MCPL Follow-up Report  
Community Needs Assessment Meetings: March 14, 28 and April 4, 2017

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

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

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

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

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

Purpose Based Library Integration
The design of these meetings was very similar to the meetings the library held in 2012 as part of the planning process for the Library’s current strategic plan. The most distinct difference in this round of
meetings was that they were built with attention to the ideas presented in *The Purpose Based Library.* This was done in response to the MCPL Trustees’ Resolution to adopt those ideas as the foundation for the Library’s future activities.

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

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

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

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

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

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

The results of this exercise revealed some differences among the three groups. As might be expected, the Northland and Eastern Jackson County groups scored higher across the board than did the South Kansas City group.
The overall results of the exercise are reflected below. An average rating (on a scale of 1 to 10) by group for each element is shown. The colored bars represent the number of participants who felt that the community is improving (green), declining (red), or remains the same (gray) for each element.

<table>
<thead>
<tr>
<th>Needs</th>
<th>Average Rating (scale of 1 to 10)</th>
<th>Num Reporting: Northland</th>
<th>Num Reporting: South KC</th>
<th>Num Reporting: Eastern Jack</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Better</td>
<td>Same</td>
<td>Worse</td>
<td>Better</td>
</tr>
<tr>
<td>Food and shelter safety net</td>
<td>5.4</td>
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<td>4</td>
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<td>Safety and security</td>
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<td>0</td>
<td>4</td>
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<td>Health and nutrition</td>
<td>6.2</td>
<td>5</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Functional literacy and access</td>
<td>6.8</td>
<td>4</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Digital literacy and access</td>
<td>5.5</td>
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<td>4</td>
</tr>
<tr>
<td>Social community engagement</td>
<td>4.7</td>
<td>4</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Functional skills development</td>
<td>5.9</td>
<td>5</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Community contribution</td>
<td>5.0</td>
<td>5</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Creative expression</td>
<td>5.3</td>
<td>5</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Advancement of knowledge</td>
<td>5.9</td>
<td>5</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Philanthropy</td>
<td>7.0</td>
<td>5</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>

**SWOT Analysis**

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

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

**Sort source of item by color**

- **Black=Eastern Jackson County**
- **Red=South KC**
- **Blue=Northland**

**Strengths**

*Community Identity and engagement*

1. Eastern Jackson County has an identity/cohesiveness
2. Community values result in a caring atmosphere
3. Winning baseball team (Royals) jazzed up community spirit
4. Interested people who are not apathetic, but not yet fully engaged
5. Collective memory
6. Community is willing to lend support and be engaged
7. South Patrol is involved in community conversations in a positive way
8. Small community feeling/neighborhoods
9. Community support for progressive projects
10. Good relationships between Clay and Platte law enforcement
11. Strong individual social services and agencies
12. Good libraries
**Infrastructure**
1. Good parks
2. Transportation network (roads and highways are well-connected, easy access to lots of things)
3. Sense that Library is “just around the corner” — Library locations
4. Golf courses and trails/recreation opportunities
5. Strong highway network
6. Access to Airport and Highways

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

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

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

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

**Weaknesses**

**Community identity and engagement**
1. People lack follow through in engagement
2. Apathy until there’s a major event (tornado or World Series win)
3. Challenges created by an unhealthy online community
4. Lack of knowledge of all services offered
5. Lack of youth services and family recreation opportunities
6. Negative perception of the community by the larger community
7. Aging of those who participate in community groups such as homes associations
8. Lack of racial and ethnic diversity
9. Geographic divides – river, Highway 152, county line, urban vs. rural
Economic Development
1. Huge shortage of skilled tradespeople and labor
2. Barriers to business - navigating City Hall (permits and licenses, etc.)
3. EDCs are silos
4. Venture capital difficult to come by for new start ups
5. Workforce – major employers can’t find skilled and unskilled employees (only 13% of workforce needs a degree)

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

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

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

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

Lack of community support resources
1. Shortage of physicians
2. Pockets of poverty and inequity
3. Inequitable access to good healthcare for certain income brackets
4. Payday loan companies
5. No emergency shelters for homeless in Northland
7. Very few intergenerational feeding stations
8. More communication needed between social service agencies

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

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

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

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

Threats

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

Community identity and engagement
1. Lack of civil discourse
2. Distractions caused by modern technology
3. Lack of intergenerational communication
4. Lack of diversity
5. Danger that South KC could hand over identity to Cerner
6. Lack of community involvement by some businesses
7. Technology – affects interpersonal skills/interviews, it becomes barrier to many things (civil discourse, using libraries, etc.)
8. Political polarization hampering problem solving
9. Border war (east/west)
10. Lack of diversity
11. Growing inequality

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

Crime
1. Crime in some areas
2. Violent crime rate

Education
1. Lack of adequate and appropriate education

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

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

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

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

Eastern Jackson County
1. Rebuilding community engagement. We need to move people from being interested to being engaged.
2. Improve infrastructure...transportation and technology, in particular.
3. Create more community-building events.
4. Improve literacy to improve citizenship.
5. MCPL is a connector. Not just engagement...it’s connectivity...for all ages.
6. Economic development, workforce and education are the three primary ingredients. Education and business must work better together.
South Kansas City
1. Low community self-esteem, lack of pride continue to be a major challenge.
2. Residential housing growth must keep pace with job growth.
3. Helping people find jobs. We have a lot of unemployed. Making sure we get the people in our community educated and connected to meet employer needs.
4. Education...improving schools will help bring families to the community.
5. Stability of families...they move too much...children are always forced to adapt.
6. Addressing poverty and all of the issues that are caused by systemic widespread poverty.

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

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

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

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

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

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

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

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

**Community contribution**
- Average Rating: 5.0
- Number of Reds: 2
- Number of Blacks: 5
- Number of Greens: 2
Northland Results (p2)

**Functional skills development**
- Average Rating: 5.9
- Number of Reds: 1
- Number of Blacks: 3
- Number of Greens: 5

**Social community engagement**
- Average Rating: 4.7
- Number of Reds: 4
- Number of Blacks: 4
- Number of Greens: 1

**Digital literacy and access**
- Average Rating: 5.9
- Number of Reds: 3
- Number of Blacks: 3
- Number of Greens: 3

**Functional literacy and access**
- Average Rating: 6.6
- Number of Reds: 1
- Number of Blacks: 4
- Number of Greens: 4
Northland Results (p 3)

### Health and nutrition
- Average Rating: 6.2
- Number of Reds: 2
- Number of Blacks: 3
- Number of Greens: 4

### Safety and security
- Average Rating: 5.7
- Number of Reds: 4
- Number of Blacks: 3
- Number of Greens: 2

### Food and shelter safety net
- Average Rating: 5.4
- Number of Reds: 0
- Number of Blacks: 5
- Number of Greens: 4
South Kansas City Results

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

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

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

**Community contribution**
- Average Rating: 3.6
- Number of Reds: 2
- Number of Blacks: 4
- Number of Greens: 0
South Kansas City Results (p 2)

- **Functional skills development**
  - Average Rating: 5.3
  - Number of Reds: 0
  - Number of Blacks: 5
  - Number of Greens: 2

- **Social community engagement**
  - Average Rating: 5.1
  - Number of Reds: 0
  - Number of Blacks: 1
  - Number of Greens: 7

- **Digital literacy and access**
  - Average Rating: 4.6
  - Number of Reds: 0
  - Number of Blacks: 3
  - Number of Greens: 5

- **Functional literacy and access**
  - Average Rating: 4.9
  - Number of Reds: 1
  - Number of Blacks: 5
  - Number of Greens: 2
South Kansas City Results (p 3)

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

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

Food and shelter safety net
Average Rating: 5.3
Number of Reds: 0
Number of Blacks: 4
Number of Greens: 4
Eastern Jackson County Results

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

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

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

**Community contribution**
- Average Rating: 6.3
- Number of Reds: 3
- Number of Blacks: 2
- Number of Greens: 6
Eastern Jackson Count Results (p 2)

**Functional skills development**
Average Rating: 5.9
Number of Reds: 3
Number of Blacks: 4
Number of Greens: 4

**Social community engagement**
Average Rating: 6.1
Number of Reds: 2
Number of Blacks: 5
Number of Greens: 4

**Digital literacy and access**
Average Rating: 6.3
Number of Reds: 0
Number of Blacks: 3
Number of Greens: 8

**Functional literacy and access**
Average Rating: 6.5
Number of Reds: 3
Number of Blacks: 5
Number of Greens: 2
Eastern Jackson County Results (p 3)

**Health and nutrition**
- Average Rating: 6.7
- Number of Reds: 1
- Number of Blacks: 3
- Number of Greens: 7

**Safety and security**
- Average Rating: 6.9
- Number of Reds: 2
- Number of Blacks: 3
- Number of Greens: 6

**Food and shelter safety net**
- Average Rating: 5.6
- Number of Reds: 3
- Number of Blacks: 3
- Number of Greens: 5
Appendix C
Demographic data presented at each meeting.
Northland (Clay + Platte Counties) Data

Population by Age and Household

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

<table>
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<th>2010 Estimates</th>
<th>2015 Estimates</th>
<th>Percent Change</th>
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<tr>
<td>Total Households:</td>
<td>121,099</td>
<td>125,232</td>
<td>3.4%</td>
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<tr>
<td>with people under 18 years</td>
<td>42,266</td>
<td>42,527</td>
<td>34.0%</td>
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<tr>
<td>with people 65 years and over</td>
<td>23,225</td>
<td>28,476</td>
<td>22.7%</td>
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Map: Median Age by Census Tract; ACS 2015 Estimates
Northland (Clay + Platte Counties) Data (p 2)

Population by Race

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

Map: Percent White Population by Census Tract; ACS 2015 Estimates
Northland (Clay + Platte Counties) Data (p 3)

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

<table>
<thead>
<tr>
<th></th>
<th>2010 Estimates</th>
<th>2015 Estimates</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>301,909</td>
<td>323,755</td>
<td>7.2%</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>285,782</td>
<td>303,856</td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>16,127</td>
<td>19,899</td>
<td>6.1%</td>
</tr>
</tbody>
</table>

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

Legend
- Data Classes
  - Percent
    - 0.4 - 2.7
    - 3.3 - 4.9
    - 5.4 - 7.4
    - 7.9 - 10.5
    - 11.5 - 14.8
- Boundaries
  - No legend
- MCPL Branch Locations

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

Population by Poverty Status

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

Map: Percentage of People Whose Income in the Past 12 Months is Below the Poverty Level by Census Tract; ACS 2015 Estimates
### Median and Average Household Income by County

<table>
<thead>
<tr>
<th>County</th>
<th>2010 Estimates</th>
<th>2015 Estimates</th>
<th>Percent Change (Median)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Median HH Income</td>
<td>Ave HH Income</td>
<td>Median HH Income</td>
</tr>
<tr>
<td>Clay County</td>
<td>$58,559</td>
<td>$70,043</td>
<td>$62,099</td>
</tr>
<tr>
<td>Platte County</td>
<td>$65,984</td>
<td>$83,299</td>
<td>$68,254</td>
</tr>
</tbody>
</table>

Map: Median Household Income by Census Tract; ACS 2015 Estimates
Northland (Clay + Platte Counties) Data (p 6)

Population 25 years and over by Educational Attainment

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>2010 Estimates</th>
<th>2015 Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 25 years and over</td>
<td>199,813</td>
<td>216,940</td>
</tr>
<tr>
<td>Less than 9th grade</td>
<td>4,206</td>
<td>4,343</td>
</tr>
<tr>
<td>9th to 12th grade, no diploma</td>
<td>11,347</td>
<td>10,892</td>
</tr>
<tr>
<td>High school graduate (includes equivalency)</td>
<td>55,899</td>
<td>58,572</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>48,916</td>
<td>52,096</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>15,230</td>
<td>17,851</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>43,575</td>
<td>48,109</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>20,640</td>
<td>25,077</td>
</tr>
<tr>
<td>Percent high school graduate or higher</td>
<td>92.8%</td>
<td>93.7%</td>
</tr>
<tr>
<td>Percent bachelor's degree or higher</td>
<td>33.6%</td>
<td>35.7%</td>
</tr>
</tbody>
</table>

Map: Percent High School Graduate or Higher by Census Tract: ACS 2015 Estimates
South Kansas City Data (area of Center, Grandview, Hickman Mills & Raytown School Districts)

Population by Age and Households

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

<table>
<thead>
<tr>
<th></th>
<th>2010 Estimates</th>
<th>2015 Estimates</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Households:</td>
<td>67,639</td>
<td>68,517</td>
<td>1.3%</td>
</tr>
<tr>
<td>with people under 18 years</td>
<td>20,665</td>
<td>30.6%</td>
<td>29.4%</td>
</tr>
<tr>
<td>with people 65 years and over</td>
<td>16,488</td>
<td>24.4%</td>
<td>17,383</td>
</tr>
</tbody>
</table>

Map: Median Age by Census Tract with School District boundaries overlay; ACS 2015 Estimates
South Kansas City Data (area of Center, Grandview, Hickman Mills & Raytown School Districts) (p 2)

Population by Race

<table>
<thead>
<tr>
<th>Race</th>
<th>2010 Estimates</th>
<th>2015 Estimates</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population:</td>
<td>164,624</td>
<td>168,717</td>
<td>2.5%</td>
</tr>
<tr>
<td>White alone</td>
<td>93,576</td>
<td>90,075</td>
<td>-3.7%</td>
</tr>
<tr>
<td>Black or African American alone</td>
<td>59,802</td>
<td>63,655</td>
<td>6.4%</td>
</tr>
<tr>
<td>American Indian and Alaska Native alone</td>
<td>791</td>
<td>645</td>
<td>-18.5%</td>
</tr>
<tr>
<td>Asian alone</td>
<td>2,470</td>
<td>2,812</td>
<td>13.8%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander alone</td>
<td>54</td>
<td>489</td>
<td>805.6%</td>
</tr>
<tr>
<td>Some other race alone</td>
<td>3,248</td>
<td>5,231</td>
<td>61.1%</td>
</tr>
<tr>
<td>Two or more races:</td>
<td>4,683</td>
<td>5,810</td>
<td>24.1%</td>
</tr>
<tr>
<td>Two races including Some other race</td>
<td>380</td>
<td>679</td>
<td></td>
</tr>
<tr>
<td>Two or more races excluding Some other race</td>
<td>4,303</td>
<td>5,131</td>
<td></td>
</tr>
</tbody>
</table>

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

Legend
- MCPL Branch Locations
South Kansas City Data (area of Center, Grandview, Hickman Mills & Raytown School Districts) (p 3)

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

<table>
<thead>
<tr>
<th></th>
<th>2010 Estimates</th>
<th>2015 Estimates</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population:</td>
<td>164,624</td>
<td>168,717</td>
<td>2.5%</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>154,992</td>
<td>156,789</td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>9,632</td>
<td>5.9%</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2010 Estimates</th>
<th>2015 Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (Population for whom poverty status is determined):</td>
<td>161,089</td>
<td>166,102</td>
</tr>
<tr>
<td>Income in the past 12 months below poverty level:</td>
<td>22,879</td>
<td>29,322</td>
</tr>
<tr>
<td>Income in the past 12 months at or above poverty level:</td>
<td>138,210</td>
<td>136,780</td>
</tr>
</tbody>
</table>
South Kansas City Data (area of Center, Grandview, Hickman Mills & Raytown School Districts) (p 5)

**Median Household Income by School District**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Center 58</td>
<td>$42,034</td>
<td>$43,768</td>
<td>4.1%</td>
</tr>
<tr>
<td>Grandview C-4</td>
<td>$49,617</td>
<td>$46,613</td>
<td>-6.1%</td>
</tr>
<tr>
<td>Hickman Mills C-1</td>
<td>$42,067</td>
<td>$40,117</td>
<td>-4.6%</td>
</tr>
<tr>
<td>Raytown C-2</td>
<td>$48,438</td>
<td>$46,815</td>
<td>-3.4%</td>
</tr>
</tbody>
</table>

Map: Median Household Income by Census Tract with School District boundaries overlay; ACS 2015 Estimates
South Kansas City Data (area of Center, Grandview, Hickman Mills & Raytown School Districts) (p 6)

Population 25 years and over by Educational Attainment

<table>
<thead>
<tr>
<th>Population 25 years and over</th>
<th>2010 Estimates</th>
<th>2015 Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 25 years and over</td>
<td>107,221</td>
<td>112,975</td>
</tr>
<tr>
<td>Less than 9th grade</td>
<td>2,628</td>
<td>3,560</td>
</tr>
<tr>
<td>9th to 12th grade, no diploma</td>
<td>8,870</td>
<td>7,819</td>
</tr>
<tr>
<td>High school graduate (includes equivalency)</td>
<td>34,151</td>
<td>34,469</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>27,514</td>
<td>30,592</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>7,816</td>
<td>8,671</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>16,772</td>
<td>18,189</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>9,470</td>
<td>9,675</td>
</tr>
<tr>
<td>Percent high school graduate or higher</td>
<td>89.3%</td>
<td>89.9%</td>
</tr>
<tr>
<td>Percent bachelor's degree or higher</td>
<td>24.5%</td>
<td>24.7%</td>
</tr>
</tbody>
</table>

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

Population by Age and Household

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

| Median Age      | 36.6           | 37.6           |

<table>
<thead>
<tr>
<th>Household Type</th>
<th>2010 Estimates</th>
<th>2015 Estimates</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Households</td>
<td>119,765</td>
<td>122,641</td>
<td>2.4%</td>
</tr>
<tr>
<td>with people under 18 years</td>
<td>44,010</td>
<td>36.7%</td>
<td>41,977</td>
</tr>
<tr>
<td>with people 65 years and over</td>
<td>26,493</td>
<td>22.1%</td>
<td>30,869</td>
</tr>
</tbody>
</table>

Map: Median Age by Census Tract with School District boundaries overlay; ACS 2015 Estimates
Eastern Jackson County Data (p 2)

Population by Race

<table>
<thead>
<tr>
<th>Population by Race</th>
<th>2010 Estimates</th>
<th>2015 Estimates</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population:</td>
<td>311,363</td>
<td>323,846</td>
<td>4.0%</td>
</tr>
<tr>
<td>White alone</td>
<td>275,154</td>
<td>278,136</td>
<td>85.9%</td>
</tr>
<tr>
<td>Black or African American alone</td>
<td>17,219</td>
<td>22,568</td>
<td>7.0%</td>
</tr>
<tr>
<td>American Indian and Alaska Native alone</td>
<td>1,155</td>
<td>1,572</td>
<td>0.5%</td>
</tr>
<tr>
<td>Asian alone</td>
<td>3,771</td>
<td>4,242</td>
<td>1.3%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander alone</td>
<td>844</td>
<td>912</td>
<td>0.3%</td>
</tr>
<tr>
<td>Some other race alone</td>
<td>5,319</td>
<td>8,100</td>
<td>2.5%</td>
</tr>
<tr>
<td>Two or more races:</td>
<td>7,901</td>
<td>8,316</td>
<td>2.5%</td>
</tr>
<tr>
<td>Two races including Some other race</td>
<td>1,093</td>
<td>1,203</td>
<td>2.6%</td>
</tr>
<tr>
<td>Two or more races excluding Some other race</td>
<td>6,808</td>
<td>7,113</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

Map: Percent White Population by Census Tract with School District boundary overlay; ACS 2015 Estimates
Eastern Jackson County Data (p 3)

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

<table>
<thead>
<tr>
<th></th>
<th>2010 Estimates</th>
<th>2015 Estimates</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population:</td>
<td>311,363</td>
<td>323,846</td>
<td>4.0%</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>297,033</td>
<td>303,630</td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>14,330</td>
<td>20,216</td>
<td>6.2%</td>
</tr>
</tbody>
</table>

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

- MCPL Branch Locations
**Eastern Jackson County Data (p 4)**

**Population by Poverty Status**

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

**Map: Percent of People with Income in the Past 12 Months Below the Poverty Level by Census Tract; ACS 2015 Estimates**
Eastern Jackson County Data (p 5)

**Median Household Income by School District**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Springs R-IV</td>
<td>$69,178</td>
<td>$66,163</td>
<td>-4.4%</td>
</tr>
<tr>
<td>Fort Osage R-I</td>
<td>$54,718</td>
<td>$57,133</td>
<td>4.4%</td>
</tr>
<tr>
<td>Grain Valley R-V</td>
<td>$67,898</td>
<td>$66,305</td>
<td>-2.3%</td>
</tr>
<tr>
<td>Independence 30</td>
<td>$40,768</td>
<td>$40,408</td>
<td>-0.9%</td>
</tr>
<tr>
<td>Lee’s Summit R-VII</td>
<td>$73,109</td>
<td>$77,697</td>
<td>6.3%</td>
</tr>
<tr>
<td>Lone Jack C-6</td>
<td>$74,688</td>
<td>$71,964</td>
<td>-3.6%</td>
</tr>
<tr>
<td>Oak Grove R-VI</td>
<td>$52,276</td>
<td>$56,786</td>
<td>8.6%</td>
</tr>
</tbody>
</table>

Map: Median Household Income by Census Tract with School District boundaries overlay; ACS 2015 Estimates
**Eastern Jackson County Data (p 6)**

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

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

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

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