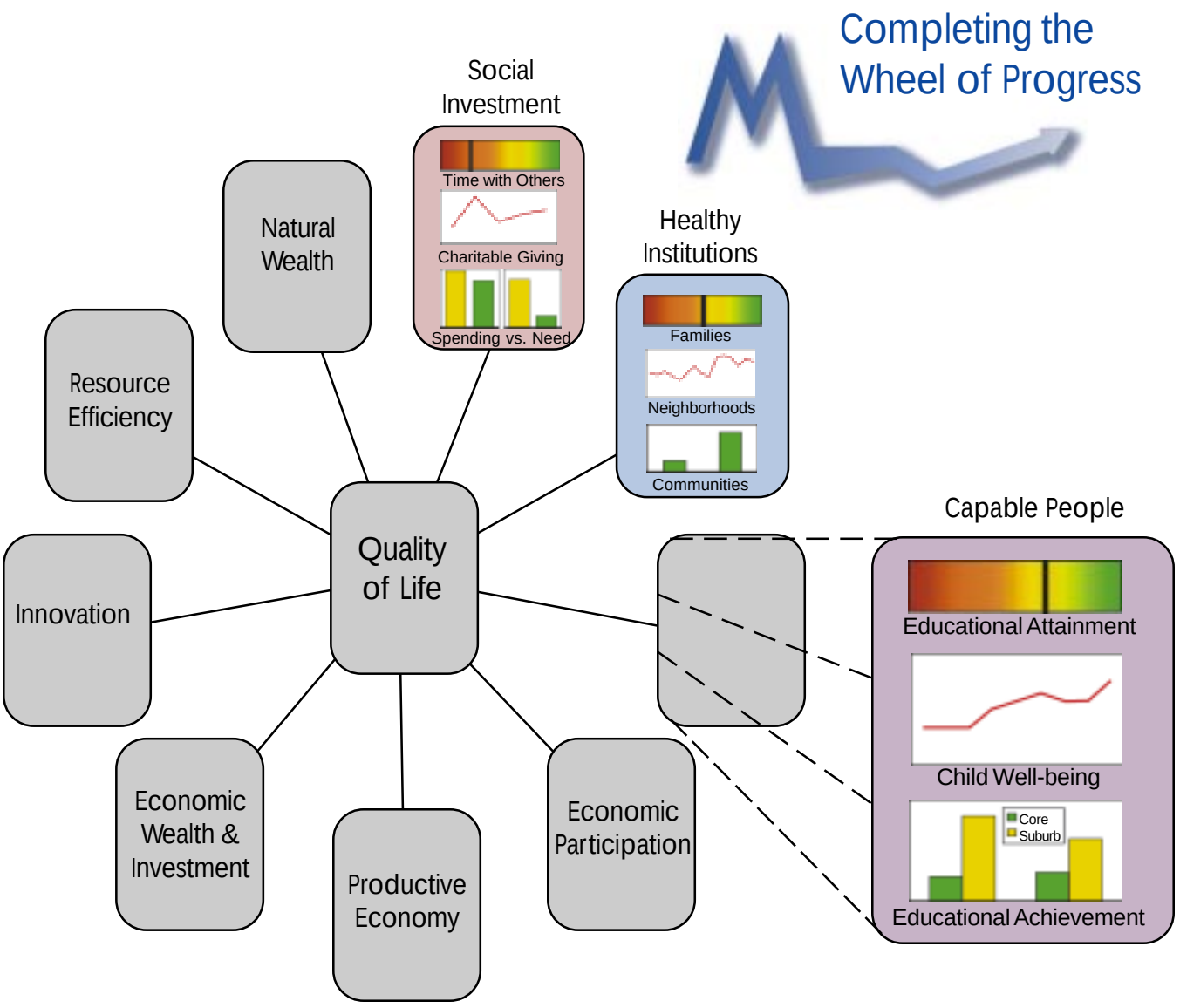
An alternative surfaced with approval of charter school legislation in 1998. It provides district residents with another public school opton for their children. In the first year, charter public schools accounted for 13 percent of Kansas City's total public school enrollment and pulled 1,000 students back into public education from private and home schools.[11] However, enrollment dropped in the KCMO School District, diminishing the funds available in a district where two-thirds of the students are poor and disadvantaged. Will competitive market forces make the public school system perform better? Only time will tell.

In the meantime, The Learning Exchange has established the Charter School Partnership to engage educators and business and community leaders in the areas of capacity building, policy initiatives, research and development, communications, and fund management. The Learning Exchange also operates the BE^2 (Business/Education Expectations) School-to-Career Partnership to respond to a metro-wide deficit of work-based skills, especially the math, science, technology and communication skills needed to assure personal economic success and a qualified work force.

Capable People: Conclusions and Questions

Our investment in education is not enough to overcome the needs created by concentrated poverty in the urban core. Living in such conditions disproportionately affects African-Americans, and the increased level of need is indicated by the differential in mortality and health statistics on page 39. Unfortunately, areas of concentrated poverty are not likely to see the rising property tax base needed to provide school funding at sufficient levels to compensate for those needs. As a result, education is failing as the "great equalizer."

Yet recent research indicates what works[12] — putting economically disadvantaged students in schools where the majority of students live in middle class homes. Other research suggests that an improved environment can have a powerful effect on IQ, but only if the change in environment is pervasive and essentially permanent.[13] How can we create such permanent improvement for those most likely to live in concentrated poverty? Are charter schools enough? How effective are state policies in addressing the needs of urban schools? It is difficult to economically desegregate schools unless the neighborhoods surrounding them are economically desegregated. What policies would best help metropolitan Kansas City invest in ways to reduce the economic segregation of its neighborhoods?



Economic Participation

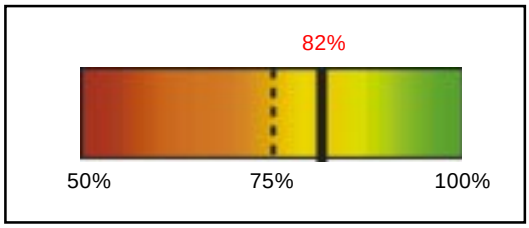
As people become more capable, they are better able to produce useful goods and services for others and to earn income in return. Such economic participation is not only a requirement to purchase the consumables needed for survival, but is also an essential part of being a valued, productive member of society. By reducing barriers to full participation, regions can gain tremendous increases in productive capacity.

Where do we stand?

Full-Time Work

Full-time work is an important gateway to a high quality of life. It is required both for adequate income and to obtain health care coverage, as well as being a component of feeling productive and useful. Reflecting the strength of the local economy, approximately 82 percent of area residents in the labor force are employed at a full-time job, according to the Metro Outlook Public Survey.[1]

Full-Time Work
Percent of labor force with full-time job



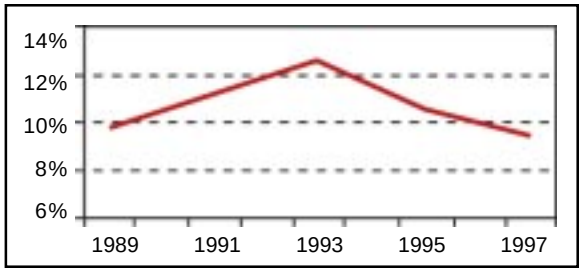
Source: Metro Outlook Public Survey

Where are we headed?

Poverty Rate

Recent data confirm that a rising economic tide raises all ships — eventually. After growing in the early 1990s, the region's poverty rate fell in the latter part of the decade. At 9.4 percent in 1997, it is finally lower than the level in 1989. This is still higher than the 9 percent poverty rate achieved in 1979.[2]

KC MSA Poverty Rate
1989-1997



Source: US Bureau of the Census, MARC

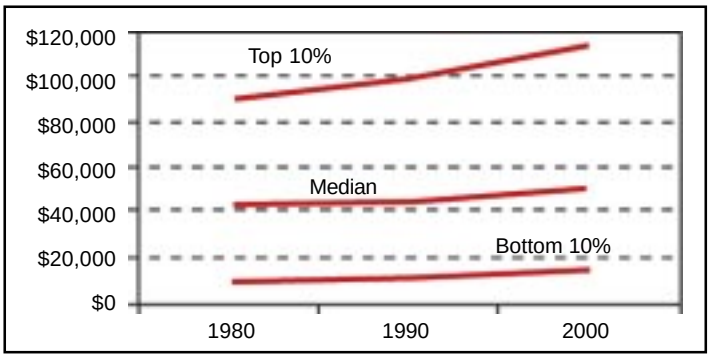
What gaps are holding us back?

Income

During the 1990s, the income gap widened, with the incomes of those households in the top 10 percent increasing an average of $14,000 while those in the bottom 10 percent experienced a $3,000 increase. But the rate of growth in the gap appears to be slowing as incomes rose twice as fast for those at the lower end of the scale (29 percent) than at the top during the 1990s (14 percent). The median household's income grew 12 percent, much faster than the 3 percent growth experienced in the 1980s.[3]

KC MSA Household Income, 1979-2000

Median, upper and lower decile in constant 2000 dollars



Source: 1980 and 1990 Census, Metro Outlook Public Survey

Other Key Indicators

- The region's unemployment rate dropped from a high of 6.6 percent in January 1991 to 3.4 percent in March 2001. Unemployment in the urban core, however, was twice that of the suburbs (5.3 percent vs. 2.6 percent, respectively). And, as of 1999, the black unemployment rate was three times that of whites (7.2 percent and 2.4 percent, respectively).[4]

- According to the Metro Outlook survey, the 2000 median household income in the urban core was $37,900, 28 percent lower than the $52,600 in the suburbs. Similarly, the non-white median household income of $36,800 was 30 percent lower than the $52,800 for whites.[5]

- The urban core contains twice the proportion of working poor as the suburbs. In 1997, about 23 percent of all urban core taxpayers qualified for the Earned Income Tax Credit, compared to 10 percent of suburban taxpayers. The amount of the tax credit averaged $408 per core return and $160 for suburban returns, indicating core poverty is not only broader, but deeper as well.[6]

- However, between 1990 and 1997, the number of poor people living in Jackson and Wyandotte counties *declined* by 4,100 people, while suburban counties saw an *increase* of 10,900.[7]

- Only 12 percent of respondents said they experienced discrimination while seeking or performing a job. However, job-related discrimination was the most common type, reported by 67 percent of those saying they experienced discrimination in the last year. Non-whites experience job-related discrimination at more than twice the rate of whites (23 percent vs. 10 percent).[8]

- Non-whites comprise 22 percent of the region's population but, in 1997, owned seven percent of its firms.[9]

- Only 30 percent of area residents strongly agree that their jobs are both challenging and satisfying, indicating a substantial amount of underemployment.[10]

- From 1992 to 1997, the number of home purchase loans made annually to African-Americans almost tripled. But while blacks make up 13 percent of the region's population, they still receive only 5 percent of the mortgage money.[11]

Spotlight on the Core: Economic Participation

Shaping the Trends of Tomorrow: The Balancing Act

In an environment where many institutions have failed the community, El Centro works in creative and non-traditional ways to make certain that people still realize their full potential. In doing so, El Centro has found new ways to allow people to access the region's economic opportunities.

El Centro, Inc.

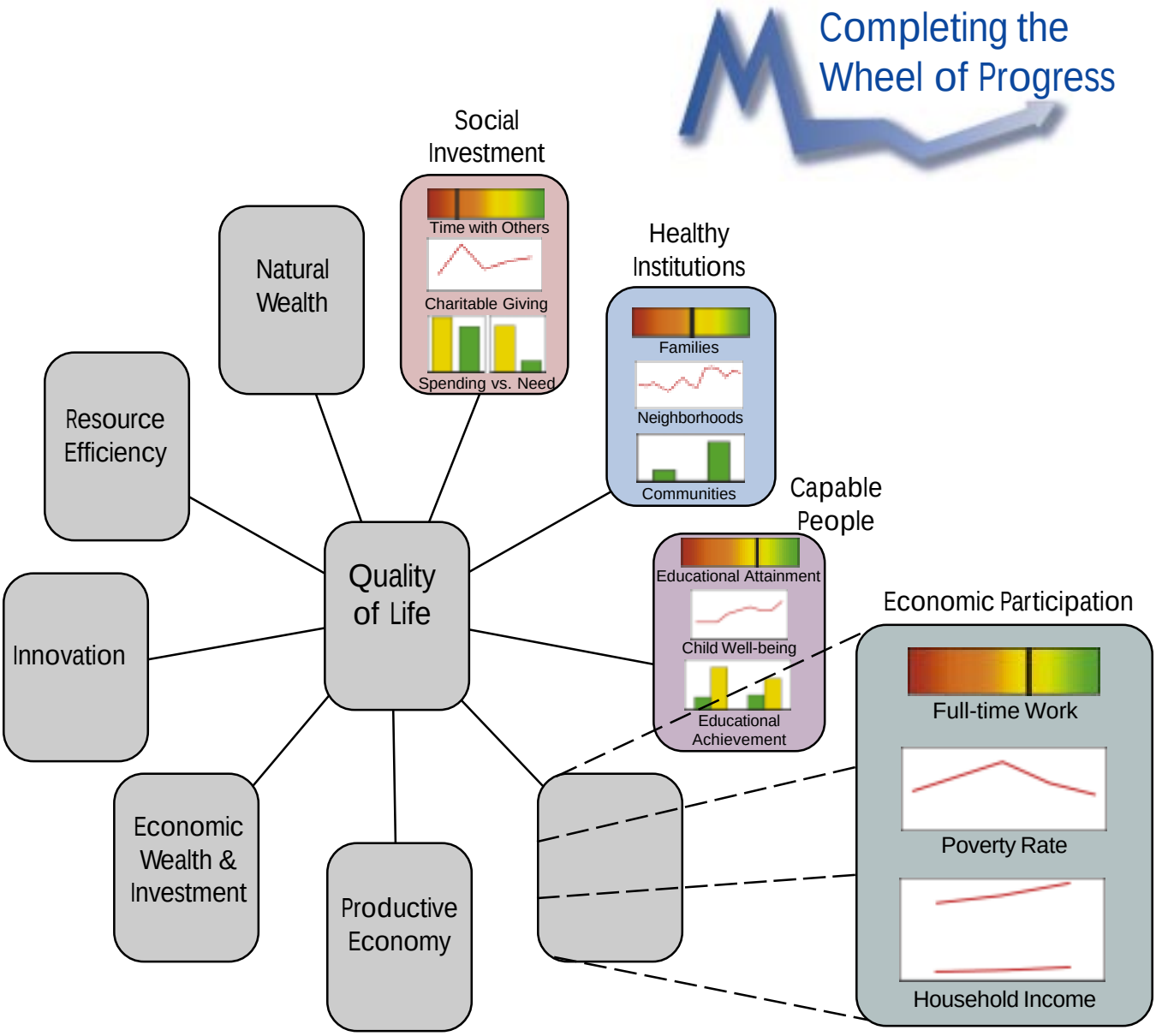
El Centro's efforts to improve the quality of life for vulnerable citizens in Wyandotte County are largely about connecting people, especially those most likely to be exploited, with the resources they need to thrive. "We are trying to develop a balance between housing opportunities, employment opportunities and human services," says Richard Ruiz, executive director. El Centro's housing, education, employment and other social service programs seek to foster the dignity, self-worth and autonomy of individuals and families.

In one of the most beleaguered sectors of the metropolitan area, El Centro is making a difference. Among the agency's accomplishments: reclaiming a drug-infested 211-unit apartment building and making it available at affordable rates to working families; buying and rehabilitating older housing to provide home-ownership opportunities to households that might not otherwise have such an opportunity; providing job training and placement services; and helping people get connected to the social services they need to maintain employability and improve their lives.

Economic Participation: Conclusions and Questions

While we are fortunate to live in one of the most productive regions of the largest, most dynamic economy in the world, it still remains a constant challenge to ensure that everyone who can perform useful work is, in fact, able to fully participate in the economy. Discriminatory barriers have lessened, but discrimination still disproportionately affects minorities. Poverty concentrations in the urban core have declined, but the rate of poverty there is still double that of the suburbs. There is greater access to capital, but a strong racial differential in rejection rates remains, even when applicants have similar incomes and work histories.[12]

Barriers to full participation create lost productive capacity. Barriers don't just affect minorities and the poor, however. Seventy percent of the region's work force is not fully satisfied with their jobs, indicating a vast amount of untapped capability. How can we better realize the human potential in this region?



Productive Economy

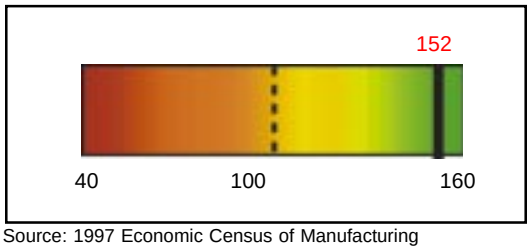
As increasing numbers of capable people participate more fully in the economy, the region's level and efficiency of production increases. But the true test of a region's economic performance is not simply how much it produces, but what it does of value for the rest of the world. A region that develops comparative advantages, things it does better than any other place, becomes a valued player in the world economy. Even more important, such specialization and trade raise global productivity and standards of living.

Where do we stand?

Productivity

Metropolitan Kansas City boasts outstanding labor productivity. For example, the region's production workers produce 52 percent more per hour for area manufacturing workers than the national average. Much of this productivity has been hard won, as inefficient plants were closed in the 1970s and 1980s, resulting in a loss of 20,000 jobs. But those that remain are among the nation's most productive.[1]

Productivity Index
Manufacturing value-added per production worker hour, US Average = 100



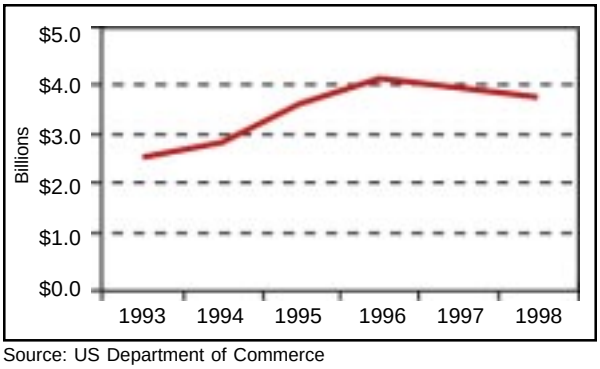
Source: 1997 Economic Census of Manufacturing

Where are we headed?

Exports

High productivity, combined with central location and excellent transportation, make the Kansas City area a low-cost producer of goods. Low costs, in conjunction with rising demand from growing and freer world markets, have resulted in generally rising exports, to $3.6 billion in 1998 or 6 percent of gross regional product. Exports have dropped in recent years though, both in absolute terms and as a percent of the US export total. In 1998, the region was the 38th largest exporting area while being the 24th largest in terms of population.[2]

KC MSA Foreign Exports of Goods
1993-1998



Source: US Department of Commerce

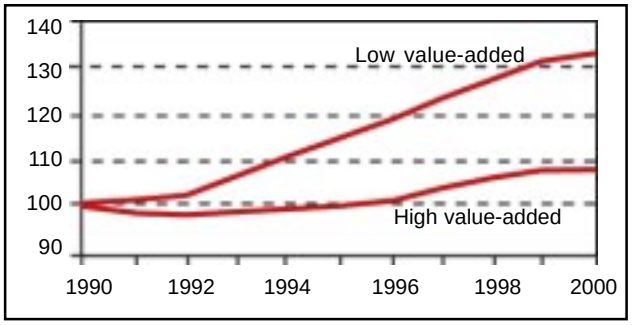
What gaps are holding us back?

Job Growth

An economy's success ultimately depends on its ability to create something of value through its production processes. Growth in high value-added jobs is indicative of a region's ability to capitalize on comparative advantages. While overall job growth has been strong, adding some 250,000 jobs during the 1990s, most of the job growth has been in low value-added sectors, primarily lower-paid service industries. Low value-added jobs grew 34 percent during the decade, compared to only 7 percent job growth in high value-added industries.[3]

Index of Job Growth by Type of Industry

Industries categorized by the value-added per employee relative to the region's average, 1990 = 100



Source: MARC's regional economic model, REMI

Other Key Indicators

- The area's gross regional product (GRP) grew an average of 3.2 percent per year during the 1990s, to $59 billion, significantly faster than the 2.3 percent average growth of the 1980s.[4]
- The region added 253,000 jobs between 1990 and 2000, or 26 percent, achieving a total employment of 1.2 million. Two industries, retail trade and services, accounted for two-thirds of the region's job growth.[5]
- Goods-producing industries (which include manufacturing, mining, and construction) employ 18 percent of private, non-farm workers, or about 183,000 workers. However, these industries provide a third of the region's sales and a quarter of its value added.[6]
- While GRP grew 37 percent between 1990 and 2000, to $59 billion, per capita personal income grew less than half that amount, 16 percent, after adjusting for inflation and income taxes.[7]
- Metropolitan Kansas City's economy is tightly tied to the rest of the US and the world. In 1997, approximately 44 percent ($37 billion) of the region's private non-farm sales were made to persons and businesses located outside the region. Similarly, about 44 percent of goods and services demanded by the region's residents and business were supplied by businesses located outside of the region.[8]
- The urban core contains 315,000 wage and salary jobs. At 36 percent of the region's total, this is roughly equivalent to the number in Johnson and Clay counties combined. The core also contains 44 percent of the region's headquarters locations and 43 percent of its large establishments (i.e., locations with 250 or more jobs).[9]
- In 1998, Jackson and Wyandotte counties, with 567,000 jobs, accounted for nearly half (49 percent) of the region's employment. However, they contributed only 17 percent of the region's job growth between 1990 and 1998.[10]

Spotlight on the Core: Productive Economy

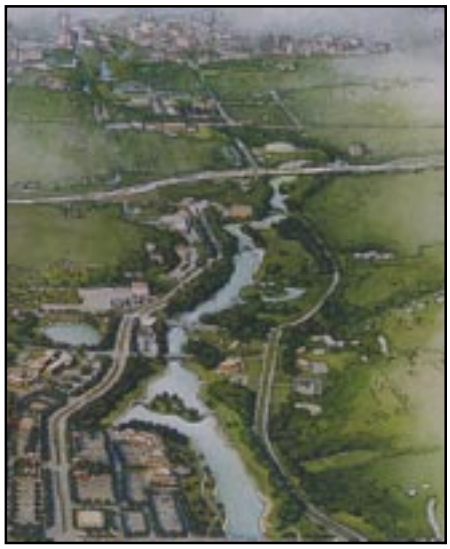
Shaping the Trends of Tomorrow: Not Business as Usual

Careful management of resources is a key element to creating a productive economy. Two of a community's most precious resources — money and land — are the components of the TIF Commission's innovative approach to the use of tax increment financing, the TIF District.

Economic Development Corporation of Kansas City and the Tax Increment Financing Commission

Under the management of the EDC, a widely used economic development tool — tax increment financing — is being adapted to funcion more proactively. At EDC, TIF is seen not only as a program that assists business development, but one that can help neighborhoods, too. The TIF Commission has begun the thoughtful work of designating whole areas as eligible for TIF — TIF Districts — well in advance of development.

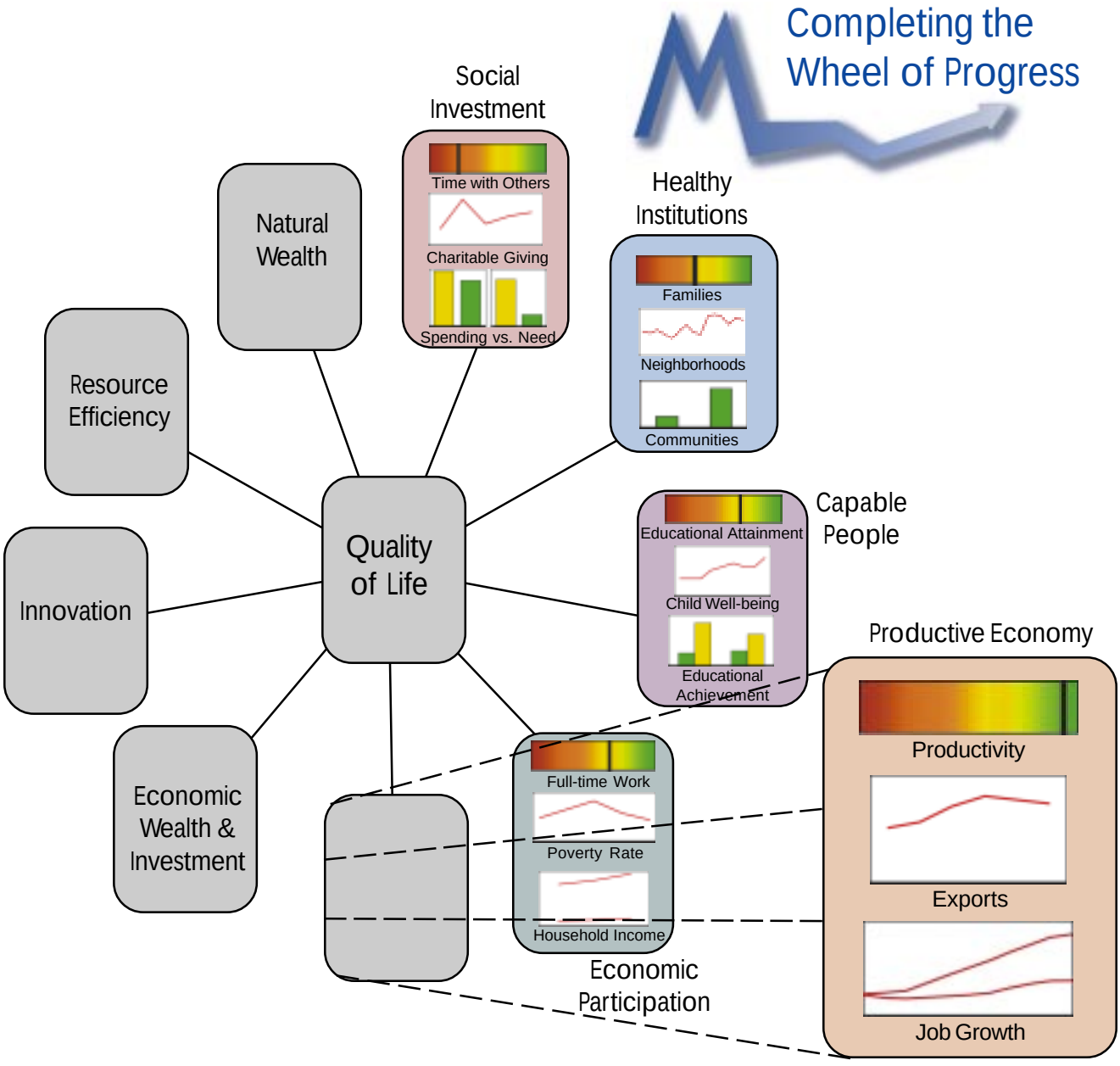
Perhaps the best example illustrating the logic and benefits of a TIF District is displayed along the Brush Creek Corridor. In 1999, the TIF Commission designated the entire Brush Creek Corridor as a TIF District. This means that the economic benefits from a development — any development — within the area can be applied elsewhere in the area. In other words, take the TIF revenues generated from the easier-to-develop areas on the Corridor's west end and use them to make development more feasible in the harder-to-develop areas. Even better news for the urban core is that those same revenues can be used to make public improvement investments in any one of the 18 neighborhoods along Brush Creek. More immediately, neighborhood stability will be essential to ensuring the success of the redevelopment that TIF supports, for without good housing stock, safe neighborhoods, and household incomes to support goods and services, that development may never see the light of day.



Productive Economy: Conclusions and Questions

The local economy is exceptionally productive compared to the U.S. But it is not yet a major player on the world stage. Most of its job growth comes from low-value added industries that have relatively low average productivity and, therefore, lower than average real wages. Moreover, while the urban core remains a central component of the regional economy, it is not fully participating in the region's growth.

This is not an unusual situation among US metropolitan areas. But for the regional economy to continue to play an important role in the 21st century, it will likely need to develop stronger comparative advantages. Exactly how to do this is one of the region's chief challenges. What is the region's economic identity? What investments can transform it into a key participant in a global, innovation-based economy? What development strategies are needed to ensure that the urban core continues to play an important role in the region's success?



Economic Wealth & Investment

While our social investments build knowledge, our economic investments test how well we put this knowledge into action. Sound economic investments create rising productivity, enabling us to produce more than we need to consume. The excess over our immediate survival needs can then be saved and invested to create further wealth. But how we make economic investments also affects social welfare and the health of natural systems. The challenge is to make economic investments in ways that increase wealth in all three systems — social, economic and natural — simultaneously.

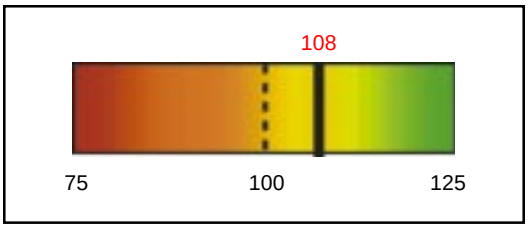
Where do we stand?

Non-Residential Investment

The region's economy appears to be generating enough investment to remain highly productive. Area investment in non-residential buildings, infrastructure and equipment, as a proportion of total economic output, was about 8 percent higher than that of the US on average between 1997–1999. However, between 1990–94, it averaged 17 percent less than the nation.[1]

Index of Non-Residential Investment, 2000

Investment proportion of gross product, relative to US inflation adjusted 3-year moving average, US = 100



Source: F.W. Dodge, MARC, REMI Model, Department of Commerce

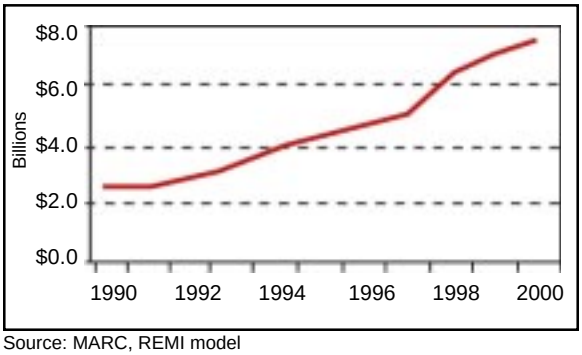
Where are we headed?

Equipment Investment

Equipment purchases are one of the primary ways that innovation is embodied in production processes. During the 1990s, the region's annual investment in equipment has nearly quadrupled. Mirroring the nation as a whole, investment in communication and computing equipment led the way, allowing significant increases in worker productivity.[2]

KC MSA Real Equipment Expenditures

1990–2000, constant 1992 dollars



Source: MARC, REMI model

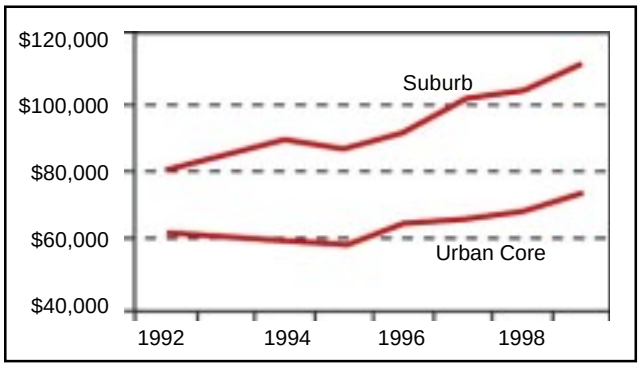
What gaps are holding us back?

Home Value

The value of residential investment also appears to have increased during the 1990s, based on the rising value of home purchase loans. After declining slightly for half the decade, rising home values also spread to the urban core, with the value of core home loans rising 21 percent between 1992 and 1999. However, suburban loan values increased twice as fast (40 percent), resulting in a widening gap in investment. The value of suburban home loans averaged 30 percent more than those in the urban core at the beginning of the decade, while averaging 50 percent more at the end.[3]

Average Value of a Home Purchase Loan

KC area urban core vs. suburbs, 1992–1999



Source: Home Mortgage Disclosure Act, MARC

Other Key Indicators

- The region generated a total of $15 billion in non-residential investment during the 1990s.[4]
- Between 1987 and 1997, personal income from wealth — dividends, interest and rent — increased about 17 percent after adjusting for inflation, indicating the region's real wealth enjoyed similar improvement.[5]
- The region's homes increased in value more rapidly here than elsewhere. Between 1990 and 2000, the average sale price of an existing home rose 72 percent locally, compared to an increase of 51 percent nationally.[6]
- The region's savings, as a proportion of real disposable personal income, declined from about 4 percent in 1987 to near zero in 1997.[7]
- The appraised value of all property in the region totaled $77 billion in 1998. The central cities of Kansas City, Kansas, and Kansas City, Missouri, accounted for 28 percent of the total.[8]
- The total appraised value of property in suburban cities grew 29 percent between 1993 and 1998, four times faster than the 7 percent increase in the value of property in the central cities.[9]
- About 48 percent of Missouri roads were rated poor or mediocre in 1999, compared to a national average of 28 percent. About 15 percent of Kansas roads were rated that low.[10]
- From 1996 through 1999, African-American home loan applicants were rejected at nearly twice the rate of whites, 27 percent vs. 14 percent respectively.[11]

Spotlight on the Core: Economic Wealth & Investment

Shaping the Trends of Tomorrow: Vestment Banking

Too often, society must be convinced of the wisdom of the investments people want to make, especially when those investments contradict traditional models. The Concerned Clergy Coalition illustrates the virtue of tenacity in making that argument and demonstrates how even small investments can have significant positive impacts on social systems.

Concerned Clergy Coalition, Inc.

Churches have historically served as strong community anchors, sometimes uniting their voices across denominational lines to protest inequity. Concerned Clergy, a coalition of ministers from African-American churches on Kansas City's east side, took stabilization and activism to a new level of sophistication when they joined their energies to investigate banks with a record of discriminatory lending.

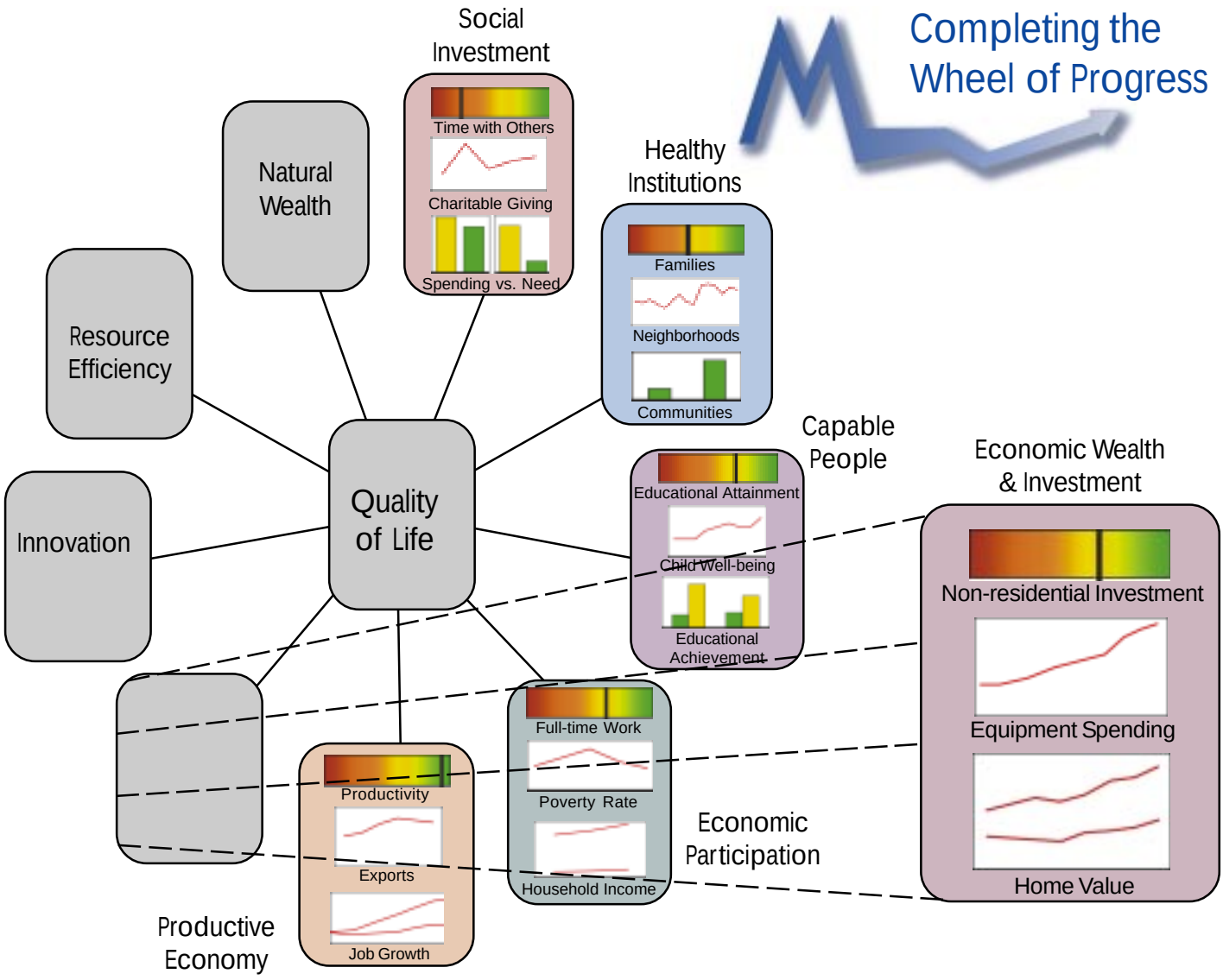
How has David fared in the fight with the Goliaths of banking? The first targeted bank responded by establishing a $10 million loan commitment in the urban core. Similar commitments were secured from nine out of the 11 banks on Concerned Clergy's list. And an increase in mortgage loans on Kansas City's east side is final proof of the power of well-organized protest.

Economic Wealth & Investment: Conclusions and Questions

We're generating sufficient investment to maintain our world-class productivity. The quadrupling of annual equipment investment has been especially important, allowing local firms to adopt new technologies to maintain their competitiveness. Because of the booming economy in the last half of the 1990s, property value rose, as did stock prices. Though stock prices have since come down, broad market indices, such as the NASDAQ and DOW, are still nearly double their value only five years ago.

Increases in the total value of assets mask some deficiencies and disparities: infrastructure backlogs are growing. Urban core property values lag behind suburban increases. Non-whites still have problems gaining access to loans. Moreover, the rise in real and financial wealth masks a declining savings rate.

Certainly, increased savings are not a guarantee of long-term prosperity — Japan's long slump during the 1990s despite high savings rates clearly demonstrates that. And, in the first half of 2001, continued high levels of consumer spending were all that separated the US economy from recession. Yet, we still live in a consumption-oriented society where success is measured more by meeting short-term objectives than creating long-term profitability, sustainability and resilience to unexpected shocks. How can we better balance the need for current consumption and the need to build sufficient wealth to meet the future challenges that await us?



Innovation

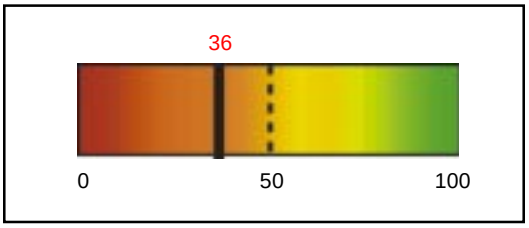
When investments in plant and equipment increase our ability to provide products and services that the rest of the world values, it means we have found a better way to do things. Innovation, then, lies at the heart of successful investments. This is especially true if we want our investments to not only make us economically competitive, but also simultaneously raise social health and natural wealth. Innovation requires an environment that encourages diverse experiments, accepting failure, learning from it and trying again with renewed energy. In the conservative Midwest, creating this kind of innovative, entrepreneurial environment is one of our biggest challenges.

Where do we stand?

Research

Increasingly, a region's ability to innovate is tied to the strength of its universities and their ability to turn out both top-notch ideas and the students who can turn those ideas into new businesses. However, while the region boasts of a few top-notch research programs in the sciences, on average, area programs rank near the bottom third nationally, in the 36th percentile.[1]

University PhD Research Programs
Average percentile rank of region's social and natural science programs, 1993



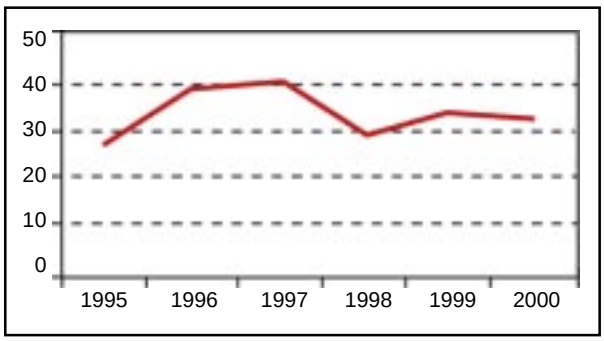
Source: National Research Council and MARC

Where are we headed?

Business Start-Ups

New businesses are an important source of innovation as they typically incorporate new methods of production. With the growth of the Internet and the service sector in general, the rate of new business formation should accelerate, taking advantage of lowered barriers to entry. However, in the last half of the 1990s, the region's rate of new business creation remained essentially flat, reflecting on the area's entrepreneurial aptitude.[2]

KC MSA New Business Creation Rate
Establishments less than one year old per 1000 total establishments



Source: MarketPlace

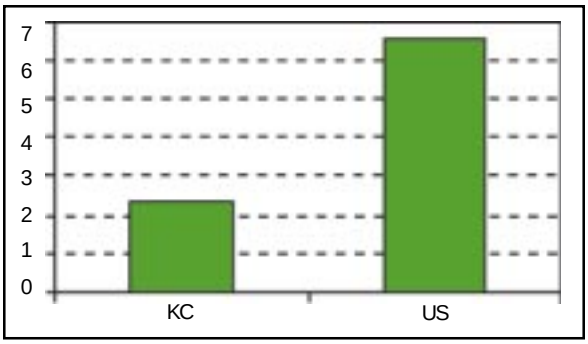
What gaps are holding us back?

Patents

Patents reflect a region's ability to turn ideas into products, an important component of innovation. However, businesses and individuals in the Kansas City area generate technology-related patents at one-third the rate of the rest of the US on a per capita basis. In part, this reflects our historical lack of world-class research facilities. In addition, it highlights the drawbacks of attracting primarily "back office" operations rather than headquarters, as most corporate research occurs at the headquarters location.[3]

Technology-Related Patents

Patents per 10,000 population, 1995–1999



Source: US Patent and Trademark Office

Other Key Indicators

- In 2001, approximately 61 percent of residents are online, making the Kansas City area the 10th most wired city in the nation. The region did not make the top 25 list in 2000.[4]

- The Progressive Policy Institute's New Economy Index, which attempts to assess how well-positioned a metropolitan area is to participate in an innovation-based economy, ranked the KC area 24th out of the 50 largest metros. In particular, the region ranked:
  - 2nd in total internet backbone capacity.
  - 11th in the percentage of children using computers in the classroom.
  - 13th in the number of jobs at "gazelle" firms – i.e., whose revenue grew 20 percent or more for four straight years.
  - 18th in the proportion of high-tech jobs.
  - 31st in "job churn" — a measure of business startups and failures that suggests how strongly the "creative destruction" of innovation is taking place.
  - 43rd in venture capital investment as a share of gross regional product.
  - 44th in patents per 1000 workers.
  - 45th in degrees granted in science and engineering.
  - 46th in academic research and development expenditures.[5]

- Venture capital investment in the Kansas City area increased 111 percent between 1999 and 2000, to $382 million.[6]

- With 10 Fortune 1000 headquarters, the region ranks 24th in the US, equal to its population rank. Only two — Sprint and DST — are technology companies.[7]

- About 60 percent of area residents agree that the quality of college education available here is high. Yet only two research programs at area universities ranked in the top 25 percent nationally in 1993, the last year data is available.[8]

Spotlight on the Core: Innovation

Shaping the Trends of Tomorrow: The Cutting Edge

True innovators challenge society to build what has never been seen. The Stowers Institute fits that definition of innovation, by not only tackling the challenging, cutting-edge field of biomedical research, but by taking an aggressive, first-class approach to building the infrastructure to do the work.

Stowers Institute for Medical Research

"World class" is a phrase that's been tossed around quite frequently in Kansas City. But a $1 billion endowment by James and Virginia Stowers has assured that world class is the right phrase to use in relation to the research institute bearing their name.

When cranes, bulldozers and jackhammers moved in to renovate the old Menorah Hospital facility on Volker Boulevard, few people knew that when the dust settled, the building would be transformed into a first-rate biomedical research facility stocked with the very latest in equipment and staffed with top names in the scientific community.

From now on, the latest breakthroughs in genetic research on Parkinson's, diabetes, Alzheimer's and leukemia may well have a Kansas City dateline.

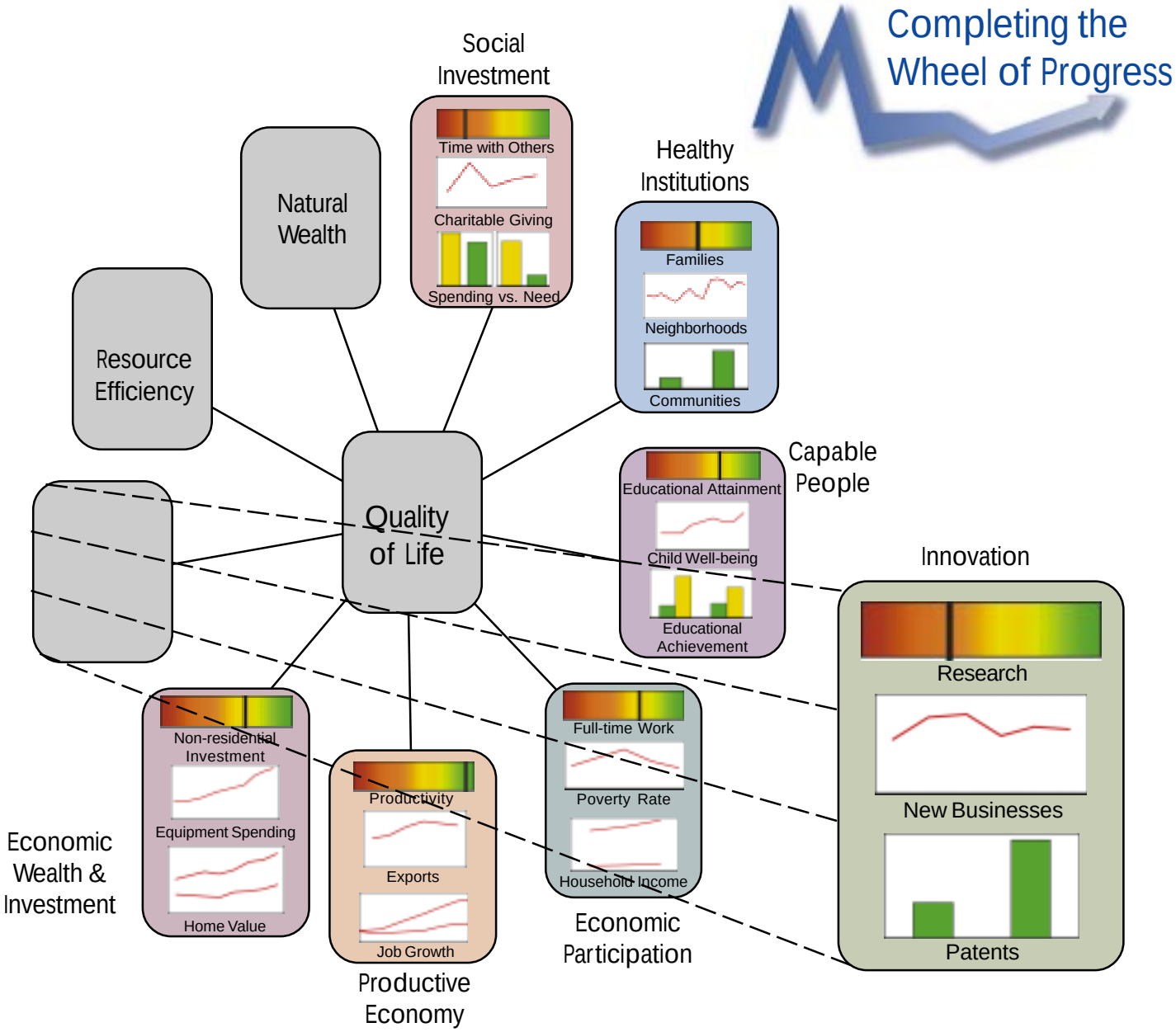
Stowers also offered to extend its cutting-edge research to others, signing agreements with the University of Missouri-Kansas City, the Midwest Research Institute, and the Kansas University Medical Center as part of the Life Sciences Initiative designed to develop a critical mass of research funding and activity.

Innovation: Conclusions & Questions

Joel Garreau, in his book *The Nine Nations of North America*, labeled Kansas City the capital of the Breadbasket, the region that confirmed trends, rather than generating them.

In the past, we have not been very innovative. Yet innovation is critical to building new economic advantages that enable the region to produce goods and services needed by the rest of the world while simultaneously enhancing our social and natural environments. How can we better create a climate that encourages risk taking, entrepreneurship, and innovation?

We're making progress, thanks to the Stowers Institute, the Life Sciences Initiative, increasing venture capital investment and the Kauffman Center for Entrepreneurial Leadership. But we still have a way to go before we can earn a reputation for innovation and risk-taking.



Resource Efficiency

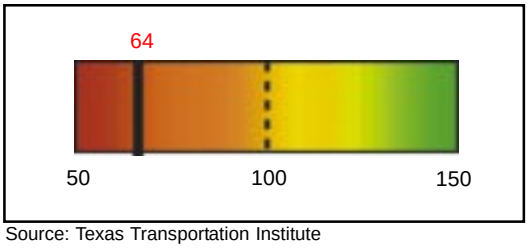
Growth without efficiency is costly, especially in the long run. One key indicator of whether our innovations are moving the region in the right direction is if they help us to slow or reduce our consumption of scarce resources, either by becoming more efficient or by shifting to renewable resources. By becoming more efficient, the region can more easily find the resources to address regional issues, such as air and water quality, infrastructure maintenance, improved public transportation, solid waste disposal, and population loss and neighborhood decline in older communities.

Where do we stand?

Land Use

Plentiful land and water, flat terrain with few barriers to development, and low fuel costs create few incentives for land efficiency. As a result, the density of metropolitan Kansas City's urban area is 64 percent of the average of the 68 largest US metros, making it the 14th least dense metro in the country. This continues a long-term trend: between 1940 and 1990, the region's urbanized land area grew six-fold to accommodate a mere doubling in population.[1]

Index of Urban Area Density, 1997
Average of 68 largest metros = 100



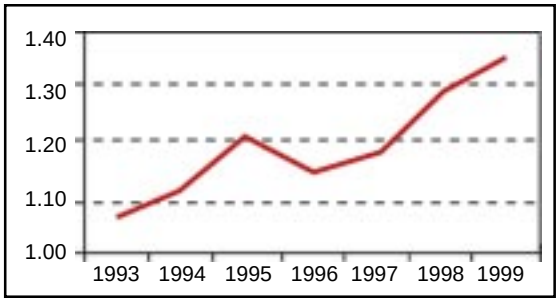
Source: Texas Transportation Institute

Where are we headed?

Solid Waste

The region is generating increasing amounts of waste for disposal. Even when adjusted for growing population, solid waste disposed in the area's sanitary landfills has grown 25 percent since 1993. While some of this increase may be due to outlying communities sending their trash here, a significant portion reflects rising inefficiency in an increasingly throwaway society.[2]

KC MSA Tons of Solid Waste Per Capita
Solid waste disposed of in sanitary landfills
1993–1997



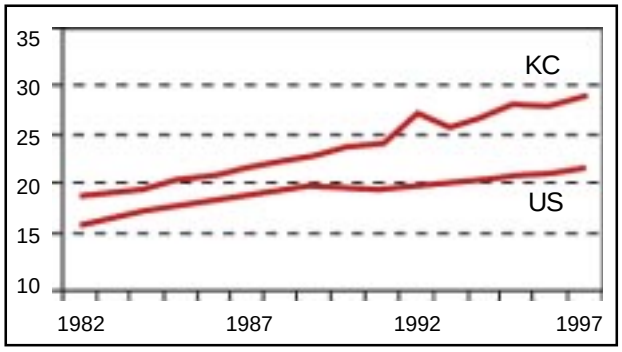
Source: Missouri Department of Natural Resources, Kansas Department of Health and Environment

What gaps are holding us back?

Travel

The region's auto dependence is increasing, a contributing factor to worsening congestion and air quality. On average, each local resident travels about 29 miles per day in a vehicle, 36 percent more than average for the 68 largest metros in the nation. Moreover, this disparity is growing.[3]

Per Capita Vehicle Miles Traveled (VMT)
Average daily VMT per person, 1982–1997



Source: Texas Transportation Institute

Other Key Indicators

- The region built approximately 106,000 new housing units between 1990 and 2000, but only added 86,000 new households. The region demolished about 29,000 housing units, mostly in the urban core.[4]
- In 1999, the average household in the Kansas City region spent 11 percent more on transportation and 9 percent more on utilities than the national average. Each year, Kansas City area households spend more, on average, for transportation than on shelter-related expenses such as mortgage, rent, maintenance and property taxes.[5]
- In 1999, the Kansas City area ranked 39th in road congestion among the 68 largest metros, up from 52nd in 1990. As a result, travel time delays increased more than three times, from an annual average of seven hours per person to 24 hours. The 1999 delays caused the region's drivers to consume 51 million extra gallons of fuel.[6]
- The 1979 energy crisis and 1982-83 recession produced a 15 percent decline in per capita energy use in Missouri and Kansas during that period. Once the economy began to recover, so did energy consumption per person, growing 10 percent between 1983 and 1997.[7]
- The Kansas City Area Transportation Authority's average daily ridership peaked in 1981 at 93,000. Resource constraints and service cutbacks led to ridership declining to 48,000 by 1996. Since then, increased service has helped push average ridership back over 50,000 per day, a gain of 5 percent. Currently, about 2 percent of all work trips utilize transit.[8]
- Obesity, a reflection of personal over-consumption, is slightly more prevalent here than in the US as whole, with 31 percent of the adult population being overweight compared to 29 percent nationally. However, both are significantly above the "Healthy People 2000" standard of 20 percent.[9]

Spotlight on the Core: Resource Efficiency

Shaping the Trends of Tomorrow: Just Around the Corner

In the heart of Kansas City, an old model finds new life. Brookside typifies a community that conserves its resources through proximity to personal services, shorter commute times, and a more intimate relationship with the community.

Brookside and the J.C. Nichols Legacy

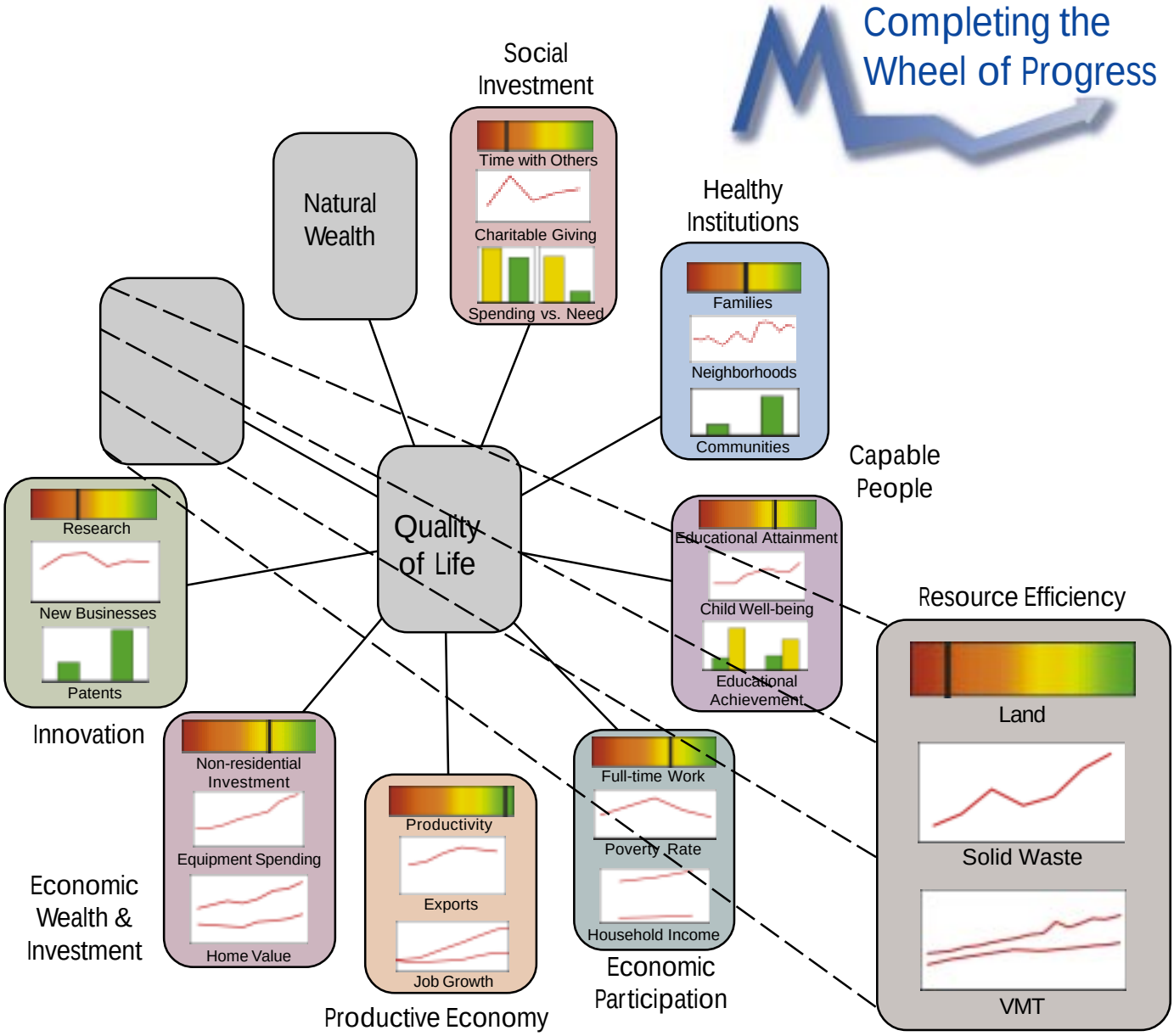
Pardon the people who live and work in the Brookside area of Kansas City if the term "New Urbanism" elicits a wry smile. The concept — replacing sprawl with sustainable neighborhoods designed around efficiently mapped out boulevards, graced with plenty of green space and clustered around small commercial districts — has been a reality in Brookside and other J.C. Nichols developments for nearly 80 years. It's encouraging that, after more than 50 years of building places for cars instead of people, urban planners are hearkening back to a model that has worked well for so long a time.

Ironically, just as New Urbanism is gaining ground, Brookside is struggling to retain its charming, one-of-a-kind neighborhood retail environment in the face of competition from national chains. Still, it is a testament to Brookside's viability that many businesses dating almost from its beginning are still in operation today. "The neighborhoods that Brookside services…are areas where the housing stock is good," says John H. Fox, Vice President at J.C. Nichols. "People are moving back into the urban core, back into these neighborhoods. There will always be a market for retail in Brookside."

Resource Efficiency: Conclusions & Questions

Metropolitan Kansas City is often called the first western city, one designed to grow more outward than upward. That design has made it easy to get around compared to other places in the country, so long as one has access to a car. Yet it also has produced unintended side effects. Housing and schools in the urban core are abandoned while we build them anew on the outskirts of the urbanized area. Infrastructure burdens become more difficult as tax revenues can't keep pace with growing needs for repair in older areas and for additional capacity in newer areas. Poor minorities are increasingly isolated in the urban core. It becomes difficult to live near work, so that auto trips and congestion increase. Meanwhile, public transit service declines and air and water quality impacts become more difficult to manage.

As suburban cities start showing their age, we are beginning to stop and ask whether this pattern of development makes sense. If not, what should take its place? Efforts such as MARC's Creating Quality Places and the various rail initiatives hope to provide answers to such questions as: How can we grow smarter? How can we make cities feel more like communities rather than independent subdivisions?



Natural Wealth

By using resources more efficiently, we better preserve them for future generations. In addition, by shifting consumption from scarce to renewable resources, we increase nature's ability to replenish itself. Essentially, changing how we do things can turn us from net consumers of nature to co-creators of natural wealth. Because so much of our society and economy depend upon living within a healthy natural world, such a change is essential for the region's long-run sustainability. By preserving nature, we preserve our chance to learn and draw inspiration from its several billion years head start about how to grow and make progress indefinitely.

Where do we stand?

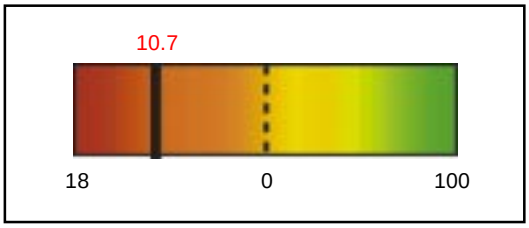
Air Quality

The air is forced to absorb many of the waste products of modern life. In Kansas City, the principal air pollutant is ozone. The region exceeded the eight-hour ozone standard an average of nearly 11 days annually during the past three years, hurting its clean air reputation.[1]

Note: This bar combines two scales. Like other graphs of this type, the mid-point indicates meeting the standard. The left side of the bar measures the number of days exceeding the ozone standard. The right side measures the percent of peak ozone season days that are healthy. Only after meeting the ozone standard does the indicator shift to the right side of the bar.

Air Quality Index

Days exceeding standard | Peak season % "green days"
3-year average using the 8-hour standard



Source: MARC

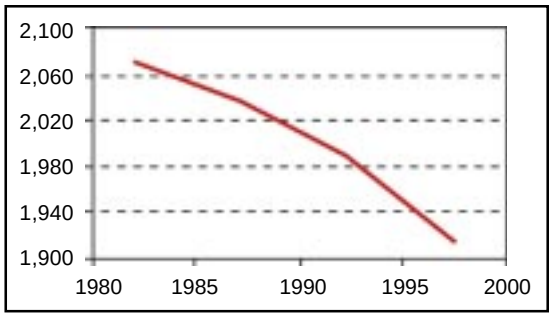
Where are we headed?

Undeveloped Land

As the region has grown in population, it has grown more outward than upward, consuming land at increasing rates. Between 1982 and 1997, the region's undeveloped acreage declined by 159,000 acres. Though the region's population grew 17 percent during this period, the amount of developed land increased twice as fast. While undeveloped land may have low current economic value, it can nonetheless have significant social, recreational or agricultural value, as well as perform important functions for the region's natural systems.[2]

KC Metro Acres of Undeveloped Land

Thousands of acres, 1982–1997



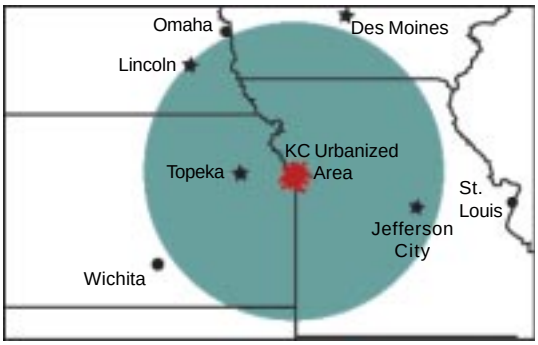
Sources: Fulton, *Who Sprawls the Most?* and the National Resource Inventory

What gaps are holding us back?

Ecological Footprint

Ecological footprint is a measure of how much natural capital is needed to support our consumption. It converts food, energy and material use into the land area required to supply the necessary raw materials and dispose of waste products. The Kansas City area's ecological footprint is equivalent in area to a 326 mile-wide circle and is 100 times the size of its physical footprint (i.e., its urbanized land area). If everyone in the world produced a footprint as large as the average local resident, we would need four to five Earths to satisfy the resulting demand, given our current level of technology and efficiency.[3]

Ecological Footprint
2000



Source: Redefining Progress, MARC

Other Key Indicators

- Area residents rated a clean, safe, healthy environment as the third most important quality of life factor overall and as the fifth most important factor to improve their quality of life.[4]
- The American Lung Association gave the region an "F" for the number of days ozone levels were at unhealthy levels between 1997 and 1999. For all other "criteria pollutants" besides ozone — nitrogen dioxide, sulfur dioxide, carbon monoxide, particulates, and lead — the region meets current air quality standards.[5]
- The United States is made up of 2,262 watersheds. Nationwide, only 38 of them are described as having serious water quality problems and a high level of vulnerability. The Kansas City area is home to two of those vulnerable watersheds, the Lower Missouri-Crooked and the Lower Kansas.[6]
- The Missouri River has been ranked at or near the top of the list of most threatened US rivers since 1994 by a national conservation group, American Rivers.[7]
- Trees not only absorb carbon dioxide and provide oxygen, their shade reduces energy consumption and encourages social interaction. In metropolitan Kansas City, trees cover approximately 33 percent of the urbanized land area, compared to national standards calling for an overall average of 40 percent.[8]
- Pollution regulations have combined with changes in public behavior to lower toxic releases, on a per capita basis, by 34 percent between 1990 and 1997. But those living in the urban core, where nine pounds of toxic chemicals are released annually per person, are significantly more likely to be affected by such releases than those living in the suburbs, where only four pounds per person are released.[9]
- The Audubon Society's Christmas Bird Count suggests declining biodiversity locally. Between 1983-87, 130 species birds were observed in what is called the Kansas City, Missouri, circle. Between 1998 and 2000, only 109 species were observed.[10]

Spotlight on the Core: Natural Wealth

Shaping the Trends of Tomorrow: The Nature of Things

A society that ignores nature's needs puts its own survival at risk. Conversely, societies that value nature also learn to value the diversity, balance, specialization and evolutionary learning needed for progress.

Riverfront Heritage Trail, MetroGreen, and the Missouri Department of Conservation Discovery Center

The wagon road from the Missouri River to Westport used to be a lonely track through a beautiful wilderness of perfectly balanced, interdependent ecosystems: forest, prairie and wetland. It wasn't unusual for travelers to see wolves, fox, bobcat and deer where today we see Union Station, Crown Center and the Country Club Plaza.

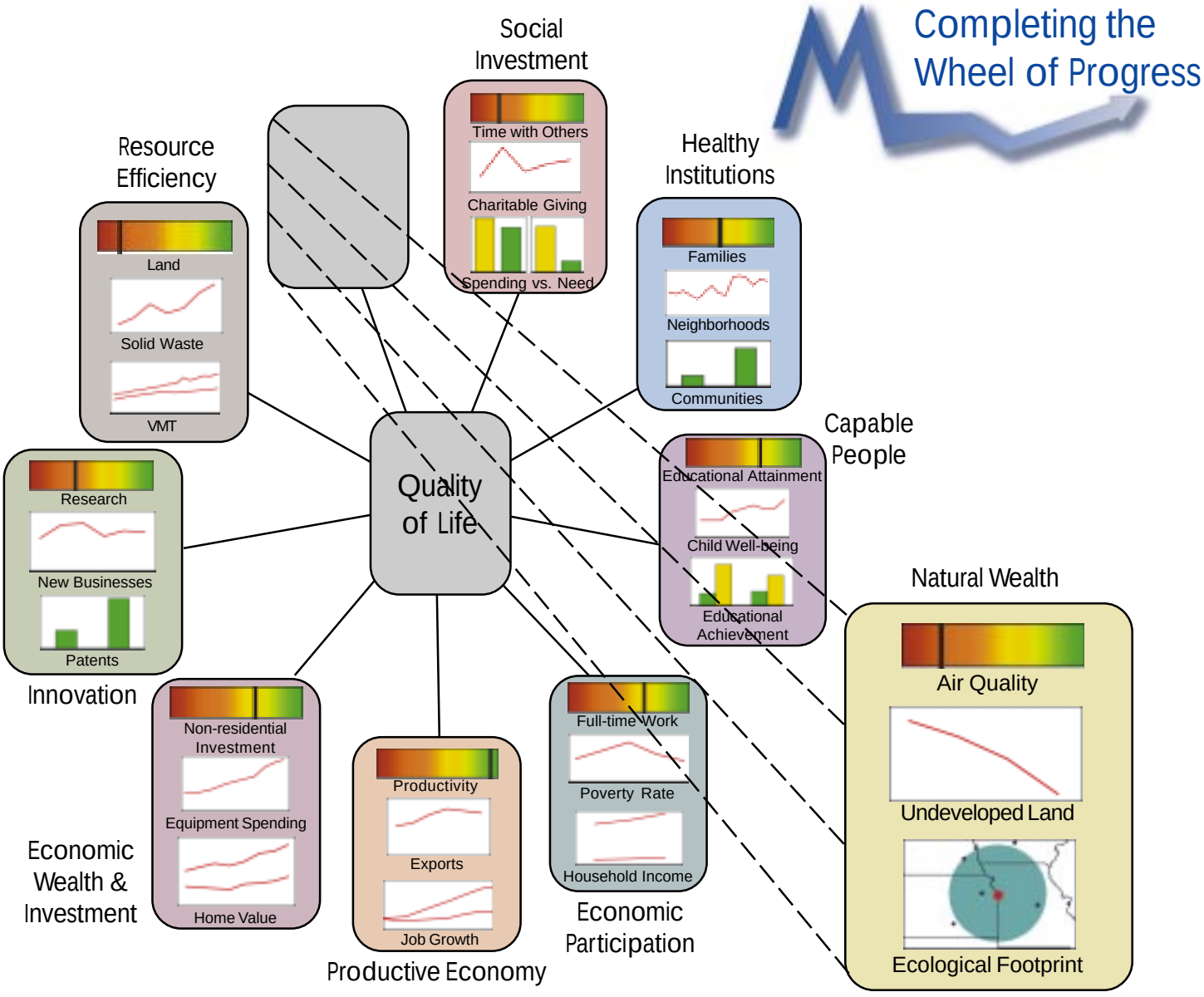
The good news is that the heart of wild nature still beats in Kansas City. The existing system of parks, boulevards and trails provides a respite from the urban hustle and bustle. And if the supporters of the Riverfront Heritage Trail — a hiking and biking trail network that will make our riverfront more accessible — and MetroGreen — hundreds of miles of hiking and biking trails through a seven-county area — have their way, virtually all regional residents will have pedestrian or bike access to an interconnected chain of green spaces. And in the facilities of the Missouri Department of Conservation's new Discovery Center, urban dwellers for generations to come will see first-hand how ecosystems work together, and how society can find ways to reap their benefits without destroying their environments.

Natural Wealth: Conclusions & Questions

Nature is not an unlimited source for raw materials or sink for wastes. In the past, though, we have often behaved as if it were, resulting in air and water quality problems. Now we are discovering that natural wealth, no matter how large the initial endowment, cannot last indefinitely if we consume the principal. Rather, we must learn to live off of nature's interest.

Living on nature's interest means not exceeding our ecosystem's ability to repair and regenerate itself. It means recognizing that there are no substitutes for lost species. Yet, as the region's urbanized area has expanded and our technological prowess has grown, it has become more difficult for residents to experience a connection to nature and understand its importance.

Continued consumption of natural wealth is unsustainable in the long run, and may lead to disastrous consequences for Earth's ability to support life. How can we better incorporate the importance of healthy natural systems into the investment decisions we make to improve our quality of life?



Quality of Life

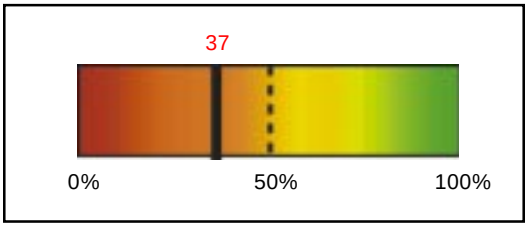
Individually, each of the prior building blocks contributes to our region's quality of life. In combination, they create a powerful system within which each resident strives to achieve the highest quality of life possible. The question remains, "How do residents feel they are doing? Is the Kansas City region providing them a high quality?" Getting their answers to these questions is the primary purpose of the Metro Outlook public survey. Here are the principal results:

Where do we stand?

Satisfaction

To compete with larger, more scenic regions for educated, innovative people, Kansas City must offer an excellent quality of life. However, only 37 percent are very satisfied with the quality of life here. Another 47 percent are at least somewhat satisfied. Six percent are dissatisfied.[1]

Overall Satisfaction with Quality of Life
Percentage responding they are "very satisfied"



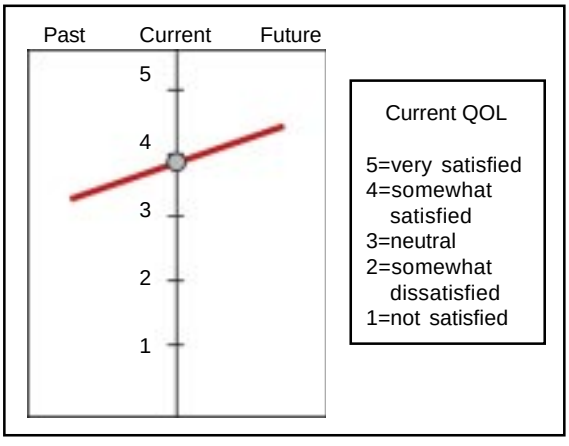
Source: Metro Outlook Public Survey

Where are we headed?

Quality of Life Trend

The majority of Kansas Citians (57 percent) believe their quality of life has improved over the past five years, while 14 percent said their quality of life has declined. When judging the future, 60 percent are at least somewhat confident that the quality of life in their community will improve, with 16 percent not confident. Those in the middle of the quality of life distribution are somewhat satisfied with their current quality of life, think today is a little better than yesterday and that tomorrow will be a little better than today.[2]

Median Quality of Life "Trendline"
Perception of trend relative to current quality of life



Source: Metro Outlook Public Survey

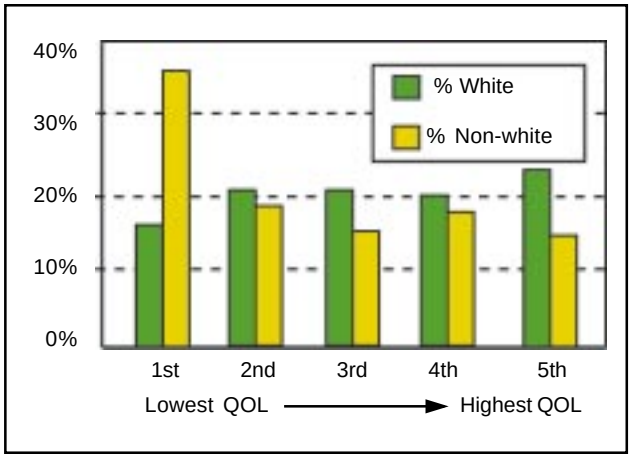
What gaps are holding us back?

Quality of Life by Race

Disparities emerge when examining quality of life by race. A quality of life score was calculated for each respondent based on their own rating of how well they were achieving the factors they felt most contributed to a high quality of life. These scores were then ordered from lowest to highest, divided into five equal groups (quintiles) and tabulated by race. Nearly 36 percent of non-whites were in the lowest quintile, double the proportion of whites. Still, non-whites in this group are less likely than whites to be dissatisfied with their current quality of life, with 77 percent rating it neutral or better. Non-whites in the lowest quintile are also more likely than whites to believe their quality of life is getting better.[3]

Quality of Life by Race

White/non-white proportion by QOL quintile



Source: Metro Outlook Public Survey

Other Key Indicators

- Net migration is one key measure of changes in quality of life as people vote with their feet. During the 1990s metropolitan Kansas City experienced a net in-migration of about 80,000 people. This compares to a net in-migration of 16,000 in the 1980s and -45,000 in the 1970s.[4]

- Johnson County's net in-migration was 58,600 during the 1990s. Cass, Clay and Platte counties combined for a net in-migration of 43,500. Conversely, the more urban counties, Jackson and Wyandotte, experienced a combined net out-migration of 31,000. Still, this was less than half (47 percent) of the out-migration experienced by the urban counties in the 1980s.[5]

- Being part of a community with people like ourselves seems to play a role in quality of life. Non-whites in the suburbs indicated a lower quality of life than urban core non-whites. Likewise urban core whites indicated a lower quality of life than suburban whites. These results held true even after accounting for income.[6]

- There is a significant difference in perceived quality of life between whites and non-whites. Only 74 percent of non-whites expressed satisfaction with their quality of life compared to 87 percent of whites. Yet a higher proportion of non-whites thought their quality of life had improved in the last five years, 66 percent, compared to 54 percent of whites.[7]

- About 20 percent of urban core families with children said they feared for their children's safety either at school or on their way to or from school. This is more than three times the percentage of suburban families, with just 6 percent, who thought their children weren't safe.[8]

- Property crime is more prevalent in the urban core, with 24 percent of residents experiencing a property crime in the past year. Only 17 percent of suburban residents reported experiencing a property crime.[9]

Spotlight on the Core: Quality of Life

Shaping the Trends of Tomorrow: Basic Concerns

While there is broad agreement on what constitutes a high quality of life, differences emerge regarding how well individuals and groups are achieving the quality of life they desire and what they think needs to be changed. Recognizing these differences is the first step toward a region that does a better job of providing a high quality of life for everyone.

In what ways is quality of life in the urban core different from the suburbs?

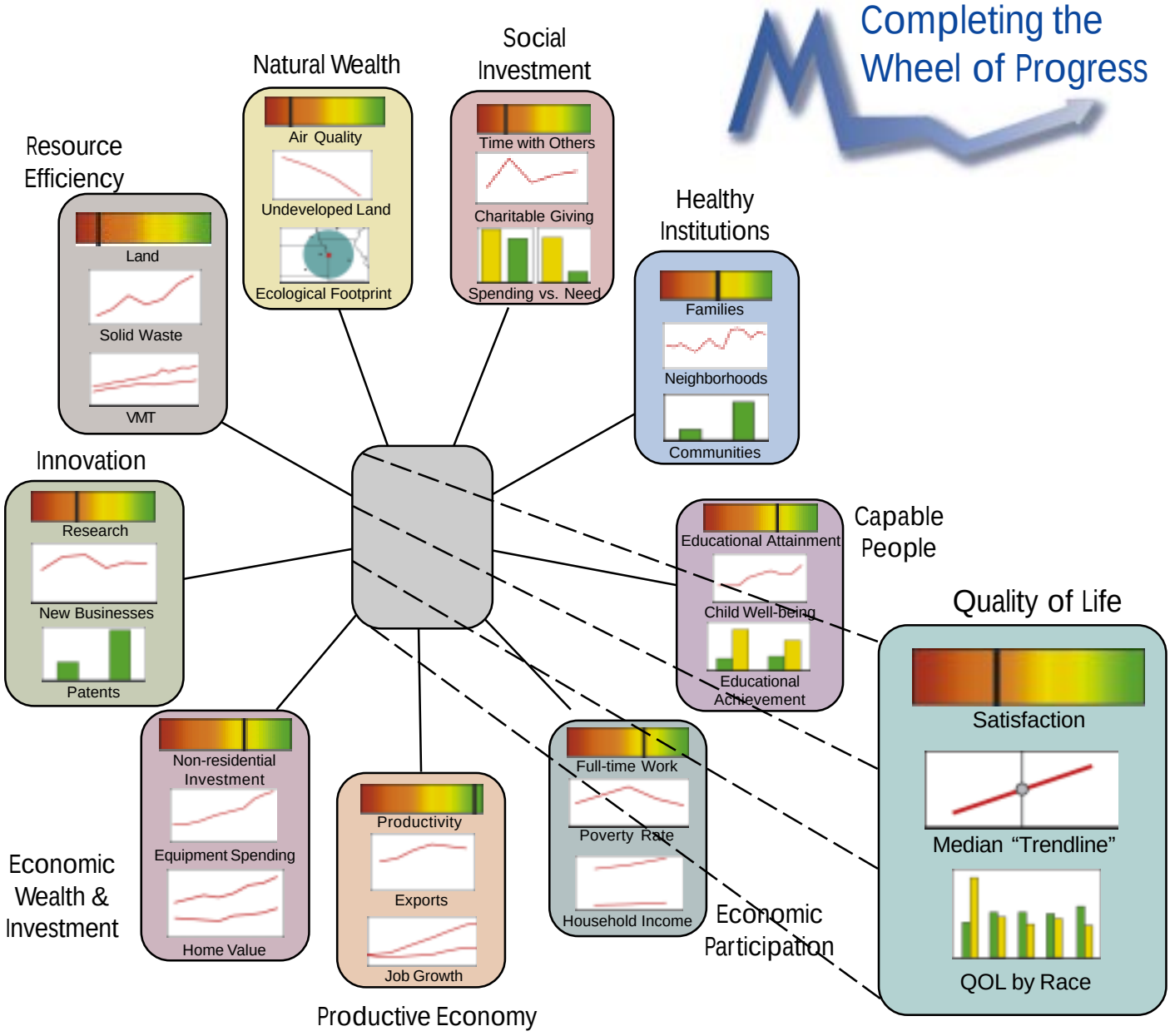
Compared to those living in suburban communities, significantly smaller proportions of urban core residents believe that their schools are good, their neighborhoods are safe, their housing is of good quality, their neighborhoods are attractive, their access to shopping and recreation is adequate, their environment is healthy or their local economy is strong.[10] Because these basic needs are not being met to the satisfaction of many core residents, the population of the core continues to decline. Between 1990 and 2000 the population of the core declined by 26,000 (an 8 percent decrease) as residents "voted with their feet" by moving to a community that they felt could provide them a better quality of life.

It is little wonder, then, that urban core and suburban residents perceive different needs when it comes to improving quality of life. The top four factors needing improvement according to suburban residents are: ability to save; time with family; effective/efficient government services; and adequate income. With the exception of government services, these issues are focused on improving individual quality of life. By contrast, the top factors for core residents are more basic and community-oriented: safe neighborhoods; effective and efficient government services; a safe, healthy environment; and good public schools. Though median income is 28 percent lower in the urban core, more money is not at the top of their list of needed improvements.

Quality of Life: Conclusions & Questions

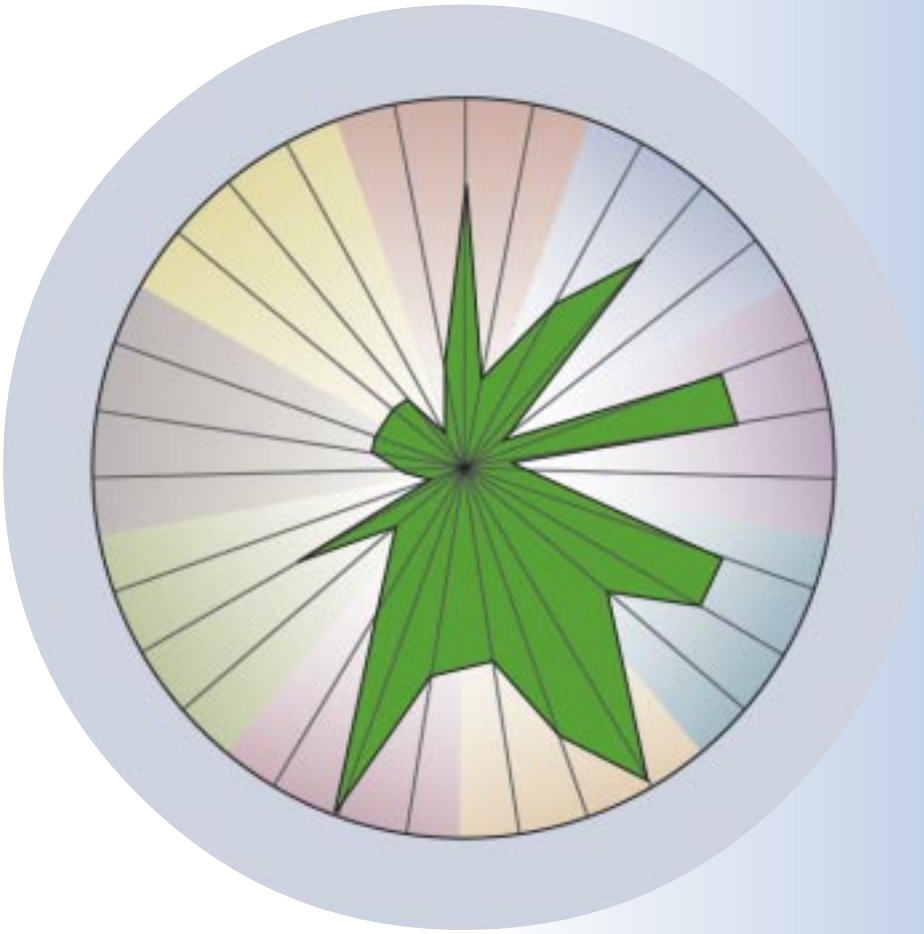
Overall, the region's residents are fairly satisfied with their current quality of life. They believe it's improved over the past five years and is likely to improve over the next five. However the level of satisfaction is not distributed evenly throughout the community. In particular, non-whites and those living in the urban core are more likely to experience a low quality of life. There is some evidence things are getting better — for example, non-whites are more likely to believe their quality of life is improving than whites. However, unless the basic needs of urban core residents are met on par with those in the suburbs, the core will continue its slow decline.

In a city where land is plentiful, we often find it easier to move away from problems rather than stay and solve them. In the future, how can we overcome this tendency in order to ensure that all parts of the region are healthy and all residents experience a rising quality of life?

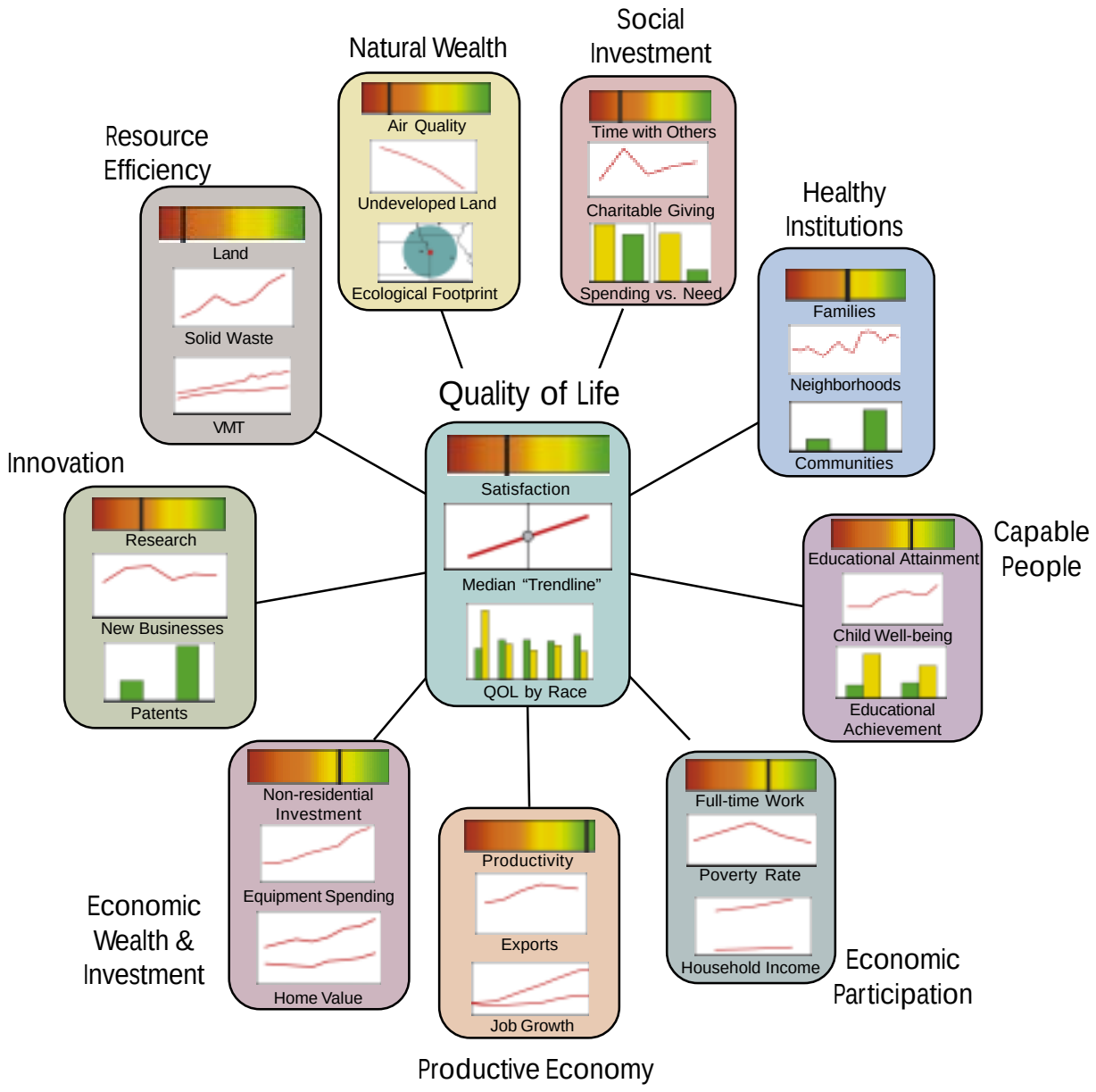


evaluation

balance
building blocks
strengths
weaknesses
indicators
challenges
gaps
change
future
grades
diversity
investment
perceptions
accessibility
improvements
connections
next steps



Evaluating the Wheel of Progress



The figure above combines all of the primary indicators in the preceding sections to summarize the performance of the factors contributing to the region's quality of life. This summary contains 30 separate but interdependent graphs. Determining what they mean, however, requires synthesizing them into a coherent picture of the region's prospects for progress. Such a synthesis follows.

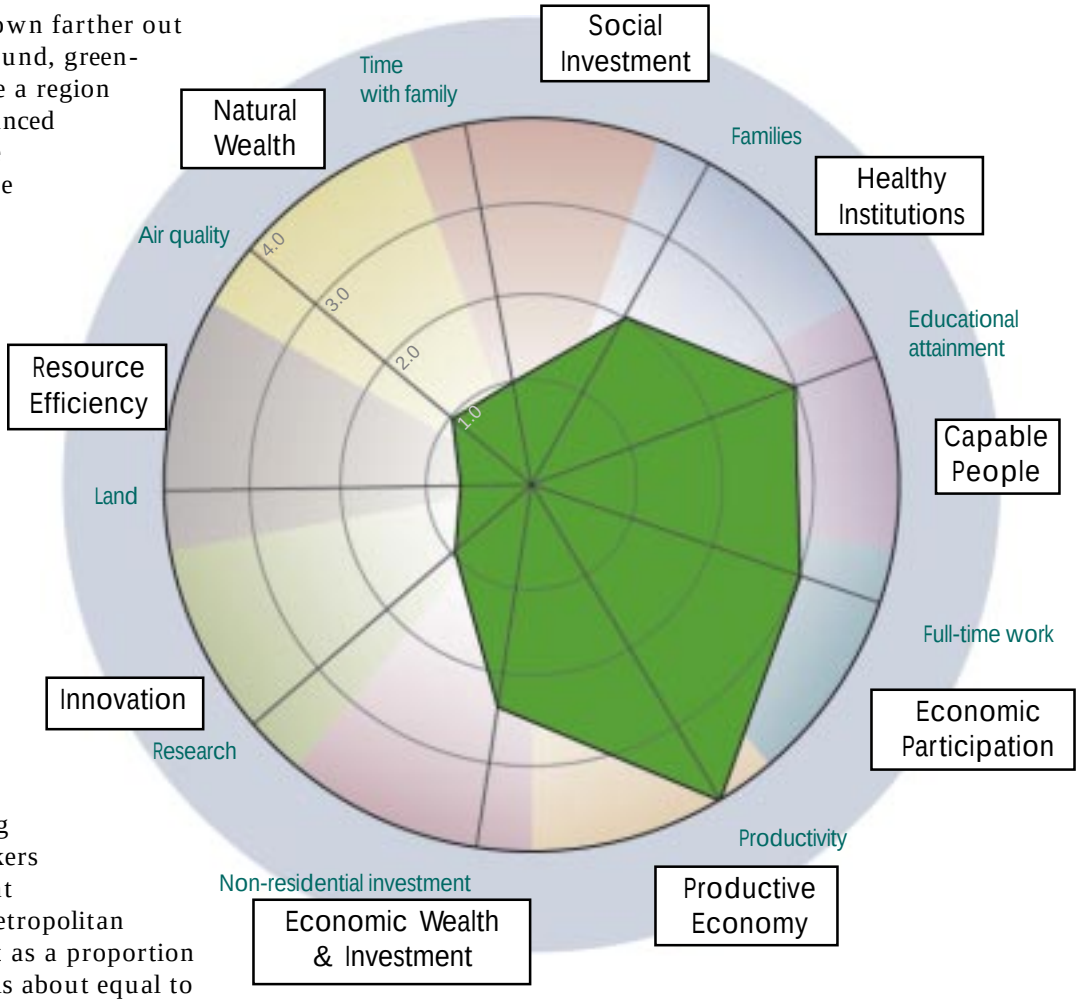
Whether we are creating a region where everyone's quality of life is improving depends upon how well the region's Wheel of Progress is able to move us forward. In turn, assessing the performance of the region's Wheel of Progress begins with examining how "round" the wheel is. That is, we need to understand where the building blocks that combine to create our region's quality of life are strong, where they are weak, and whether they are systematically out of balance.

Where we stand

The figure below begins the process by examining the indicators in the Wheel of Progress that measure "Where we stand." This figure depicts the Wheel of Progress as a circle divided into colored sections that correspond to the building blocks of the region's quality of life in the previous pages. Each of the "Where we stand" indicators graphed to the left was assigned a grade by MARC (on a four-point scale) based upon the degree to which the chart or graph of the indicator shows the region in a positive or negative light.[1] These grades are shown on lines emanating from the center of a circle, with zero being at the center and four at the outside edge of the circle.

Drawing lines to connect the grades for each indicator creates the green-shaded area in the center of the circle. While there can be disagreement regarding the specific grades assigned, the general shape of the resulting green-shaded area should still be instructive.

Since higher grades are shown farther out from the center, a large, round, green-shaded area would indicate a region whose performance is balanced with respect to each of the building blocks creating the region's quality of life. Where the green-shaded area pushes outward signifies regional strengths. Where it pushes inward shows regional weaknesses. The ideal shape would then be a circle completely filled in with green.



While there is room for improvement, the figure here suggests that the Kansas City region is performing well with respect to most economic indicators. The area's productivity is outstanding and the proportion of workers with full-time employment appears relatively high. Metropolitan non-residential investment as a proportion of gross economic output is about equal to the US average.

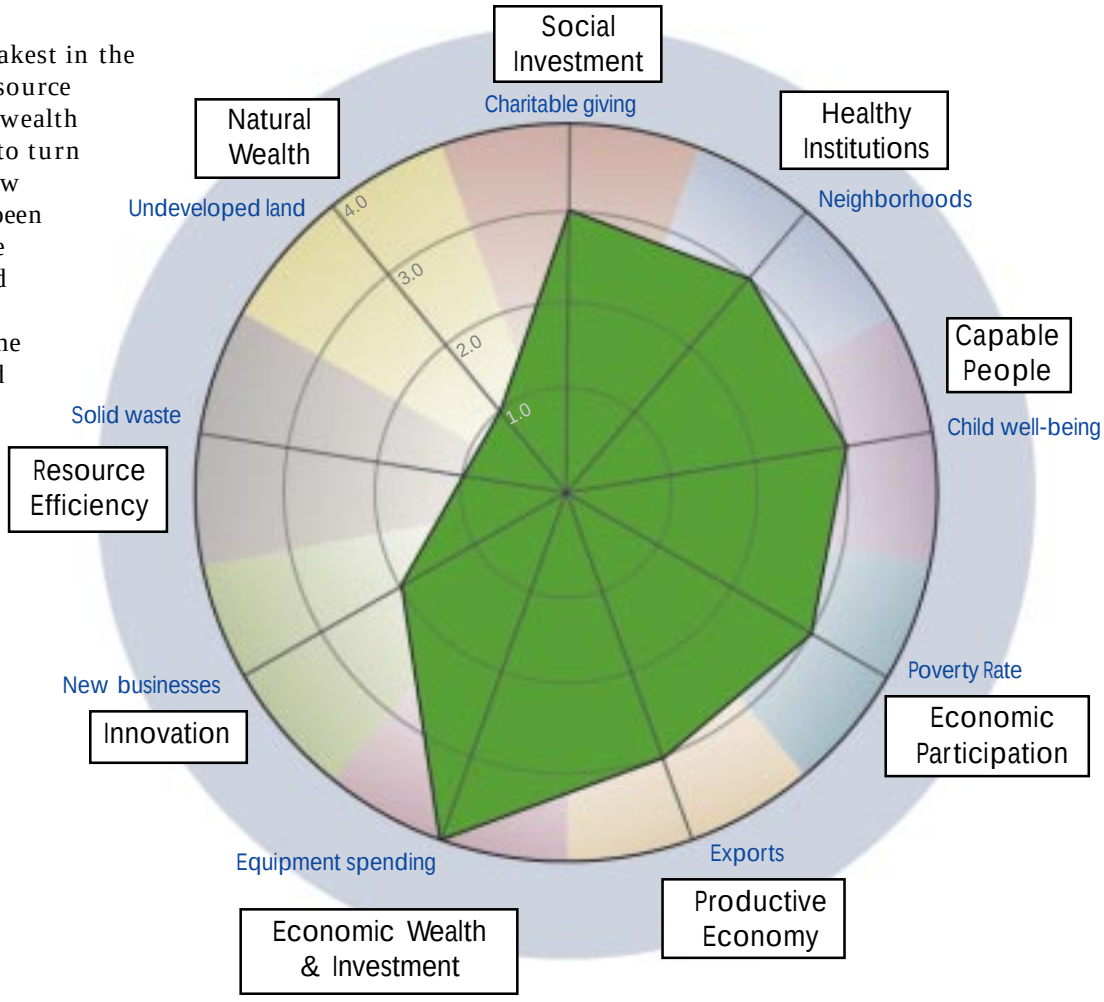
The region's social performance is less easily characterized. Its educational attainment is higher than average, while the proportion of area families with children that have two parents is approximately equal to the national average. But the time most people have to spend interacting with family is less than needed to support a high quality of life.

The region faces challenges with respect to indicators of innovation, resource efficiency and the health of our natural systems. The research programs at area universities are mostly ranked low, the amount of land used relative to the level of regional population is high compared to other large metropolitan areas, and our air quality does not meet the new federal standards.

Where we're headed

The second dimension of evaluation, "Where we're headed," is shown below. Both social and economic indicators show a region generally improving with respect to its past. The poverty rate is falling, exports to the rest of the world are rising, and new equipment spending is growing at increasing rates. Similarly, charitable giving, home ownership and the general well-being of children are all trending higher, though at least some of this may be related to the growing local economy.

The region is again weakest in the areas of innovation, resource efficiency and natural wealth where trends have yet to turn positive. The rate of new business creation has been flat, despite a favorable economic climate. Solid waste generation per capita is rising while the amount of undeveloped land in the region has been declining at increasing rates.

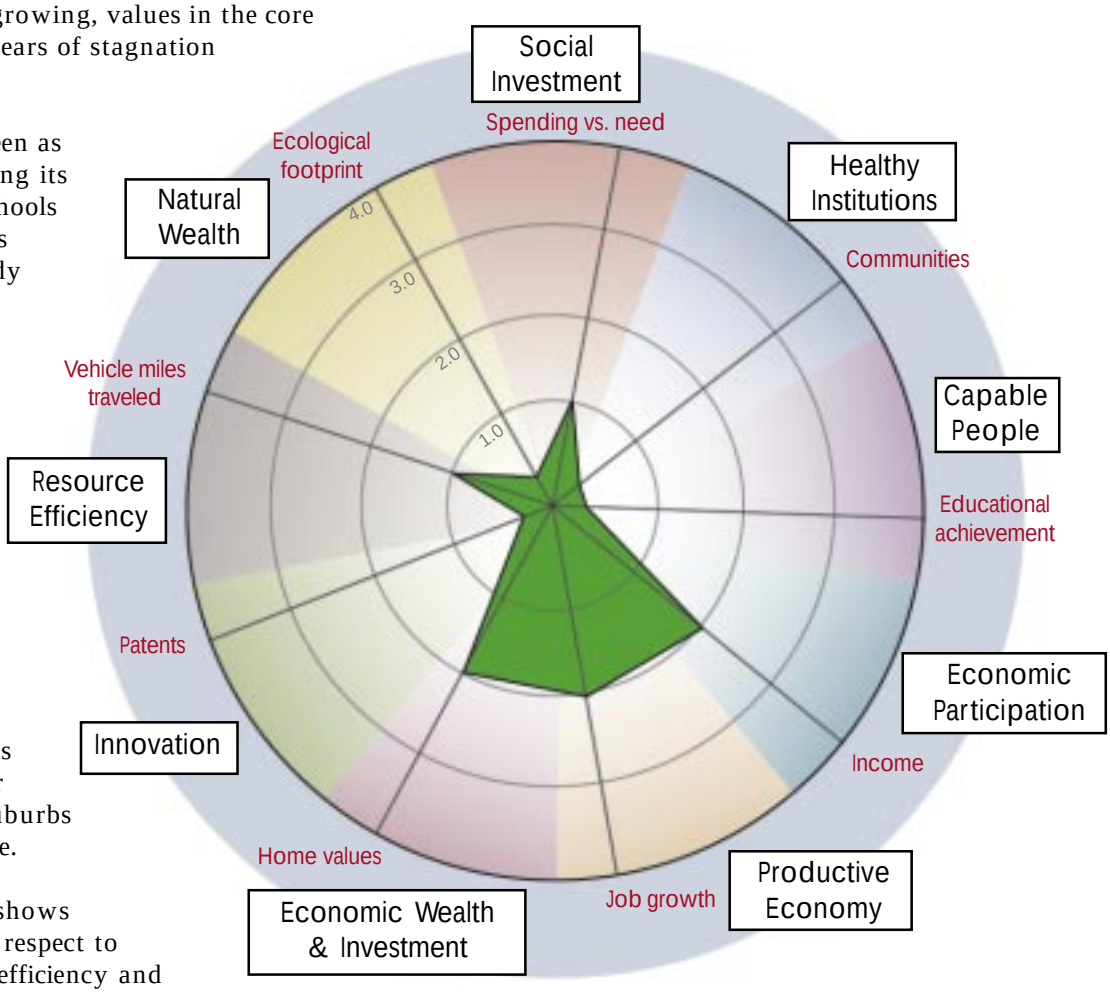


What gaps are holding us back?

The figure below shows the third dimension of evaluation, "What gaps are holding us back." Because these gaps were specifically chosen to examine the region's weaknesses, one should expect a much smaller green-shaded area within the circle. Still, even when considering weaknesses explicitly, some aspects of regional performance are stronger than others.

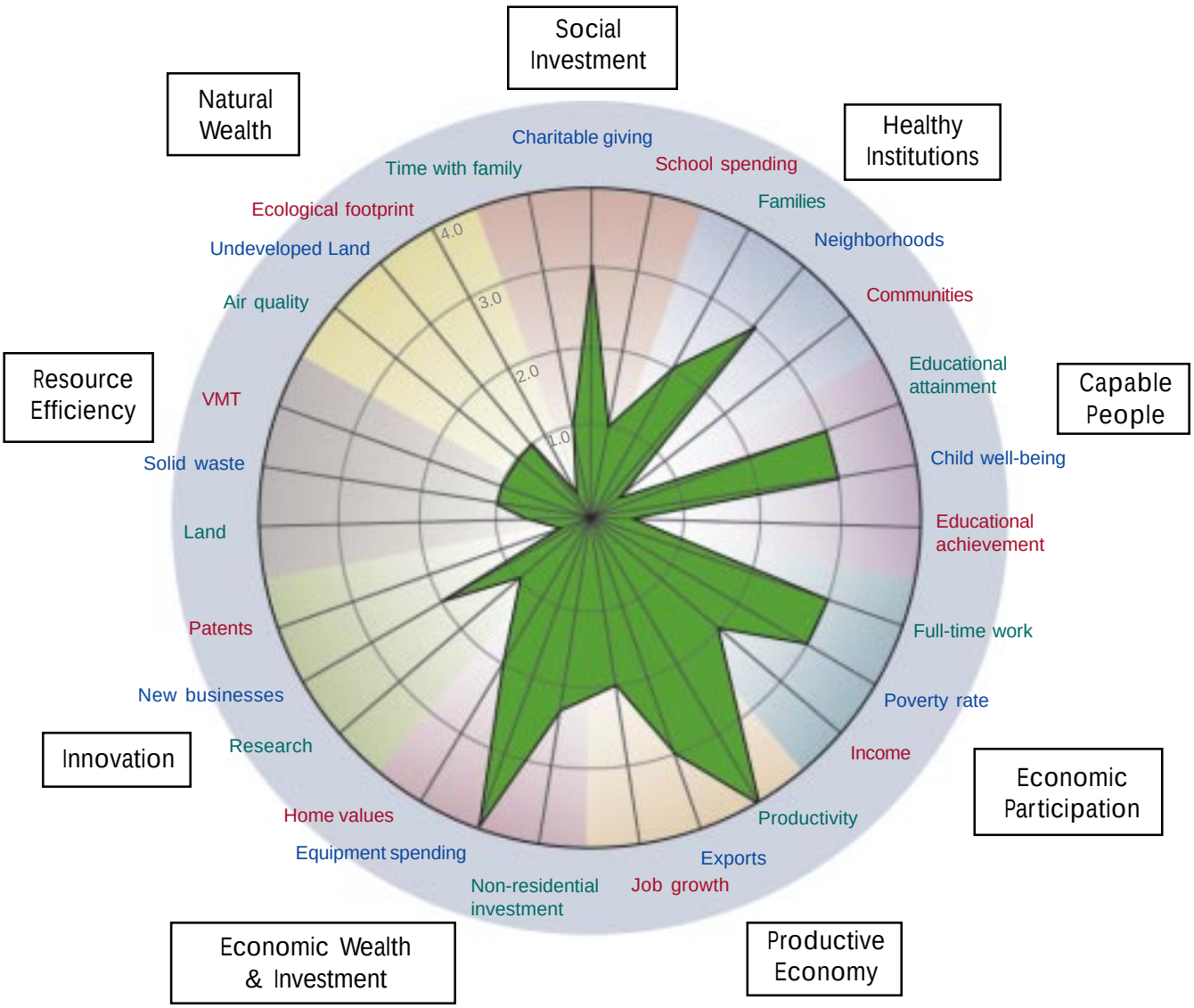
The region appears to be making some progress with respect to shrinking its economic gaps. Income disparities are growing, but at reduced rates. Low value-added jobs are growing faster than high-value added jobs, but high-value added jobs started growing in the late 1990s after being stagnant or declining earlier in the decade. Similarly, while the disparity between suburban and urban core home values appears to be growing, values in the core are on the rise after years of stagnation or decline.

The region has not been as successful in addressing its social gaps. Urban schools have nearly five times the proportion of needy students of suburban schools, but only marginally higher resources to help them. While 80 percent of poor whites are integrated into middle-class communities, 80 percent of poor blacks are not. The proportion of elementary students proficient in reading is between two and four times higher in the suburbs than in the urban core.



Similarly, the region shows significant gaps with respect to innovation, resource efficiency and natural wealth. Its residents and businesses create patentable innovations at one-third the average US rate. Its dependence upon the automobile is growing faster than elsewhere. Its ecological footprint, while average for the US, is nonetheless sufficiently large as to raise legitimate concerns regarding the sustainability of the region's development.

This figure, the Wheel of Progress Evaluation, puts all three of the preceding dimensions — where we stand, where we're headed, and what gaps are holding us back — into one diagram. As such it is a simplification of the Wheel of Progress Indicator Summary on page 72, with one important difference. Because the size and shape of the green-shaded area shows how well the region is performing along each dimension of each quality-of-life building block, the center of the Wheel of Progress Evaluation essentially represents a measurement of the region's *capacity* to produce a high quality of life for all. On the other hand, the center of the Wheel of Progress Summary is derived directly from the Metro Outlook survey responses and so represents residents' *perception* of their quality of life. Over time, it will be important to track the degree to which changes in perception follow, or perhaps lead, changes in measured capacity.



When viewed as a whole, it is clear that the region is strongest in the bottom third of the circle, corresponding to measures of its economic performance. The productivity of area workers, the improvements in the region's poverty rate, the rise in exports and equipment spending combine to create a strong local economy. While the economy has weaknesses, these appear to be no worse than average.

The region is more mixed and not quite as strong in the upper right third of the circle, corresponding to measures of social performance. The region's charitable giving and neighborhoods are strong, as is its educational attainment. Child well-being has been improving throughout the 1990s. But many of the gaps are striking — the disparity in school spending vs. student needs, the isolation of poor minority communities from the rest of the region, the difference in urban and suburban primary grade test scores. These indicate that the region has not yet dealt successfully with the problems associated with concentrated poverty.

The region is clearly weakest, however, in the upper left third of the circle, corresponding to measures of innovation, resource efficiency and the health of our natural systems. The region's ability to generate new businesses was about average, but it scored poorly on all the other indicators — higher educational research capacity, patents, land use, auto dependency, air quality and ecological footprint.

Intermeshing weaknesses

The consistent nature of these weaknesses suggests that regional decisions have had blind spots in the past. Certain kinds of information either were not available or were poorly understood, for it is unlikely that we would deliberately set out to create a region weak in innovation, resource efficiency and natural wealth. Nonetheless, the result is an incomplete, unbalanced Wheel of Progress that, left unchecked, will have difficulty propelling the region toward a future where the quality of life is higher for all.

One of the advantages of basing Metro Outlook on a comprehensive model is that it helps uncover connections that are usually missed. In fact, our biggest weaknesses — concentrated minority poverty, limited innovation capacity, immense resource inefficiency, endangered natural wealth — are all intimately connected.

Historically, racism concentrated poor African-Americans in the inner cores of central cities, creating areas with tremendous social problems, such as increased crime and drugs, unwed pregnancy, inadequate nutrition and poor school performance. Like a pebble in a pond, the consequences of these problems rippled outward geographically and through time.

The ripples carried with them those who could afford to move as they sought important components of a high quality of life — especially safe neighborhoods and good schools — that could be purchased most easily by changing locations. While individually such decisions made sense, the aggregate result was widening circles of abandonment in the core and increased demand to rebuild the region anew on the urban fringe. Such a development pattern is inefficient and strains scarce public infrastructure resources in both older and newer areas.

In addition, the new development was not like the old. Older areas emphasized connection — a grid street pattern, pedestrian orientation, economically diverse neighborhoods and integrated residential and commercial areas. The new development instead focused more on creating communities through separation: cul-de-sac neighborhoods that limited who could travel through them; homogeneous housing designed primarily for professionals and managers; shopping centers whose scale required isolating them from residential areas.

Such separation both increases travel distances and reduces the choices in how to travel, as only autos can provide access to all the goods and services needed. Rising auto dependency results in growing burdens on the region's natural resources, especially its air and water quality, as both emissions and runoff from impervious surfaces increase. It also inhibits the urban poor's accessibility to jobs in growing areas, as well as suburban businesses' accessibility to the entry-level workers they need to attract and retain.

In business, being inefficient is the first step to being uncompetitive. It is no different for metropolitan areas. We've invested huge amounts in developing new real estate, while still expending resources to try to maintain the investment

already made in older real estate. Yet real estate is not the most important factor of production in a 21st century economy. Innovation is.

Large portions of state, federal and local resources have been spent dealing with issues created by a development pattern that is both inefficient and isolates poor minorities in urban cores, e.g., roads, highways, sewers, schools, public safety, welfare, and school desegregation. How much better would the Kansas City region be positioned for the future if a significant portion of these resources could have been diverted to increase the region's innovative capacity, for example, improving the area's higher educational institutions?

Besides diverting funding, a development pattern that largely segregates residents by race and class, that favors homogeneity over diversity, also inhibits the cross-cultural exchange of ideas strongly associated with innovation.[2] Such exchange spurs adaptation and helps to increase understanding of global challenges and opportunities. It may be more than coincidental, therefore, that one of the most spread out, segregated metropolitan areas in the country is also one of its least innovative and not as well-connected to the global economy as other metros its size or even smaller.

Current initiatives

These examples illustrate how our own historical choices concerning how we invest contribute to creating the "gaps holding us back" and an unbalanced Wheel of Progress. Whether the region's quality of life will be better tomorrow than today depends on how we make today's investments. Are current policies sufficient to channel investment in ways that fill the gaps and rebalance the Wheel of Progress?

Certainly, the region is pursuing many promising initiatives to remedy its weaknesses:

Innovation:

The Stowers Institute built world-class facilities to attract world-class life science researchers. The Life Sciences Initiative builds on this investment by linking it to research efforts at the University of Missouri-Kansas City, the Midwest Research Institute, and the Kansas University Medical Center to attract a critical mass of life science research funding to the region. In addition, the initiative focuses efforts to commercialize resulting innovations. Some commercialization efforts may lead to new firms. Cultivating such start-ups is the purpose of the Kauffman Center for Entrepreneurial Leadership, a national, as well as local, resource to identify and support those trying to start a business. KCCatalyst serves as a resource broker between entrepreneurs with new, technology-based ideas and established organizations that can advise, support and invest in those ideas.

Resource efficiency:

Transportation planning and funding changed dramatically in the 1990s, putting much greater emphasis on maintenance and allowing greater flexibility in using traditional highway funds for investment in transit, bike and pedestrian facilities. Transit planners and service providers are undertaking significant initiatives to develop improved transit options for area residents. MARC has been working with local governments and developers to fashion principles regarding what makes quality places in which to live and work, as well as to develop the policy tools to create them. This initiative, Creating Quality Places, encourages more connected, more diverse, more human-scale developments. Cities throughout the region are moving to implement these concepts. Greater resource efficiency is also being promoted through Bridging the Gap and MARC's Solid Waste Management District, as well as numerous municipal efforts such as curbside and hazardous waste materials recycling.

Creating Quality Places
Successful Communities By Design

Natural wealth:

The region continues to monitor its air quality problems and develop new approaches to meet the tougher eight-hour ozone standard. There is renewed interest in increasing the available parkland throughout the region, with the Northland and Johnson County both approving new parks plans. MARC is working with local governments on MetroGreen, a plan to develop a series of connected greenways for recreation and biking. The greenways can also help address stormwater issues by blocking development in areas with flooding problems. The Riverfront Heritage Trail will renew the link between citizens and the region's biggest natural resource, the Missouri River, while the Missouri Department of Conservation's Discovery Center will help reconnect urban residents to nature.

Heartland SKY
Clearing the air for Greater Kansas City

Concentrated minority poverty:

Partners in Quality is a nationally recognized effort to change the early education system to improve both its quality and affordability, which is critical to economic self-sufficiency for many families. The Local Investment Commission is participating in Caring Communities, an initiative to find new approaches to help those on welfare become more productive and self-sufficient. Part of the Creating Quality Places initiative is designed to increase housing choices, both for the poor to live throughout the region and for the wealthy to live in the urban core. The KCMO housing authority has taken the lead in developing more scattered-site housing for the poor, while organizations like the Mt. Carmel Redevelopment Corporation work to rebuild the urban core's housing stock to attract a mix of incomes. Charter schools and other educational reforms are attempting to reinvent urban education. Meanwhile, many organizations are working to improve both the economy of the urban core and how equitably economic benefits are distributed. These include the Economic Development Council, El Centro, Concerned Clergy, Brush Creek Partners, Model Cities Health Corporation, and Mazuma Credit Union.

These policies and programs illustrate that the region is engaged in serious efforts to alleviate its problems. And that very seriousness is a sign of hope. Yet the question remains, are these policies strong enough, are they at the right scale, to effectively remedy the region's imbalances and weaknesses?

Answering this question is the purpose of future Metro Outlook reports. By regularly monitoring the indicators included here, the region can assess the degree to which its weaknesses are getting better or worse.

If our current initiatives don't lead to permanent progress, if they require increasing efforts yet seem to produce diminishing returns, then there's something important still missing from our investment decisions. They continue to have blind spots.

Because the Metro Outlook systems model shows how everything is connected, it can help guide community dialogue concerning what's missing and what to do about it. Policies can be evaluated based on their potential to create a Wheel of Progress better able to propel the region toward a high quality of life.

If our policies are having the desired effect, the green, irregularly shaped area at the center of the Wheel (representing the region's capacity to create quality of life) on page 76 should grow fuller and rounder over time. Therefore, by monitoring how the shape of the Wheel of Progress changes in response to policy, Metro Outlook will help decision-makers strengthen the link between policy and intended consequences. As we learn to make better policy, the chances increase of metropolitan Kansas City becoming a region where the quality of life rises for everyone.

Where does Metro Outlook go from here?

The purpose of Metro Outlook is three-fold: 1) to provide a better tool to evaluate how well the Kansas City region is making progress; 2) to educate the community concerning the region's trends and challenges, as well as how they affect and are affected by our decisions; and 3) to initiate regional discussions and catalyze actions that improve the prospects for positive community change.

MARC proposes the following activities to improve Metro Outlook's ability to:

1. Evaluate the region's progress

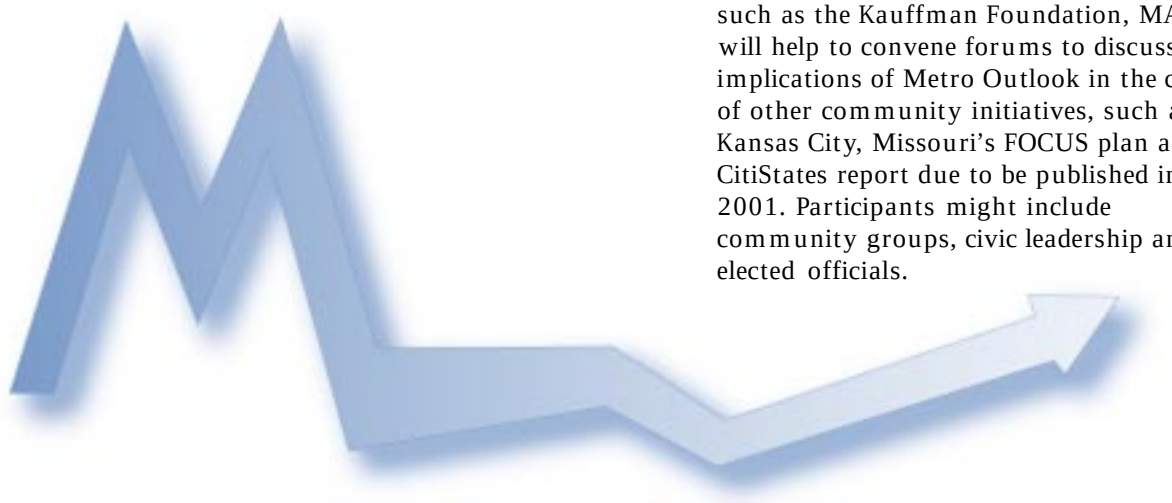
MARC has spent considerable time developing the Metro Outlook framework, indicators and report. Still, Metro Outlook must, at this point, be considered a working prototype of the kind of tool needed to help the region meet 21st century challenges. To complete the development of Metro Outlook so that it becomes a truly useful tool for decision-making will require considerable additional community input. To that end, MARC will:

- Convene groups around each of the major systems in Metro Outlook — the social, the economic and the natural systems — to make sure that Metro Outlook includes the best available indicators, benchmarks them appropriately and highlights the most important three indicators graphically for each building block in the Metro Outlook framework.
- With the same groups, also solicit input concerning the grade each graphed indicator should receive. While this exercise will help define consensus grades, it will also reveal how perceptions differ within and between groups.
- Based on this input, MARC will adjust the indicator set and grades to produce improved overall measures of the region's progress, given available data.
- Based on the improved indicator set, MARC will refine its analysis concerning the region's ability to produce a high quality of life for all.

To further increase Metro Outlook's usefulness as a tool, MARC will make the report and supporting data available on the Internet. Clicking on graphical or textual indicators will display the underlying data sets or make them available for downloading. In this way, Metro Outlook can help support other information-gathering and assessment activities occurring in the region.

2. Educate the community

- MARC will reconvene the groups above to solicit feedback about its analysis and begin to examine what participants think the implications are for their own organizations and the region.
- In conjunction with other regional partners, such as the Kauffman Foundation, MARC will help to convene forums to discuss the implications of Metro Outlook in the context of other community initiatives, such as Kansas City, Missouri's FOCUS plan and the CitiStates report due to be published in fall 2001. Participants might include community groups, civic leadership and elected officials.



Next Steps

3. Initiate regional change

- MARC, as the region's council of governments and metropolitan planning organization, will increasingly strive to align its programs and activities around the conclusions and themes arising from Metro Outlook. For example, MARC's long-range transportation plan currently under development, *Transportation Outlook 2030*, will be the first to explicitly evaluate transportation investments with respect to their ability to create a region where the quality of life rises for all.

- The forums above will help individuals and organizations understand what Metro Outlook means and how it relates to other regional initiatives. The forums will then lead, quite naturally, to a second stage of discussions — how the region (and the individual organizations of the participants) should best respond. Such discussions then provide the basis for developing a regional policy agenda.

MARC expects that the activities above will generate a considerable number of ideas concerning how to improve Metro Outlook's usefulness to the community. MARC will evaluate these and redesign the model, the survey and/or the report as needed to incorporate useful ideas into the next generation of Metro Outlook. At present, MARC plans to release an update to Metro Outlook every other year.

conclusion

The Metro Outlook for a future where the quality of life is rising for all depends upon our ability to find and implement new solutions to old problems.

What is the Metro Outlook for a rising quality of life for everyone?

In a word, cloudy.

Compared to many other regions our problems aren't too bad. Our air quality problems aren't as severe. Our congestion is less. Our poverty isn't as overwhelming. Our economy performs at about the national average.

Unfortunately, "not too bad" isn't going to be good enough in the future. In this new century, metropolitan areas that produce, attract and retain highly educated, innovative and creative individuals will capture the jobs needed to remain vital and healthy. Those that are not attractive to such individuals will find their economic bases threatened with deterioration.

To compete with cultural centers, with international cities, with oceans, mountains and warmer winter weather, the Kansas City region must simply work better than most areas. It must do a better job of providing a place where both current and future residents can achieve their full potential and enjoy a rising quality of life.

We have many promising initiatives under way to make this goal a reality — for example, the Life Sciences Initiative and the Stowers Institute, transit initiatives, long-range transportation plans that place greater emphasis on maintaining existing roadways, Creating Quality Places and MetroGreen, Partners in Quality and Caring Communities.

However, we have had promising initiatives in the past. Will current initiatives sufficiently change how the game of seeking a higher quality of life is played so that gradually, naturally, the millions of private decisions occurring daily add up to a region where quality of life improves for all? If so, they will likely need to change a development pattern that spreads resources thin while concentrating poverty, which is at the heart of so many of the region's problems.

If current initiatives prove not entirely sufficient, the KC Metro Outlook for a future where the quality of life is rising for all, then, depends upon our ability to find and implement new solutions to old problems.

This will test our capacity to become civic, not just economic, entrepreneurs. Will we build the social capital — that ability to work together to solve common problems — needed to allow ourselves to try novel public policies, fail, learn from the experience and try again? Will we keep trying until we succeed in adopting low-cost, high-leverage strategies that correct our historical blind spots and bring the Wheel of Progress into greater balance?

In the 21st century, a region's capacity to innovate is not only its most valuable economic asset, but also its most valuable civic asset. Can we become one of the most, rather than least, innovative metropolitan areas? Let us work to make it so.

appendix

Appendix A: Notes & Data

Metro Outlook Survey

1. The survey was conducted by ETC Institute of Olathe, Kansas, under contract with MARC.

2. The weights were calculated by first taking the ratio of the true population proportions to the proportions from the raw survey data. These proportions were calculated for the urban and suburban portions of counties, by race — e.g. the proportion of white residents living in the urban core portion of Jackson County or the proportion of non-white residents living in the suburban portion of Johnson County. Some ratios were less than one, meaning that a particular geographic/racial group was over-represented in the survey. The lowest ratio was then set arbitrarily to a weight of one. The inverse of that ratio then became a multiplier to be applied to all the other ratios to create the final weight. To weight the database, existing records for each geographic/racial group were randomly selected and added to the database until the proportions matched those from the Census. The final weighted database contains 8585 records, compared to the original database of 1690 records. While the weighted database was used to tabulate the survey results, the margins of error are derived based on the size of the original sample.

3. These error margins are most accurate when the proportions of the two groups being compared are near 50 percent. As the proportions get farther away from 50 percent, the margins of error at a 95 percent level of confidence actually diminish. Therefore, the error margins cited here provide a conservative measure of the amount difference between groups needed for that difference to be considered statistically significant.

Social Investment

1. A quality of life score was calculated for each respondent based on their survey answers. The scores were then used to order the respondents from lowest to highest quality of life and divide them into ten equal groups (deciles). For each decile, the proportion of respondents strongly agreeing they have enough time for their families was then tabulated.

Percent Strongly Agreeing with the Statement "I have enough time for my family."	
1st decile	19%
2nd decile	20%
3rd decile	15%
4th decile	25%
5th decile	31%
6th decile	32%
7th decile	38%
8th decile	43%
9th decile	54%
10th decile	80%
Total	**36%**

The quality of life score was calculated for each respondent as follows: Question 1 on the Metro Outlook Survey asked each respondent how important various factors were to their quality of life, supplying a weight for each factor (see chart on page 8). Question 3 on the survey asked how strongly the respondent agreed they were attaining those factors, supplying a rating of their quality of life (see chart on page 10). Multiplying the weights times the ratings and taking the average produces the first part of the quality of life score. This weighted average was itself then averaged with the response to Question 5 on the survey, which asked respondents how satisfied they were with their quality of life overall, to create the final quality of life score.

2. Center for Management Assistance "Report on the State of the Nonprofit Sector in Greater Kansas City" April 2000. (Note: The spike in 1995 was due to the one-time gift of the Kansas City Royals to the Greater Kansas City Community Foundation.)

Charitable Giving for 79 Bellwether Non-Profits

Category of giving	**1994**	**1995**	**1996**	**1997**	**1998**
Contributions: Foundations	$7.3	$8.7	$9.7	$11.9	$14.2
Contributions: Individuals	$49.4	$47.2	$47.9	$70.7	$82.4
Contributions: Corporations	$17.7	$156.1	$43.7	$51.4	$55.2
Bequests & Estate Gifts	$2.5	$1.6	$1.5	$2.1	$1.7
Total	$77.0	$213.6	$102.8	$136.2	$153.4

3. Urban core school districts are defined as the Kansas City, Missouri, and Kansas City, Kansas, school districts. The data for the 1996-97 school year are as follows:

1996-97 Instructional Expenditures and Free/Reduced Lunch Proportions
Districts over 5,000 Students

	Enrollment	Free/ Reduced Lunch	% Free/ Reduced Lunch	Total Expenditures (000s)	Instructional Expenditures (000s)	Total Expenditures per student	Instructional Expenditures per student
Blue Valley	14,403	308	2%	104,699	45,401	$7,269	$3,152
Kansas City KS	21,456	13,774	64%	146,598	73,558	$6,832	$3,428
Olathe	18,385	1,840	10%	119,306	61,213	$6,489	$3,330
Shawnee Mission	31,633	3,605	11%	190,609	104,067	$6,026	$3,290
Blue Springs	12,490	793	6%	70,007	38,183	$5,605	$3,057
Hickman Mills	7,364	2,972	40%	42,644	25,339	$5,791	$3,441
Independence	11,618	3,915	34%	77,932	41,335	$6,708	$3,558
Kansas City MO	38,521	26,048	68%	370,442	155,490	$9,617	$4,036
Lee's Summit	12,503	956	8%	78,584	40,424	$6,285	$3,233
Liberty	5,689	781	14%	36,078	15,892	$6,342	$2,793
North Kansas City	16,941	3,187	19%	113,971	58,215	$6,728	$3,436
Park Hill	8,342	964	12%	56,187	27,391	$6,735	$3,284
Raytown	8,436	1,911	23%	50,577	26,445	$5,995	$3,135
Total	207,781	61,054	29%	1,457,634	712,953	$7,015	$3,431
Urban core	59,977	39,822	66%	517,040	229,048	$8,621	$3,819
Suburb	147,804	21,232	14%	940,594	483,905	$6,364	$3,274

Source: 1997 Census of Governments, Missouri Department of Elementary and Secondary Education, and the Kansas Board of Education

MARC's empirical model regresses the proportion of a district's elementary students achieving "proficient" or "advanced" on their state's standardized reading test against per student instructional expenditures that have been discounted for the increased level of student need associated with concentrated poverty, where:

$$D = \text{Discounted instructional expenditures} = \frac{\text{Instructional expenditures}}{\text{Enrollment} + (1 + \%\text{Free/reduced Lunch}) * \text{Free/reduced lunch}}$$

This formula takes into account that both the number of impoverished students and their concentration create more difficult instructional environments.

The actual model equation is:

%Proficient = -0.4338 + 0.000312507 * D + 0.060032269 * ST Adjusted R-square = 0.88

where ST = a dummy variable for the state the district resides in, since Missouri and Kansas use different tests and the results are not directly comparable. All coefficients are statistically significant at the 95 percent level of confidence or better, except for the coefficient on ST, which was significant at the 90 percent level of confidence. The model appears to do an excellent job explaining the variation in district elementary reading scores.

4. Metro Outlook Public Survey.

5. Metropolitan Council on Child Care. As of March 1, 2001, the capacity of accredited centers was 6,654 children, while the licensed capacity in the metro area was 58,252 children.

6. Metro Outlook Public Survey.

7. US Bureau of Labor Statistics, Consumer Expenditure Survey; 1997, 1998, and 1999, average over the three periods.

8. Ewing Marion Kauffman Foundation's 2000 Annual Grantmaking Report reported grants of $108,758,000 for the fiscal year ended June 30, 2000. The Greater Kansas City Community Foundation's Vital Statistics/GKCCF Web Site reported grants of $85,885,000 for the year ended December 31, 2000.

9. 1997 Census of Governments. See data table above.

10. As reported in *The Kansas City Star* on numerous occasions, for example, February 6 ("Foes of school closings prepare to take their case to voters"), April 4, 2001("Dedicated efforts kept Arrowhead Elementary open, supporters say"), and July 27, 2000 ("Shawnee Mission School District to close three grade schools").

Healthy Institutions

1. 1990 and 2000 Census.

Families with Own Children

	Year	Total	Married Couple	% Married Couple
US	2000	34,588,368	24,835,505	72%
KC-MSA	2000	230,780	165,660	72%
KC-MSA	1990	211,602	162,772	77%

2. Data from 1986-1999 is from the Current Population Survey. Data for 2000 is from the 2000 Census.

Home Ownership Rates

	KC-MSA	US
1986	63.8	61.2
1987	63.3	61.4
1988	64.1	61.3
1989	63.0	61.3
1990	61.7	61.3
1991	64.0	61.4
1992	66.3	61.6
1993	63.6	61.5
1994	63.0	61.7
1995	69.2	62.7
1996	69.5	63.4
1997	68.7	63.7
1998	66.2	64.2
1999	68.6	64.7
2000	67.9	66.2

3. 1990 Census.

	Above Poverty		Below Poverty		Poverty Rate	
	White	Black	White	Black	White	Black
Total	1,161,892	138,170	84,233	53,865	7%	39%
Total living in census tracts with poverty >= 20%	50,251	71,345	15,095	42,591	—	—
Percentage living in concentrated poverty areas	4%	52%	18%	79%	—	—

From the above table, the percent of impoverished residents living in census tracts with poverty rates of 20 percent or more is:

Black	79%
White	18%

These percentages were then inverted (i.e., subtracted from one) to produce the social connection index, so named because it provides a rough measure of the percent of impoverished residents living in census tracts with sufficient numbers of positive role models.

Index of Social Connection

Poor blacks	21%
Poor whites	82%

4. U.S. Bureau of the Census; Kansas Annual Summary of Vital Statistics, Kansas Department of Health and Environment; Missouri Vital Statistics, Missouri Department of Health.

5. United Auto Workers — Ford Motor Company Greater Kansas City Community Health Care Initiative, May 2000; Centers for Disease Control and Prevention (CDC Wonder). More information can be found at: http://www.kchealth.org.

6. Metro Outlook Public Survey.

7. Lewis Mumford Center, State University of New York at Albany, and the 2000 Census. More information can be found at: http://www.albany.edu/mumford/census. The 50 most populous metropolitan areas are defined by the Census Bureau in terms of MSAs (Metropolitan Statistical Areas) and CMSAs (Consolidated Metropolitan Statistical Areas). CMSAs are, in turn, composed of PMSAs (Primary Metropolitan Statistical Areas), some of which are larger than MSAs

in the top 50 list. The Lewis Mumford Center's rankings used PMSAs to define metropolitan areas. MARC chose to use the Census Bureau's definition here.

8. Kansas City, Missouri, Police Department.

9. Centers for Disease Control and Prevention (CDC Wonder). Rates are age-adjusted to the 1940 population.

10. Metro Outlook Public Survey.

11. Metro Outlook Public Survey. To identify the types of government services residents were least satisfied with, MARC drew upon preliminary results from DirectionFinder 2000. DirectionFinder is a standardized survey of residents regarding their satisfaction with local government services conducted for municipalities by ETC Institute of Olathe, Kansas. The preliminary results used here were based on surveys of residents of 17 different Kansas City area municipalities.

Capable People

1. This represents a comparison of educational attainment based on averaging the estimates for the last three years the data is available. The Current Population Survey did not publish Kansas City MSA estimates for 1995, 1996, 1997 or 1998. An average was used to smooth out year-to-year differences due to sampling variability.

Year	Area	High school degree or more	Bachelors degree or more
1994	KC-MSA	86.7%	26.4%
	US	80.9%	22.2%
1999	KC-MSA	89.3%	27.3%
	US	83.4%	25.2%
2000	KC-MSA	90.6%	34.7%
	US	84.1%	25.6%
Average	KC-MSA	88.9%	29.5%
	US	82.8%	24.3%
Ratio, KC:US average		1.07	1.21

2. *Report Card and Data Briefing Book*, Partnership for Children, 1992–2000.

	1992	1993	1994	1995	1996	1997	1998	1999	2000
Overall Grade	D+	D+	D+	C	C+	B-	C+	C+	B
Safety and Security	D	F	F	D-	C+	C	B-	B-	B
Health	C	C+	C-	B-	B	A-	B	C+	B+
Child Care		I	I	I	I	I	C-	C+	B-
Education	I	C	B	B	C+	B+	B-	B	A-
Teen Years	D-	D-	D-	D+	C-	C	C-	D+	D+
	Conversion to numeric, four-point scale								
Overall Grade	1.33	1.33	1.33	2.00	2.33	2.67	2.33	2.33	3.00
Safety and Security	1.00	0.00	0.00	0.67	2.33	2.00	2.67	2.67	3.00
Health	2.00	2.33	1.67	2.67	3.00	3.67	3.00	2.33	3.33
Child Care							1.67	2.33	2.67
Education		2.00	3.00	3.00	2.33	3.33	2.67	3.00	3.67
Teen Years	0.67	0.67	0.67	1.33	1.67	2.00	1.67	1.33	1.33

3. Urban core school districts are defined as the Kansas City, Missouri, and Kansas City, Kansas, school districts.

MISSOURI 1999-2000	Suburb	Core
Math:		
4th graders achieving Proficient or Advanced	4328	373
4th graders taking test	10581	2807
Percent of 4th Graders Achieving Proficient or Advanced	40.9%	13.3%
Reading:		
3rd graders achieving Proficient or Advanced	3785	467
3rd graders taking test	10246	2839
Percent of 3rd Graders Achieving Proficient or Advanced	36.9%	16.4%

KANSAS 1999-2000		
Math:		
4th graders achieving Proficient or Advanced	3456	196
4th graders taking test	6250	1632
Percent of 4th Graders Achieving Proficient or Advanced	55.3%	12.0%
Reading:		
5th graders achieving Proficient or Advanced	3253	214
5th graders taking test	6210	1532
Percent of 5th Graders Achieving Proficient or Advanced	52.4%	14.0%

4. Metro Outlook Public Survey; US Department of Health and Human Services, Health Resources and Services Administration, Community Health Status Report, July 2000.

5. 1990 Census.

6. United Auto Workers — Ford Motor Company Greater Kansas City Community Health Care Initiative, May 2000; Centers for Disease Control and Prevention (CDC Wonder).

7. Ibid.

8. *MAAC Statistical Report*, Mid-America Assistance Coalition, 1999, 2000.

9. See footnote 3 above.

10. "Poverty among working families: 1998," Current Population Reports P23-203, September 2000.

11. The Learning Exchange Charter School Partnership, First Annual Report, April 2001.

12. Kahlenberg, Richard D., *All Together Now: Creating Middle Class Schools through Public School Choice*, Brookings Institution Press, 2001.

13. As reported in the April 23, 2001, edition of *Newsweek*, "Are We Getting Smarter?"

Economic Participation

1. Metro Outlook Public Survey.

Current employment status	Number	Percent
Employed full-time	4343	52%
Employed part-time	760	9%
Working more than one job for more than full-time	160	2%
Student	140	2%
Retired/not looking for work	2024	24%
Homemaker	584	7%
Unpaid volunteer	61	1%
Unemployed; looking for work	61	1%
Unable to work	295	4%
Total	8428	100%
Total labor force	5324	
Percent employed full-time	82%	

2. 1989 is based on the 1990 decennial census. Figures since 1990 are estimates with a much wider margin of error.

Persons in Poverty, 1969-97

Year	Persons in poverty	Poverty rate
1969	134,959	9.9%
1979	130,117	9.0%
1989	154,458	9.7%
1993	206,211	12.6%
1995	177,211	10.5%
1997	161,269	9.4%

Source:1970, 1980, 1990 Census and the Census Bureau's Small Area Income and Poverty Estimates project.

3. Data for 1980 and 1990 are actually for the years 1979 and 1989, respectively, from the 1980 and 1990 censuses. The census asks for income in the preceding year. Figures have been adjusted to 2000 dollars.

Household Income, 1980 - 2000

				Change		Percent Change	
	1980	1990	2000	1980–1990	1990–2000	1980–1990	1990–2000
Bottom 10%	$10,424	$11,092	$14,298	$668	$3,206	6.4%	28.9%
Median	$41,971	$43,265	$48,194	$1,294	$4,929	3.1%	11.4%
Top 10%	$88,782	$99,139	$112,953	$10,357	$13,814	11.7%	13.9%

4. Missouri Department of Labor Relations, Research & Analysis Section, prepared in cooperation with the US Department of Labor, Bureau of Labor Statistics. The urban core unemployment rate is actually the rate for Kansas City, Kansas, and the Jackson County portion of Kansas City, Missouri. The unemployment rates by race are from *Labor Market Information for Affirmative Action Programs in the Kansas City MO-KS MSA*, published by the Missouri Department of Economic Development, Research and Analysis Division in July 2000.

5. Metro Outlook Public Survey.

6. Table 1— Individual Income Tax Returns: Selected Income and Tax Items by State, ZIP Code, and Size of Adjusted Gross Income, Tax Year 1997; Internal Revenue Service, Department of Treasury.

7. US Bureau of the Census, Current Population Survey, 1989 and 1998.

8. Metro Outlook Public Survey.

9. 1997 Economic Census.

10. Metro Outlook Public Survey.

11. *The Kansas City Star*, February 28, 1999.

12. Browne, Lynn Elaine and Tootell, Geoffrey M. B., "Mortgage Lending in Boston – A Response to the Critics," *New England Economic Review*, 1995. In an earlier study, these two Federal Reserve Bank of Boston economists gathered "all the data thought to be missing from the HMDA [Home Mortgage Disclosure Act] analysis, such as the applicant's debt burdens and credit histories, to see whether these economic factors explained the racial differences in denial rates. Although the additional information did explain much of the difference, after taking account of economic factors, the applicant's race still significantly affected the probability of getting a mortgage." This article rebuts criticisms of the prior study and "shows that even after incorporating the concerns of some of the study's strongest critics, applicants' race as well as economic characteristics affected the probability of getting a mortgage."

Productive Economy

1. The source for manufacturing productivity is the 1997 Census of Manufacturers. Manufacturing productivity is defined here by value-added per production worker hour. Value-added is defined for an individual firm as the difference between the value of its output and the cost of the inputs purchased from other businesses. Gross regional or domestic product is equal to the sum of all the value added by individual firms.

Manufacturing, 1997

	Total employment	Production Worker Hours	Value Added	Value Added/ Production Worker Hour	Index
US	16,885,016	24,569,152	$1,826,889,902	$74.36	100
KC MSA	95,231	130,918	$14,821,313	$113.21	152

The source for the change in manufacturing jobs is the Bureau of Economic Analysis. According to BEA, manufacturing employment in the Kansas City MSA declined from 134,800 in 1979 to 114,00 in 1983 and reached a low of 107,600 in 1997 before rebounding somewhat.

2. US Department of Commerce. Population ranking is from the US Bureau of the Census. Export share of gross regional product and export ranking from "Greater Kansas City Economic Forecast 2001," Greater Kansas City Chamber of Commerce.

Total Exports of Goods to Foreign Nations

Year	U.S.	KC- MSA	KC % of US
1993	$464,858,000	$2,225,901	0.48%
1994	$512,416,000	$2,578,560	0.50%
1995	$583,031,000	$3,350,170	0.57%
1996	$622,827,000	$3,985,073	0.64%
1997	$687,598,000	$3,817,637	0.56%
1998	$680,474,000	$3,631,718	0.53%

Note that these are exports of goods only. Data for exports of services are not available.

3. For this and several other subsequent economic indicators, MARC utilized its regional economic model, REMI, to generate estimates. The REMI model was developed by Dr. George Treyz, formerly with the University of Massachusetts at Amherst and now President of Regional Economic Models, Inc. The REMI model is a general equilibrium model that solves 2000 simultaneous equations to produce regional estimates of gross product, employment and income. The version of the REMI model used by MARC contains 53 industrial sectors. For more information on the REMI model, see www.remi.com.

   One variable computed is value-added by industry, since the sum of value-added equals gross regional product. High value-added industries were determined by identifying those with value added per employee greater than the regional average. This includes most manufacturing industries, communications, public utilities, banking, real estate, wholesale trade, and auto repair services. While undoubtedly some business and professional occupations add tremendous value (and so justify a high salary or income), the business and professional service industries contain many low-wage workers, bringing down the overall industry estimate of value-added.

   Once industries were categorized into high or low value-added, their employment was summed to create total high and low value-added employment by year. To make it easier to compare the growth in employment in high vs. low value-added industries, MARC created an index with 1990 equal to 100. Change in the index then reflects the percentage change in high and low value-added employment since 1990.

	High value-added	Low value-added	Total employment
1990	100	100	100
1991	97.69	100.92	99.90
1992	97.27	102.49	100.84
1993	97.83	106.52	103.77
1994	98.17	110.70	106.74
1995	99.17	114.48	109.64
1996	100.65	118.74	113.02
1997	103.72	123.97	117.57
1998	105.47	127.61	120.61
1999	106.60	131.10	123.36
2000	106.67	133.51	125.03

   The estimate of growth in total employment equaling 250,000 also comes from the REMI model. The REMI model's definition of employment is consistent with that of the Bureau of Economic Analysis in that it includes farm employment, part-time employment and proprietors.

4. Bureau of Economic Analysis, University of Michigan's Research Seminar in Quantitative Economics, REMI model.
5. Ibid.
6. Ibid.
7. Ibid.
8. Ibid.
9. Tabulation of a database of business establishments provided by InfoUSA, 2000.
10. Bureau of Economic Analysis.

1. Non-residential construction includes buildings, e.g., office space, retail centers, industrial plants, schools, churches, etc., and non-building construction, e.g., roads, water lines and sewers.

Non-residential Construction as a Proportion of Gross Product
Construction and Gross Product Measured in Real 1992 Dollars

	Non-res. Construction		Gross Product		% of Gross Product		3-yr moving average		
Year	U.S. (millions)	KC-MSA (millions)	U.S. (billions)	KC-MSA (millions)	U.S.	KC-MSA	U.S.	KC-MSA	Index
1990	$ 210,047	$ 1,123	$ 6,418	$ 43,228	3.3%	2.6%			
1991	$ 176,211	$ 1,050	$ 6,327	$ 43,238	2.8%	2.4%			
1992	$ 161,797	$ 921	$ 6,470	$ 44,300	2.5%	2.1%	2.9%	2.4%	83
1993	$ 161,268	$ 869	$ 6,588	$ 45,219	2.4%	1.9%	2.6%	2.1%	83
1994	$ 166,197	$ 1,038	$ 6,778	$ 46,951	2.5%	2.2%	2.5%	2.1%	84
1995	$ 183,820	$ 1,457	$ 6,895	$ 47,806	2.7%	3.0%	2.5%	2.4%	95
1996	$ 201,355	$ 1,333	$ 7,117	$ 49,345	2.8%	2.7%	2.6%	2.7%	100
1997	$ 222,406	$ 1,582	$ 7,440	$ 51,956	3.0%	3.0%	2.8%	2.9%	104
1998	$ 237,847	$ 2,056	$ 7,793	$ 54,431	3.1%	3.8%	3.0%	3.2%	107
1999	$ 242,392	$ 1,650	$ 8,111	$ 56,541	3.0%	2.9%	3.0%	3.2%	108

2. Estimated by the REMI model, in part based on equipment expenditures nationwide.

Equipment Investment
(Millions of 1992 Dollars)

1990	$ 2,490
1991	$ 2,456
1992	$ 2,768
1993	$ 3,030
1994	$ 3,566
1995	$ 3,931
1996	$ 4,474
1997	$ 5,035
1998	$ 6,205
1999	$ 6,991
2000	$ 7,645

3. The Home Mortgage Disclosure Act provides data on home purchase loans by census tract. The tract data was aggregated to produce the total value of home purchase loans and the number of loans in the urban core and suburbs.

Average Value of Home Purchase Loan

	Urban Core	Suburb	MSA
1992	$ 61,011	$ 80,218	$ 78,604
1993	$ 59,663	$ 85,107	$ 82,939
1994	$ 58,314	$ 89,995	$ 87,274
1995	$ 58,384	$ 88,329	$ 85,640
1996	$ 64,550	$ 93,719	$ 90,942
1997	$ 65,521	$ 100,702	$ 97,419
1998	$ 69,343	$ 104,967	$ 101,641
1999	$ 74,083	$ 112,211	$ 108,573
Change	$ 13,073	$ 31,993	$ 29,968
% Change	21%	40%	38%

4. FW Dodge Construction Potentials.

5. REMI model. The model's source of this data is the Bureau of Economic Analysis, personal income by major source and earnings by industry.

6. National Association of Realtors.

7. REMI model.

8. County appraisers offices, collected by the Metropolitan Area Research Corporation under contract with MARC.

9. Ibid.

10. "Missouri, Kansas take different routes on road spending . . . and it shows", *The Kansas City Star*, March 10, 2001.

11. Home Mortgage Disclosure Act, Table-4-2: Disposition Of Applications For Conventional Home-Purchase Loans, 1- To 4-Family Homes, By Race, Gender And Income Of Applicant, 1996-99

Innovation

1. *Research-Doctorate Programs in the United States: Continuity and Change*, National Research Council, National Academy of Sciences, Washington, D.C. 1995. This report updated an earlier report from 1982.

Graduate/Research Programs
National Research Council Research — Doctorate Program Rankings, 1993

	Rank						Percentile				
Research Area	Total	KU	KU Med	K-State	Univ. Mo.-Columbia	UMKC	KU	KU Med	K-State	Univ. Mo.-Columbia	UMKC
Biochemistry and Molecular Biology	194	98	107	111	71	104	49%	45%	43%	63%	46%
Aerospace	38	26	nr	nr	nr	nr	32%	na	na	na	na
Biomedical Engineering	38	nr	nr	nr	nr	nr	na	na	na	na	na
Cell and Developmental Biology	179	107	68	132	73	105	40%	62%	26%	59%	41%
Chemical Engineering	93	75.5	nr	59.5	83	nr	19%	na	36%	11%	na
Chemistry	168	68	nr	77	107	161	60%	na	54%	36%	4%
Computer Science	108	86	nr	82	nr	nr	20%	na	24%	na	na
Ecology, Evolution and Behavior	129	31.5	nr	84.5	72	nr	76%	na	34%	44%	na
Economics	107	73	nr	nr	93	nr	32%	na	na	13%	na
Electrical Engineering	126	72	nr	107	82.5	nr	43%	na	15%	35%	na
Molecular and General Genetics	103	66.5	nr	58	72	nr	35%	na	44%	30%	na
Geosciences	100	51	nr	nr	nr	nr	49%	na	na	na	na
Industrial Engineering	37	nr	nr	29	33	nr	na	na	22%	11%	na
Materials Science	65	nr	nr	nr	nr	nr	na	na	na	na	na
Mathematics	139	nr	nr	91	94.5	nr	na	na	35%	32%	na
Mechanical Engineering	110	80	nr	75	83.5	nr	27%	na	32%	24%	na
Neurosciences	105	nr	nr	93	83	nr	na	na	11%	21%	na
Pharmacology	127	80	23	nr	102	nr	37%	82%	na	20%	na
Physics	147	93	nr	102	99	nr	37%	na	31%	33%	na
Physiology	140	101	56.5	101	69.5	nr	28%	60%	28%	50%	na
Political Science	98	63	nr	nr	79	nr	36%	na	na	19%	na
Psychology	185	55.5	nr	136	67	151	70%	na	26%	64%	18%
Sociology	95	66	nr	nr	63	nr	31%	na	na	34%	na
Total number of ranked programs	59	18	4	15	18	4	18	4	15	18	4
Average rank for ranked programs		72	64	89	79	130	40%	62%	31%	33%	28%
Total number of top 25 programs	1	0	1	0	0	0					
Total number of top quartile programs	2						1	1	0	0	0

Percentage of ranked programs in top 25	1.7%
Percentage of ranked programs in top quartile	3.4%
Average percentile rank over all of the ranked programs	36.2%

Source: National Research Council, as found on these web sites:
http://www.library.uiuc.edu/edx/rankgrad.htm
http://www.ibc.wustl.edu/nrc_rankings/view.cgi

2. MarketPlace provides data on businesses as represented in the business database of Dun and Bradstreet. This data is updated quarterly. Dun and Bradstreet attempts to collect data on the location, industry, sales and employment level of business establishments in the US. However, unlike the decennial census, there is no legal obligation to participate or provide information. Dun and Bradstreet is one of several private vendors that sell business listings. Each has their strengths and weaknesses, and none are considered 100 percent accurate. However, such private databases are the only source of data about the age of businesses.

   Note that a business establishment is not the same thing as a firm. A business establishment is a business location. However, large firms often have multiple locations where they do business, and so have multiple establishments.

The zip code of each establishment was used to calculate the number of establishments in the Kansas City MSA, its urban core and its suburbs. The tabulations were performed on the database as issued in the fourth quarter of each year. Urban core and suburb do not add up to MSA due to an error in the tabulation software supplied by MarketPlace.

New Business Establishments per 1000 Total Establishments

Total Establishments

	1995	1996	1997	1998	1999	2000
MSA	61,176	61,653	62,605	61,167	63,955	68,758
Urban Core	18,555	18,494	17,983	17,105	17,148	17,482
Suburb	43,625	44,185	45,550	44,897	47,767	51,276

New Establishments <= 1 Year Old

	1995	1996	1997	1998	1999	2000
MSA	1,640	2,411	2,539	1,789	2,189	2,317
Urban Core	449	658	565	404	513	507
Suburb	1,205	1,771	1,993	1,392	1,694	1,810

New Establishments per 1000 Total Establishments

	1995	1996	1997	1998	1999	2000
MSA	26.8	39.1	40.6	29.2	34.2	33.7
Urban Core	24.2	35.6	31.4	23.6	29.9	29.0
Suburb	27.6	40.1	43.8	31.0	35.5	35.3

3. The US Patent and Trademark Office provides a searchable database of all patents issued since 1995. MARC identified three classes of patents that seemed especially related to innovation — life science, information technology, and chemicals. MARC tabulated the total number of patents issued in these fields both locally and nationally to produce the following table:

Patents Issued to Residents or Businesses in the KC-MSA and the US, 1995-1999

	Total Patents 1995-1999		Percent of Total		Patents per 10,000 Pop.	
Patent Class	KC	US	KC	US	KC	US
Life Science	175	52,078	16.5%	15.2%	0.997	1.910
Information Technology	128	71,620	12.0%	20.9%	0.729	2.626
Chemicals	103	55,526	9.7%	16.2%	0.587	2.036
All other patents	657	163,519	61.8%	47.7%	3.742	5.996
Total	1,063	342,743	100.0%	100.0%	6.054	12.569
Total innovative patents	406	179,224	38.2%	52.3%	2.310	6.570

4. "Kansas City ranked 10th most wired city," *The Kansas City Star*, April 4, 2001. The ranking was based on a survey by Nielsen/NetRatings.

5. The Metropolitan New Economy Index, Progressive Policy Institute, found online at: http://www.neweconomyindex.org/metro/index.html.

6. Enterprise Center of Johnson County, February 19, 2001, press release.

7. *Fortune*.

8. Metro Outlook Public Survey, and National Research Council (see footnote 1 above).

Resource Efficiency

1. Data on 68 large metropolitan areas are maintained by the Texas Transportation Institute, a part of the Texas A&M University System. For more information see http://tti.tamu.edu/. The average of the 68 metropolitan areas is calculated as a weighted average, with the weight being population. This equals the total population of the 68 metropolitan areas divided by the total urban land in those metropolitan areas. Urban land is defined as the land area of all the cities in the metropolitan area with population greater than 2,500.

   The 1940–1990 change in urbanized area vs. change in population data comes from "Metropolitan Kansas City's Urban Core," Mid-America Regional Council, 1993.

Density of Urban Areas, Selected MSAs

Selected MSAs (out of 68 largest)	Urban Land Area (square miles)	Population (000s)	Density (pop/sq. mi)
Nashville TN	586	630	1,075
Atlanta GA	1,792	2,580	1,440
Dallas TX	1,611	2,320	1,440
Austin TX	400	630	1,575
Kansas City MO-KS	**799**	**1,355**	**1,695**
Charlotte NC	320	575	1,795
Salt Lake City UT	495	900	1,820
Houston TX	1,694	3,100	1,830
Denver CO	955	1,800	1,885
Minneapolis-St. Paul MN	1,215	2,290	1,885
Pittsburgh PA	949	1,875	1,975
Indianapolis IN	495	1,010	2,040
Phoenix AZ	1,091	2,400	2,200
St. Louis MO-IL	890	2,030	2,280
Omaha NE-IA	225	560	2,490
US average	**46,984**	**123,570**	**2,630**
Portland-Vancouver OR-WA	500	1,340	2,680
Chicago IL-Northwestern IN	2,742	7,980	2,910
Detroit MI	1,310	4,015	3,065
Washington DC-MD-VA	1,000	3,465	3,465
San Francisco-Oakland CA	1,066	3,900	3,660
Las Vegas NV	280	1,150	4,105
New York NY-Northeastern NJ	3,549	17,160	4,835
Los Angeles CA	2,251	12,300	5,465

2. This data is based on landfill reports filed with the Kansas Department of Health and Environment and the Missouri Department of Natural Resources.

Solid Waste per Capita, 1993–1997

Year	Tons of Solid Waste	Population	Tons of Solid Waste/Person
1993	1,765,139	1,638,052	1.078
1994	1,878,313	1,667,398	1.126
1995	2,031,514	1,685,597	1.205
1996	1,955,094	1,694,741	1.154
1997	2,024,734	1,716,818	1.179
1998	2,218,670	1,737,234	1.277
1999	2,355,952	1,755,899	1.342

3. The average daily vehicle miles traveled for each of the 68 metropolitan areas maintained in the database of the Texas Transportation Institute was summed and divided by the total population in those areas to produce the US average daily VMT per capita below. This was then compared to TTI's data for the Kansas City area.

Vehicles Miles Traveled per Person, 1982-1997

Year	US Average Daily VMT (000)	KC-MSA Daily Average VMT (000)	US Urban Population (000)	KC-MSA Urban Population (000)	US Daily VMT Per Capita	KC-MSA Daily VMT Per Capita
1982	1,575,345	20,005	101,670	1,090	15.49	18.35
1983	1,654,855	20,445	102,185	1,095	16.19	18.67
1984	1,716,200	20,845	101,545	1,100	16.90	18.95
1985	1,795,865	22,545	103,160	1,130	17.41	19.95
1986	1,883,325	23,435	104,970	1,135	17.94	20.65
1987	1,965,905	24,450	107,080	1,140	18.36	21.45
1988	2,060,670	25,270	109,270	1,145	18.86	22.07
1989	2,140,175	26,225	110,670	1,155	19.34	22.71
1990	2,188,420	27,470	112,735	1,160	19.41	23.68
1991	2,226,545	27,970	114,810	1,160	19.39	24.11
1992	2,297,840	32,695	116,517	1,200	19.72	27.25
1993	2,376,070	33,525	118,105	1,300	20.12	25.79
1994	2,437,000	34,930	119,515	1,320	20.39	26.46
1995	2,501,080	37,180	121,045	1,330	20.66	27.95
1996	2,560,255	37,330	122,405	1,340	20.92	27.86
1997	2,644,070	39,310	123,570	1,355	21.40	29.01

4. 1990 Census, 2000 Census, Homebuilders Association of Greater Kansas City.
5. 1999 Consumer Expenditure Survey, Bureau of Labor Statistics.
6. Texas Transportation Institute.
7. Energy Information Administration, US Bureau of the Census.
8. Kansas City Area Transportation Authority.
9. United Auto Workers — Ford Motor Company Greater Kansas City Community Health Care Initiative, May 2000.

Natural Wealth

1. This data is collected at a series of monitors in the metropolitan area. Ozone is a summertime problem. Ozone is formed by complex chemical reactions between volatile organic compounds (VOCs) and nitrogen oxides (NOx) in heat and sunlight. Although VOCs and NOx are emitted year-round from cars, factories, and other sources, these pollutants react to form ozone only in the presence of strong sunlight and high temperatures. Therefore, the highest concentrations of ozone are measured on hot, sunny days.

Air Quality Standard Violations

	Days Exceeding Standard	
Year	1 Hour	8 Hour
1990	2	na
1991	1	na
1992	1	na
1993	1	na
1994	0	na
1995	5	na
1996	1	na
1997	2	18
1998	3	15
1999	0	5
2000	2	12
3-year avg	1.7	10.7

na – data not available

2. Fulton, William; Pendall, Rolf; Nguyen, Mai; and Harrison, Alicia, "Who Sprawls Most? How Growth Patterns Differ Across the U.S.," Brookings Institution Survey Series, July 2001. The report is available at http://www.brookings.edu/es/urban/fulton-pendall.htm. The Kansas City data was provided to MARC by the authors.

   This study is based on data from the US Department of Agriculture's Natural Resources Inventory. See http://www.nhq.nrcs.usda.gov/NRI/1997/ for more information. The NRI uses remote sensing to identify changes in 300,000 half-mile by half-mile plots of land (quarter sections, or 160 acres) nationwide. This sample size is sufficient to generate estimates of the change in developed land for most metropolitan areas. However, estimates of sampling error have not yet been published.

   In the table below, the NRI estimates of developed land are controlled to the Census Bureau's 1990 estimate of urbanized area to generate an estimate of undeveloped land.

Metropolitan Kansas City Undeveloped Land, 1982-1997

Year	Population	NRI Urban Acres	Urban Acres Consistent with 1990 Urbanized Area	Undeveloped Land (acres)	Change in Undeveloped Land (acres)
1982	1,446,621	328,400	432,854	2,070,419	0
1987	1,528,617	354,600	467,387	2,035,886	-34,533
1992	1,601,370	390,400	514,574	1,988,699	-81,720
1997	1,695,670	449,400	592,340	1,910,933	-159,486

   The following table contains the calculation of the factor used to scale the NRI data to be consistent with the 1990 urbanized area data. It also contains the total land value used to calculate undeveloped land.

1990 Urbanized area (acres)	495,699
Interpolated from NRI (acres)	376,080
Ratio	1.32
Total land, in acres (6 county)	2,503,273

3. Ecological footprints are generally estimated for nations based on the amount and composition of consumption. In the future, this local estimate will be updated by comparing differences in consumption patterns between the US and metropolitan Kansas City.

US average footprint per person (acres)	30
Metro population, 2000	1,776,062
Metro footprint (acres)	53,281,860
Metro footprint (square miles)	83,253
1990 Urbanized area (square miles)	775
Ratio — Footprint : Urbanized Area	107
Implied diameter of a circle with area equal to the metro footprint (miles)	326

The source of the average US ecological footprint estimate is Redefining Progress. More information about ecological footprint estimates can be found at: http://www.rprogress.org/progsum/nip/ef/ef_projsum.html.

4. Metro Outlook Public Survey.

5. "State of the Air 2001," American Lung Association, as reported in *The Kansas City Star*, May 1, 2001.

6. Environmental Protection Agency, Index of Watershed Vulnerability. More information and maps of vulnerable watersheds can be found at: http://www.epa.gov/iwi.

7. American Rivers. The group ranked the Missouri River the 6th most endangered in 1994, the 5th most in 1995 and the 4th most in 1996. Since 1997, it has been ranked either first or second.

8. The standard for tree cover is a goal set by American Forests, http://www.americanforests.org/. The estimate of metropolitan Kansas City's tree cover comes from *Connecting People with Ecosystems in the 21st Century: An Assessment of Our Nation's Urban Forests*, US Department of Agriculture Forest Service, 2000.

9. Environmental Protection Agency, Toxic Release Inventory, http://www.epa.gov/tri.

10. National Audubon Society, http://www.audubon.org/. The Christmas Bird Counts can be found at http://birdsource.cornell.edu/cbc.

Quality of Life

1. Question 5 of the Metro Outlook Public Survey asked: "Overall, how satisfied are you with *YOUR* quality of life?" The responses were:

Response	Weight	Number	Percent
Very satisfied	5	3,096	37%
Somewhat satisfied	4	3,990	47%
Neutral	3	853	10%
Somewhat dissatisfied	2	416	5%
Very dissatisfied	1	83	1%
Total		8,438	100%

Median: 4 Mean: 4.1

2. Question 6 of the Metro Outlook Public Survey asked: "How has your quality of life changed in the last five years?" The following responses were received:

Response	Weight	Number	Percent
Much better	5	1,785	21%
Somewhat better	4	3,039	36%
About the same	3	2,426	29%
Somewhat worse	2	919	11%
Much worse	1	251	3%
Total		8,420	100%

Median: 4 Mean: 3.6

Question 9 of the Metro Outlook Public Survey asked: "How confident are you that the quality of life in *YOUR* community will be higher in the future than it is today?" The following responses were received:

Response	Weight	Number	Percent
Very confident	5	1,250	15%
Somewhat	4	3,622	44%
Neutral	3	2,007	25%
Somewhat not	2	883	11%
Not confident	1	416	5%
Total		8,178	100%

Median: 4 Mean: 3.7

To estimate how the average Kansas City area resident is doing and how they see their quality of life changing, MARC first created a quality-of-life score for each resident. This score was based on their weighting of which factors were important to quality of life (Question 1 on the Metro Outlook Public Survey) and their rating concerning how well they felt they were achieving those factors (Question 3 on the survey). It was also based on their response to Question 5 on the survey: "Overall, how satisfied are you with *YOUR* quality of life?," the response to which is shown in footnote 1 above. (A more detailed explanation of how the quality-of-life score was calculated can be found under Social Investment¸ footnote 1.) The result is a score that varies between 1 and 5, just like the responses to Question 5. The median score was 4.05, nearly identical to the median score on Question 5, meaning that the median resident was somewhat satisfied with his or her quality of life.

The advantage of calculating a quality-of-life score in this fashion is that it allows for finer distinctions among residents regarding their current quality of life than simply using the answer to Question 5. Responses can then be meaningfully ordered and grouped into deciles or quintiles. Deciles divide the responses into 10 equal groups (each containing 10 percent of the regional total) while quintiles divide the responses into five equal groups (each containing 20 percent of the regional total). The middle quintile, defined as the 40th to 60th percentile, includes the median respondent, plus the 10 percent of respondents immediately above and below the median.

To evaluate how the average resident thought quality of life was changing, MARC calculated the average response of the middle quintile to Question 6 and Question 9 above. The average response to Question 6, how quality of life has changed in the last five years, was 3.6, or in the middle between "about the same" and "somewhat better." The average response to Question 9, confidence that quality of life will be higher, was 3.7, or in between "neutral" and "somewhat confident."

The Quality-of-Life Trendline was then calculated as follows. The current quality-of-life score, 4.05, was fixed as the base. Question 6 and Question 9 ask about quality of life changes with respect to the respondent's current experience. In both questions, the value of 3 was set as neutral, or no change, with respect to current quality of life. If the average response to both questions had been 3, then we would expect a quality-of-life trendline to be be a flat, horizontal line going through the point 4.05.

That respondents saw, on average, today's quality of life being better than yesterday's and tomorrow's being better than today's, means the trendline should slope upward. How steeply it should slope upward is given by the difference from a neutral response, that is, from 3. Therefore, to create the upward slope, 0.6 was subtracted from 4.05 to represent yesterday's quality of life, while 0.7 was added to 4.05 to represent tomorrow's quality of life.

Note that this type of trendline calculation was necessary because this was the first Metro Outlook Public Survey. In future editions of Metro Outlook, as additional surveys are compiled, this trendline will be replaced with a time series of the proportion of residents who are very satisfied with their current quality of life.

3. Though the quality-of-life quintiles are defined so as to include approximately 20 percent of respondents in each, tabulating the quintiles by race reveals some significant disparities:

Quality-of-Life Quintiles by Race

Quintile	White	% White	Non-white	% Non-white
1st	1,039	15.9%	592	35.5%
2nd	1,356	20.8%	301	18.1%
3rd	1,350	20.7%	246	14.8%
4th	1,302	20.0%	285	17.1%
5th	1,470	22.5%	243	14.6%

(Note: The 1st quintile is made up of those with the lowest quality of life and the fifth quintile the highest.)

Because only 7 percent of all respondents are dissatisfied with their quality of life, the majority of those in the lowest quintile rate their satisfaction at worst neutral, regardless of race.

Lowest Quintile Responses to Overall Quality-of-Life Questions, by Race

	White		Non-white	
Q5 How satisfied w/your quality of life	**Number**	**Percent**	**Number**	**Percent**
Very satisfied	0	0%	21	4%
Somewhat	248	24%	156	26%
Neutral	435	42%	288	47%
Somewhat dissatisfied	301	29%	114	19%
Very dissatisfied	55	5%	28	5%
Total	1,039	100%	607	100%
Q6 How has your quality of life changed	**Number**	**Percent**	**Number**	**Percent**
Much better	46	4%	118	19%
Somewhat better	282	27%	231	38%
About the same	247	24%	161	27%
Somewhat worse	299	29%	54	9%
Much worse	165	16%	43	7%
Total	1,039	100%	607	100%
Q9 How confident in future quality of life	**Number**	**Percent**	**Number**	**Percent**
Very confident	71	7%	37	6%
Somewhat	245	25%	200	33%
Neutral	360	37%	192	32%
Somewhat not	193	20%	107	18%
Not confident	112	11%	71	12%
Total	981	100%	607	100%

4. 1970 Census, 1980 Census, 1990 Census, 2000 Census. Vital statistics on births and deaths, needed to calculate net migration, were provided by the Kansas Department of Health and Environment and the Missouri Department of Health.

5. Ibid.

6. Metro Outlook Public Survey.

7. Ibid.

8. Ibid.

9. Ibid.

10. Ibid. Not all of the factors for which there were significant differences between urban core and suburban residents made the top 10 ranking of "How strongly do you agree with these statements?" shown on page 16. The factors with the greatest disparity between urban core and suburban perceptions are:

Difference Between Urban Core and Suburban Respondents' Perception of Quality of Life

	Percent Strongly Agreeing		
Statement	**Urban Core**	**Suburb**	**Difference**
My community has good public schools	28%	50%	-21%
My neighborhood is safe	28%	48%	-19%
The quality of housing in my community is good	19%	32%	-12%
My neighborhood is attractive	23%	36%	-12%
Shopping and services are nearby	40%	52%	-11%
I have access to good parks/recreation	29%	40%	-11%
My community's environment is clean/safe/healthy	21%	31%	-10%
The local economy is strong	21%	31%	-10%
I live in high quality housing	23%	33%	-10%

Evaluation

1. The actual grades given on each chart are:

Indicator	Grade
Time with family	1.00
Charitable giving	3.00
Spending vs. need	1.00
Families	2.00
Neighborhoods	3.00
Communities	0.33
Educational attainment	3.00
Child well-being	3.00
Educational achievement	0.33
Full-time work	3.00
Poverty rate	3.00
Income	2.00
Productivity	4.00
Exports	3.00
Job growth	2.00
Non-residential investment	2.33
Equipment spending	4.00
Home values	2.00
Research	1.00
New businesses	2.00
Patents	0.33
Land	0.67
Solid waste	1.00
Vehicle miles traveled	1.00
Air quality	1.00
Undeveloped land	1.00
Ecological footprint	0.33

2. See, for example, "Technology and Tolerance: The Importance of Diversity to High-Technology Growth" by Richard Florida and Gary Gates, published by the Brookings Institution Center on Urban and Metropolitan Policy.

Appendix B: Derivation of the Metro Outlook Systems Model

Everyone wants progress. But progress toward what? Metro Outlook assumes that progress means doing a better job of satisfying human needs, both now and in the long run. While alternative views are possible, Metro Outlook's definition puts *people* at the heart of progress.

To define human need, Metro Outlook adopted the framework of Maslow ("A Theory of Human Motivation," A. H. Maslow, (1943), originally published in *Psychological Review*, 50, 370-396, as posted at http://psychclassics.yorku.ca/Maslow/motivation.htm). Maslow proposed a hierarchy of needs, where basic needs require a certain level of satisfaction before higher needs make themselves felt. In order from most basic, these needs are:

1. Physiological (i.e., the needs required for health and survival, such as air, water, food, warmth and reproduction)
2. Safety (both physical safety and the safety arising from a predictable, orderly world)
3. Love, personal relationships and feelings of belonging to a community or group
4. Esteem (not just reputation, but to actually be valuable to society)
5. Self-actualization (i.e., self-fulfillment, or in the words of Maslow, "to become everything that one is capable of becoming.")

These needs motivate human action. How well these needs are met determines an individual's quality of life.

Metro Outlook observes that actions taken to satisfy needs often require drawing upon available wealth. This wealth, which can be natural, social or economic in nature, is not limitless or costless to produce. If current needs are met by drawing down stocks of wealth faster than they can be replenished, this limits their ability to satisfy future needs.

Because the life span of a region or society is much longer than individuals, it must be more aware of such long-term considerations. Therefore, a region's quality of life is determined by how well its residents' actions utilize wealth to satisfy the needs of both current and future generations.

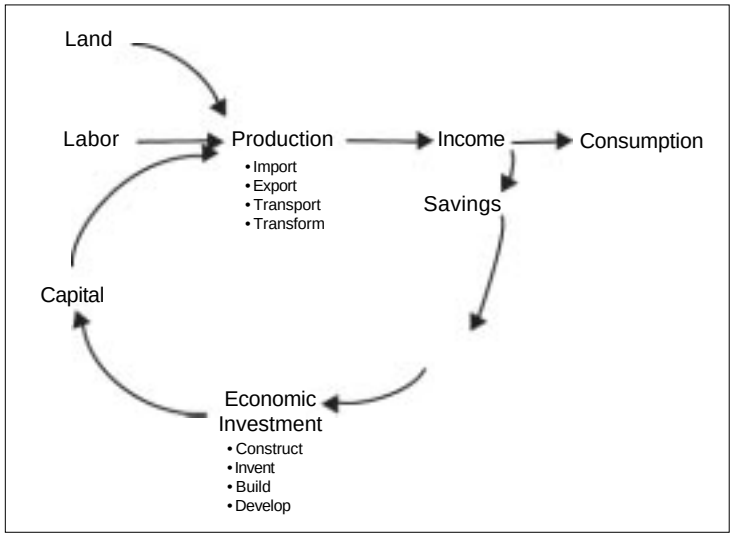
In Metro Outlook's view, then, the twin goals of regional progress are:

1. A region where a larger proportion of today's residents experience higher levels of well-being (as defined by Maslow's hierarchy of human needs above), and
2. A region where gains today don't come at the expense of gains tomorrow.

This view is summarized by saying we desire a region where the quality of life continually improves for everyone.

Metro Outlook postulates that three interconnected systems determine our ability to satisfy this desire:

The Economic System



The Economic System

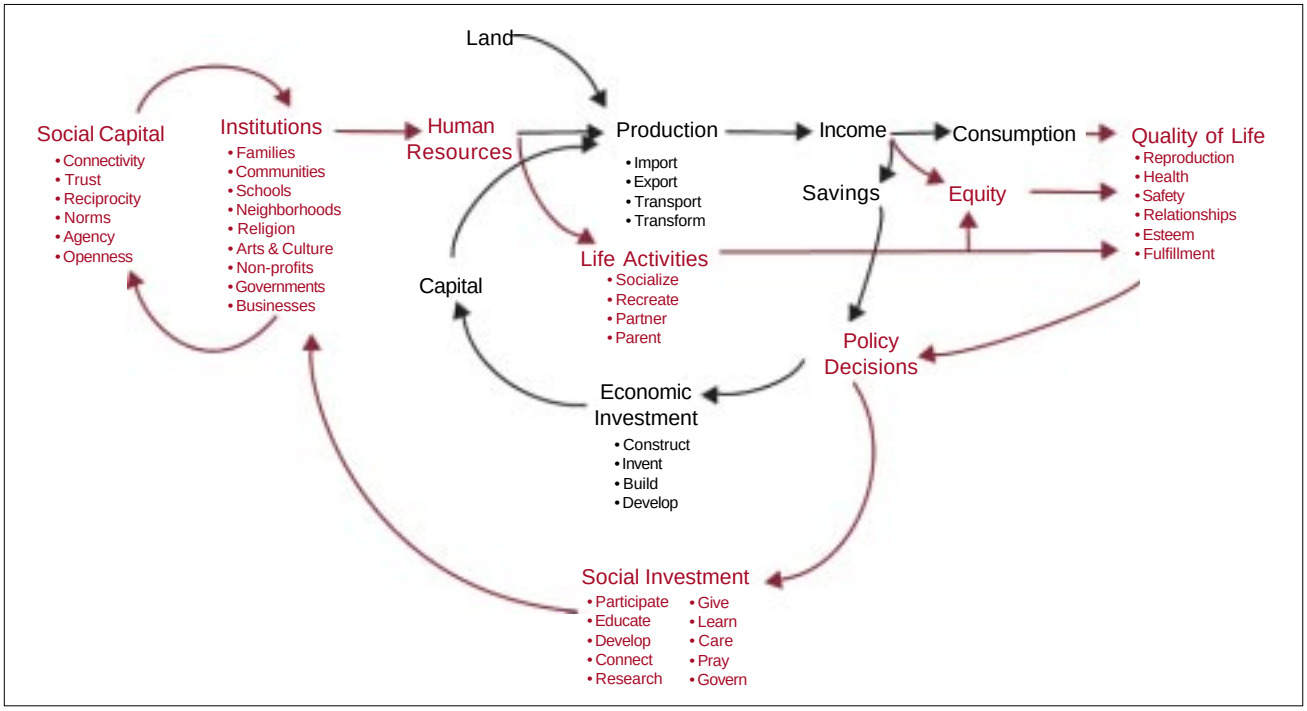
The purpose of the economic system is to supply society's material needs, such as food, shelter and clothing. It draws upon land, labor and capital and uses existing technologies to produce goods and services for consumption. (See figure at left). That which is not consumed is saved and invested to create more economic capital. Employing this capital raises productivity, allowing workers to produce more for less effort or expense, resulting in greater consumption and rising standards of living.

The Social System

Consumption is but a means to an end, however. It provides the material needs but not the social needs required for a high quality of life. The labor that the economic system assumes is available for production of goods and services is actually only one aspect of the human resources provided by the social system. (See figure at top of next page.) People do much more than produce and consume. They parent, partner, socialize and recreate.

People have fashioned all kinds of social institutions — families, neighborhoods, communities, religions, governments, businesses — that help them develop both their own individual potential and their capacity to work together effectively to solve common problems. Such a capacity forms a kind of social capital to draw on in times of need or opportunity.

Adding the Social System

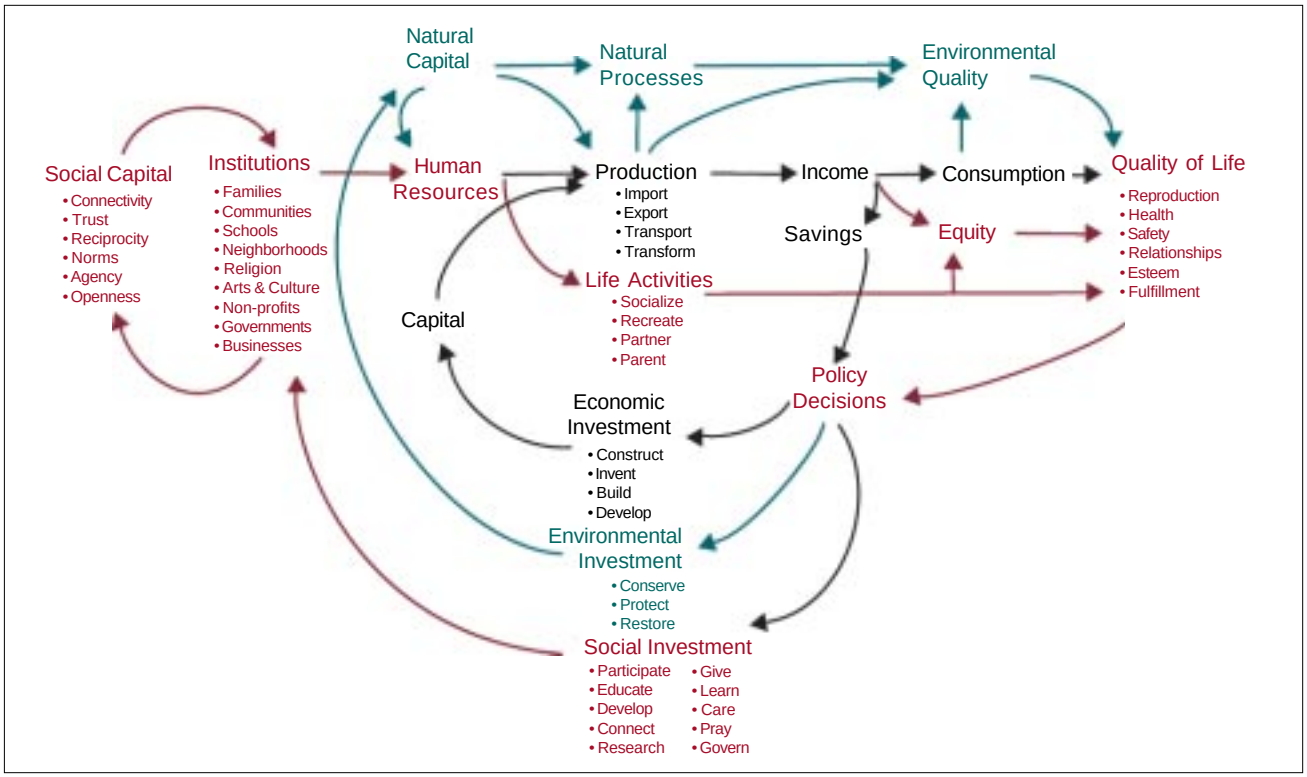


Because such social capital creates common rules and understanding, it also makes economic exchange more efficient. As such, social capital is essential to creating higher productivity, incomes, consumption and savings. How to invest the savings is a policy decision made by the capable people arising from the social system. While much is invested back in the economic system, significant amounts of time and money are also invested in improving social institutions.

The Natural/Environmental System

Both the economy and society depend upon a healthy natural system, so much so that its health is often simply assumed. Without sunlight, clean air, drinkable water and fertile land, neither the economic nor social system can function well.

Adding the Natural/Environmental System



The land identified as an input to the economic system is only one of the many natural resources needed to produce today's goods and services. (See figure at lower left). In addition to light, air, water, and land, these resources include oil, metals, wood, plants, and animals. As these are used, the waste products of modern life can interact with natural processes of sun, wind and rain to create environmental problems such as acid rain, ozone formation, groundwater contamination and global warming.

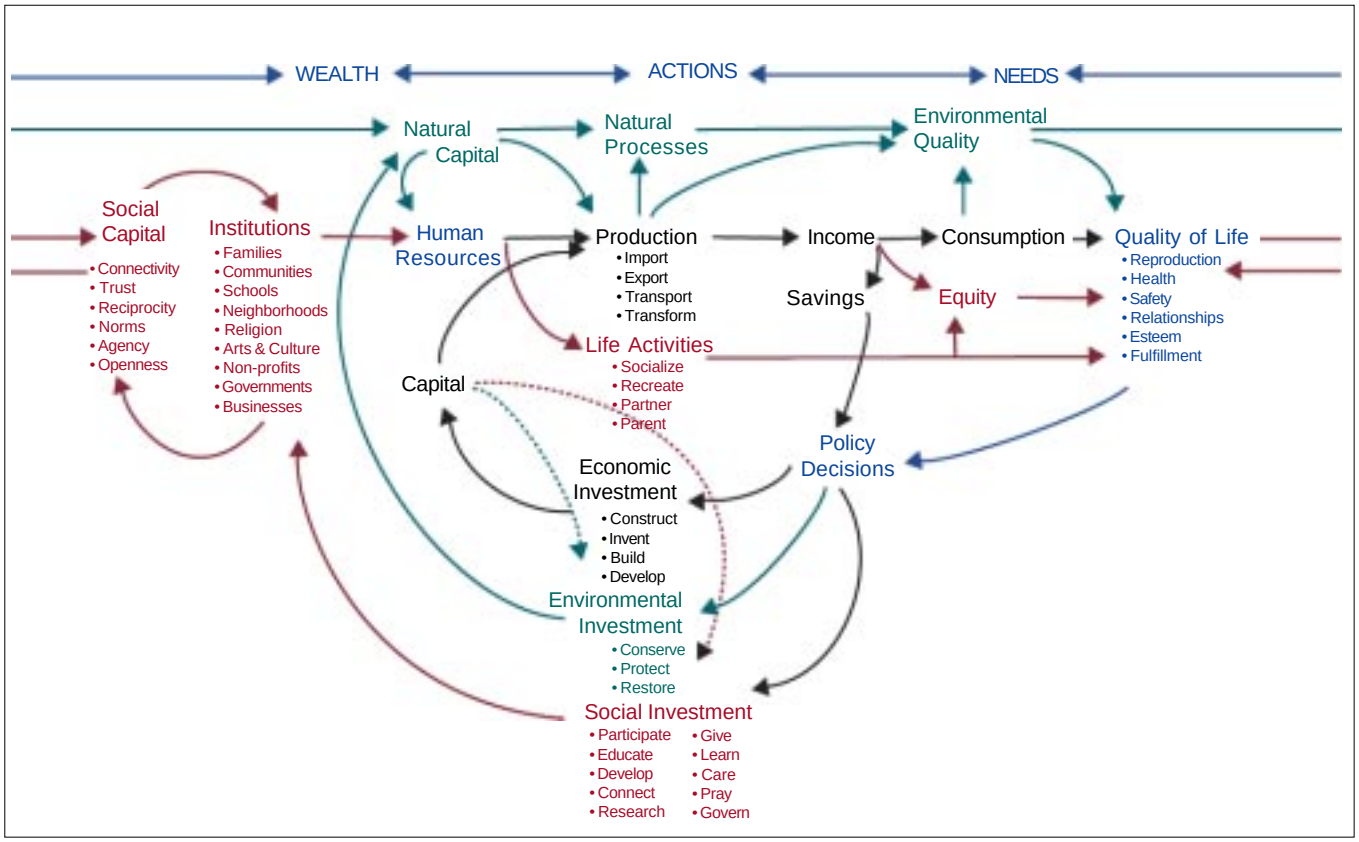
Such problems diminish a region's ability to offer a safe, clean environment, which is essential to providing a high quality of life. Recognizing this, most regions are making policy decisions to increase their investment in natural conservation, protection and restoration to improve the health of the environment.

Clearly, all three systems must work well to promote a rising quality of life. Everything is connected to everything else. Improvements in one system must be balanced against the needs of the others. To maintain such a balance requires seeing interactions among the systems more clearly. This is the reason for creating the Metro Outlook systems diagram below.

Though the Metro Outlook Systems Model of Progress breaks no new theoretical ground, it does provide a common-sense description of how the economy, society and nature contribute to a region's quality of life. One long term goal of Metro Outlook is to turn this conceptual systems model into an interactive computer simulation model where proposed policies can be tested on a virtual world to see what kind of impact they are likely to have on the fullness and roundness of the Wheel of Progress. Testing policies in this way can better define which policies are likely to be most effective and help avoid unintended consequences.

In the absence of a computer simulation model, it appears that the Metro Outlook Systems Model of Progress points toward investments as the key to moving the system forward toward a high quality of life since they are the primary actions taken today to yield a better future.

Full Metro Outlook Systems Model of Progress



(Note: Black represents the economic system. Red represents the social system. Green represents the natural system. Blue represents components that are part of all three systems. Because a high quality of life makes it easier to work together (affecting social capital), and because today's environmental quality affects the natural capital available to draw upon tomorrow, the left and right edges of the model actually connect, making it cylindrical in shape. At various times, this model has been known as the "Cylinder of Progress" or, more whimsically, the "Tube of Tomorrow".)

Economic investments are particularly important, as they consume most of the region's available savings. Their primary function is to make workers more productive, which raises standards of living and is an important component of a high quality of life. Yet perhaps it is possible to do a better job incorporating information regarding social and environmental costs and benefits into these decisions. This would require a shift in perspective — changing how we evaluate economic investments from the current short-term orientation to a longer-term one. In the long run, investments that satisfy social and environmental needs begin to make significant economic sense.

Of course, the people making economic investments arise from the social system, as do the standards of evaluation they use. Any alteration of existing standards requires increased knowledge, understanding and trust. This requires social investment in such things as education, research and community building. These social investments, then, provide the highest-leverage interventions for creating a region where quality of life rises for all.

MARC
Mid-America Regional Council

20 Minutes of Your Time On This Survey Will Help Make Greater Kansas City a Better Place to Live!

Cities that succeed in the 21st century will be those that provide a high quality of life. **You have been randomly selected** to participate in a survey that will help the Kansas City region improve its chances for a prosperous future. **We need your help** to identify what is important to you about the quality of life in your community.

Your input is important! What you say will represent approximately 600 households like yours.

All responses are strictly confidential. We do not ask for information that could identify you.

This survey will take about 20 minutes to complete. Please return it in the enclosed postage paid envelope. We have included a dollar to show how much we appreciate your taking the time to help make the Kansas City area an even better place to live.

Who Are We?

The Mid-America Regional Council (MARC) is the Kansas City area's voluntary association of local governments. MARC's mission is to help build a stronger regional community through leadership, cooperation and planning. As part of KC150, the region's metropolitan-wide celebration of Kansas City's 150th anniversary, MARC is conducting this survey of area residents to help assess both how far we've come and where we need to improve to offer a world-class quality of life.

Because **we need your response for our survey to provide an accurate picture of what Kansas City area residents think**, someone from MARC's survey research firm — ETC Institute, Olathe, Kansas — may contact you and offer you the opportunity to fill out the survey over the phone if you haven't already returned it. Thank you for your help!

Sincerely,

Betty Knight

Betty Knight
MARC Chair
Presiding Commissioner of
Platte County

Metro Outlook Survey

You can help the Kansas City region chart its course in the next century! Below is a list of factors that people commonly name when asked what contributes to quality of life.

Please check the answer that best describes how important each of these factors is to you.

1. How important is each factor to your quality of life?

	Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Not Important
a. Safe neighborhoods	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
b. Attractive neighborhoods	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
c. Friendly, helpful neighbors	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
d. Easy access to area businesses/services	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
e. Good parks and recreation	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
f. Good public schools	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
g. Strong sense of community	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
h. Strong morals and ethics	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
i. Affordable housing	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
j. Effective local leaders	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
k. Good race relations	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
l. Adequate income	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
m. Quality higher education	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
n. Strong arts and culture	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
o. Strong families	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
p. Successful children	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
q. Time for self	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
r. Challenging and satisfying work	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
s Feeling valued/listened to/understood	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
t. Time for family	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
u. Close friends	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
v. Comfortable weather	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
w. Loving relationship with spouse/partner	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
x. Clean/safe/healthy environment	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
1. Strong economy	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
2. Employment opportunities	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
3. Good health	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
4. Quality housing	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
5. Fast, efficient, effective government services	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1

2. Which five (5) of these factors are the most important to YOUR quality of life? (Use corresponding letter/ number from choices above)

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ 5th: _____

3. How strongly do you agree with the following statements?

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
a. My neighborhood is safe	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
b. My neighborhood is attractive	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
c. I have friendly/helpful neighbors	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
d. It is easy for me to get where I want to go	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
e. Shopping and services are nearby	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
f. I have access to good parks/recreation	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
g. My community has good public schools	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
h. There is a strong sense of community where I live	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
i. My community has strong morals/ethics	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
j. My housing is affordable	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
k. Housing in my community is affordable	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
l. My community leaders are effective	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
m. We have good race relations in my community	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
n. I have adequate income to buy the things I need	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
o. I am able to adequately save for the future	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
p. The quality of college education is high here	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
q. We have strong arts/cultural opportunities	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
r. I have a strong family life	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
s. The families in my community are strong	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
t. My children are successful	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
u. The children in my community are successful	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
v. I have enough time for myself	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
w. My work is challenging and satisfying	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
x. I feel valued by others/listened to/understood	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
y. I have enough time for my family	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
1. I have several close friends	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
2. The weather here is generally comfortable	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
3. I have a loving relationship with my spouse or partner	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
4. My community's environment is clean/safe/healthy	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
5. The local economy is strong	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
6. Employment opportunities are good here	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
7. My health is good	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
8. I live in high-quality housing	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
9. The quality of housing in my community is good	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
10. My local government provides efficient/effective services	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1

4. Which three (3) of these factors do you consider most needing improvement to increase YOUR quality of life? (Use the corresponding letter/number from choices above)

1st:_____ 2nd:_____ 3rd:_____

5. Overall, how satisfied are you with YOUR quality of life?

- ❑ (5) Very satisfied
- ❑ (4) Somewhat satisfied
- ❑ (3) Neutral
- ❑ (2) Somewhat dissatisfied
- ❑ (1) Very dissatisfied

6. How has your quality of life changed in the last five (5) years?

- ❑ (5) Much better
- ❑ (4) Somewhat better
- ❑ (3) About the same
- ❑ (2) Somewhat worse
- ❑ (1) Much worse

7. The following is a list of issues that affect residents in the Kansas City region. Please indicate how important you think it is for the region to address each of the following issues:

	Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Not Important
a. Public transportation/buses/rail	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
b. Education	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
c. Air quality and the environment	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
d. Violence	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
e. Building new roads/highways	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
f. Parks and open space	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
g. Race relations	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
h. Maintaining existing roadways	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
i. Health care cost/quality/accessibility	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
j. Urban core growth/development	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
k. Arts and culture	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
l. Employment/job training	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
m. Poverty	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
n. Economic growth/development	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
o. Affordable housing	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
p. Illegal drugs	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
q. Equal opportunity	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
r. Early childhood education/child care	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
s. Suburban growth/development	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
t. International trade	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1

8. Which three (3) of these issues do you think should receive the most emphasis from community leaders in the Kansas City region over the next five (5) years? (Use the corresponding letters from choices above)

1st:_____ 2nd: _____ 3rd: _____

9. How confident are you that the quality of life in YOUR community will be higher in the future than it is today?

- ❑ (1) Very confident
- ❑ (2) Somewhat confident
- ❑ (3) Neutral
- ❑ (4) Somewhat not confident
- ❑ (5) Not confident

The following issues (Questions 10-14) have been raised in prior public surveys:

10. Time for Important Activities

Please think about the activities you do during a typical week (168 hours/week). Please estimate how many hours you spend doing the following activities:

	Number of Hours
a. Working for pay	_____
b. Driving/riding to work	_____
c. Driving/riding to places other than work	_____
d. Caring for or doing things with your children (if any)	_____
e. Talking/interacting/doing things with adult household members	_____
f. Caring for parents	_____
g. Participating or volunteering in a charity or other organizations	_____
h. Socializing with friends or acquaintances	_____
i. Shopping for or purchasing goods and services	_____
j. Exercising or playing a sport	_____
k. Actively learning for career or personal development	_____
l. Attending a place of worship or engaging in other spiritual activities	_____
m. Doing something personally fulfilling	_____
n. Simply relaxing or watching TV	_____
o. Reading other than for work	_____
p. Sleeping	_____
q. Other	_____

11. Equal Opportunity

a. At any time in the past year, did you feel your ability to satisfy needs or achieve goals was made more difficult due to some form of discrimination?

- ❑ (1) Yes
- ❑ (2) No [Skip to question 12]
- ❑ (3) Not Sure [Skip to question 12]

b. What type(s) of discrimination did you experience this past year? Did you experience discrimination based on: [Check all that apply]

- ❑ (1) Race or ethnicity
- ❑ (2) Sex/gender
- ❑ (3) Age
- ❑ (4) Religion
- ❑ (5) Disability
- ❑ (6) Other *(please identify)*:

_____
_____

c. In what situation(s) did you experience discrimination? [Check all that apply]

- ❑ (1) Getting a new job
- ❑ (2) While working on the job
- ❑ (3) Obtaining a loan
- ❑ (4) Being stopped for a traffic violation
- ❑ (5) Shopping
- ❑ (6) Buying/renting a home
- ❑ (7) Other *(please identify)*:

_____
_____

12. Safety

a. Within the past 30 days, have you decided not to do an activity or changed how you do an activity because you were afraid you might be the victim of a crime?

- ❑ (1) Yes
- ❑ (2) No

b. If you have school-aged children, how safe are they at school or on their way to school?

- ❑ (5) Very safe
- ❑ (4) Somewhat safe
- ❑ (3) Not too safe
- ❑ (2) Somewhat in danger
- ❑ (1) Very much in danger

c. During the past 12 months have you or any other members of your household been the victim of a property crime, where something you own has been stolen or damaged?

- ❑ (1) Yes
- ❑ (2) No

d. During the past 12 months have you or any other members of your household been a victim of a violent crime, where someone was actually hurt or threatened with physical harm?

- ❑ (1) Yes
- ❑ (2) No

13. Trust

Please indicate how much you agree with each of the following statements:

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
a. Most people can be trusted	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
b. I trust my neighbors	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
c. I trust local government leaders	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
d. My community effectively solves problems	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
e. I am able to help my community solve problems	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
f. People like me don't have any say about what the government does	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1
g. Local government does a good job serving the public	❑ 5	❑ 4	❑ 3	❑ 2	❑ 1

14. Health

a. Your health is: *(Please check only one response)*

- ❑ (5) Excellent
- ❑ (4) Very Good
- ❑ (3) Good
- ❑ (2) Fair
- ❑ (1) Poor

b. During the past 30 days, how many days (if any) did poor physical or mental health keep you from doing the things you normally do?

Number of Days _____

c. Are you covered by health insurance to help pay for needed medical care?

- ❑ (1) Yes
- ❑ (2) No

d. Is your family living with you covered by health insurance to pay for needed medical care?

- ❑ (1) Yes
- ❑ (2) No

In order to help us understand the information we are collecting, we need to know a little about you and your household.

15. What is your age?

Age: _____

16. What is your sex?

- ❑ (1) male
- ❑ (2) female

17. Which of the following best describes your race/ethnicity? *(check all that apply)*

- ❑ (1) Asian/Pacific Islander
- ❑ (2) White
- ❑ (3) American Indian/Eskimo
- ❑ (4) Black/African American
- ❑ (5) Hispanic
- ❑ (6) Other: _____

18. Counting yourself, how many people regularly live in your household?

_____ People

19. If you have children in your household, are you the adult most responsible for caring for them?

- ❑ (1) Yes
- ❑ (2) No
- ❑ (3) I don't have children in my household

20. In the blanks below, please write the number of people in your household (other than yourself) that are:

_____ Under age 5	_____ Ages 25-34
_____ Ages 5-9	_____ Ages 35-44
_____ Ages 10-14	_____ Ages 45-54
_____ Ages 15-17	_____ Ages 55-64
_____ Ages 18-19	_____ Ages 65-74
_____ Ages 20-24	_____ Ages 75+

21. You are: (*check only one)*

- ❑ (1) Married
- ❑ (2) Divorced
- ❑ (3) Widowed
- ❑ (4) Separated
- ❑ (5) Single *(Never been married)*
- ❑ (6) A member of an unmarried couple

22. Do you own or rent your current residence? *(check only one)*

- ❑ (1) Own
- ❑ (2) Rent

23. How long have you lived in the Kansas City area?

_____ Years

24. How long have you lived at your current residence?

_____ Years

25. How many times have you moved in the last five (5) years?

_____ Times

26. Which of the following best describes your current employment status? *(check only one)*

- ❑ (1) Employed full-time
- ❑ (2) Employed part-time
- ❑ (3) Working more than one job for more than full time
- ❑ (4) Student
- ❑ (5) Retired/not looking for work
- ❑ (6) Homemaker
- ❑ (7) Unpaid volunteer
- ❑ (8) Unemployed; looking for work
- ❑ (9) Unable to work

27. In the blanks below, please write the number of people in your household (other than yourself) that are:

_____ (1) Employed full-time
_____ (2) Employed part-time

28. Which of the following best describes your highest level of education? *(check only one)*

- ❑ (1) Less than high school diploma
- ❑ (2) High school diploma or equivalent
- ❑ (3) Some college (no degree)
- ❑ (4) Associates degree
- ❑ (5) Bachelors degree
- ❑ (6) Some graduate school
- ❑ (7) Masters degree
- ❑ (8) Doctoral/professional degree

29. Would you say your total annual household income (before taxes) is: *(check only one)*

- ❑ (1) Under $7,500 per year
- ❑ (2) $7,500 to $14,999
- ❑ (3) $15,000 to $24,999
- ❑ (4) $25,000 to $49,999
- ❑ (5) $50,000 to $74,999
- ❑ (6) $75,000 to $99,999
- ❑ (7) $100,000 to $124,999
- ❑ (8) $125,000 to $149,999
- ❑ (9) More than $150,000 per year

30. Are you currently registered to vote?

- ❑ (1) Yes
- ❑ (2) No

31. Did you vote in the November 2000 presidential election?

- ❑ (1) Yes
- ❑ (2) No

32. Did you vote in any other election held during the past 12 months?

- ❑ (1) Yes
- ❑ (2) No

34. If employed, what is your zip code at your place of employment?

_____

33. What is your home zip code?

_____

36. If you were trying to tell another local resident generally where you live, what road intersection would you say your home is near?

_____

and _____

35. What was your home zip code five (5) years ago?

_____

37. Do you have a computer in your home?

- ❑ (1) Yes
- ❑ (2) No

38. Have you or other adult members of your household used the internet from your home during the past week?

- ❑ (1) Yes
- ❑ (2) No

Thank you for your input!
Please return your completed survey
in the enclosed postage paid envelope to:

ETC Institute
725 West Frontier Circle
Olathe, Kansas 66061

Appendix D: Participants, Advisors & Contributors

Participants: The "Spotlight on the Core" Interviews

(Interviews conducted by the Applied Urban Research Institute)

Reverend Ervin Sims, Jr., President, Mount Carmel Redevelopment Corporation
Richard Ruiz, Executive Director, El Centro
Nancy Pierce, President, Mazuma Credit Union
Betsy Vander Velde, President/CEO, Heart of America Family Services
Robert Housh, Director, Metropolitan Energy Center
Carol Grimaldi, Executive Director, Brush Creek Community Partners
Jean Roth-Jacobs, Executive Director, Campfire Boys & Girls
Lynn Leonard, Youth Advisory Board, Ewing Marion Kauffman Foundation
Tammy Blossom, Charter Schools Director, The Learning Exchange
Elaine Mondschein, Executive Officer, The Learning Exchange
Stuart Bullington, Housing & Community Development, City of Kansas City, Missouri
Reverend Ralph Crabbe, President, Concerned Clergy
Al Fleming, President/CEO, 18th & Vine Redevelopment Corporation
Colleen Hernandez, Executive Director, Kansas City Neighborhood Alliance
Jim White, Executive Director, Local Initiatives Support Corp. (LISC)
Donovan Mouton, Neighborhood Advocate, Mayor's Office, City of Kansas City, Missouri
Linda Kostner, Educational Consultant
Joe Egan, Director of Housing, Kansas City Economic Development Corporation
Ed Loundes, Acting Director, Housing Authority of Kansas City
Laura Whitener, TIF Commission, Economic Development Corporation
Leon Goodhart, Property Manager, Jacobsen Properties
John Jungk, President, Old World Spices & Seasonings
Barbara Friedman, Executive Director, Coalition for Community Collaboration
E. Frank Ellis, President, Model Cities Health Corporation
Jay Kayne, Director, Kauffman Center for Entrepreneurial Leadership
Martin Kraft, Director, Heartland All-Species Project

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Adam Bronstone, Ph.D., Business Policy Consultant, The Greater Kansas City Chamber of Commerce
Richard Sumpter, Sustainability Specialist, U.S. Environmental Protection Agency, Region VII
Gary Sage, Co-President, Kansas City Economic Development Corporation
Jordan Rappaport, Economic Research, Federal Reserve Bank of Kansas City
Charles St. Clair, Community Development Specialist, University of Missouri Outreach & Extension
John Rod, Administrator, Long-range Planning, Planning & Development Services Department, City of Overland Park
Robert Hurst, Chief of Citywide Planning, Kansas City, Missouri, City Planning and Development Department.
Dean Katerndahl, Manager of Government Innovations Forum, Mid-America Regional Council.
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