



**Westwood, Kansas**  
**City Council Meeting**  
Thursday, August 11, 2022

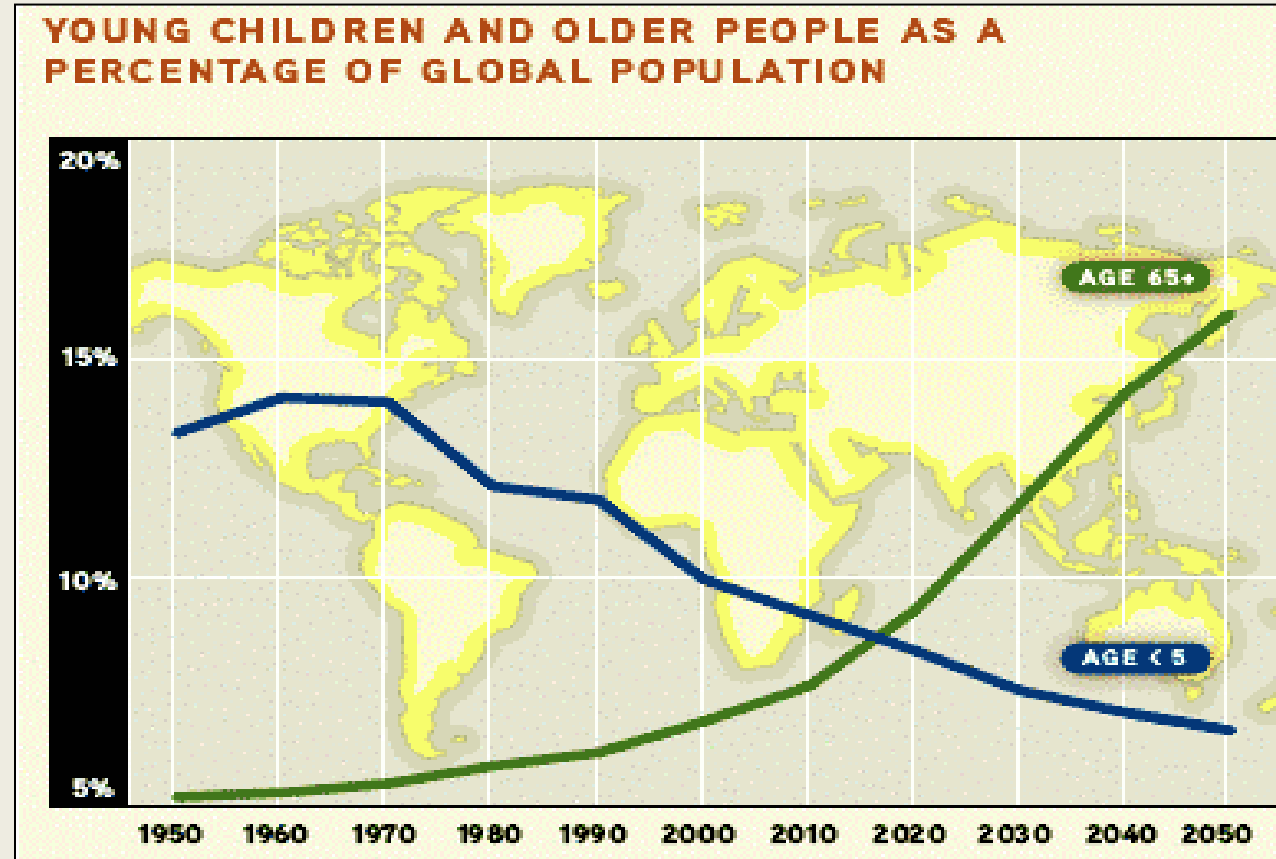
# Ready or not...

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- In 2011, the first baby boomers began turning 65.
- Approximately **10,000 boomers** turn **65** every day.
- This will continue until **2030**.



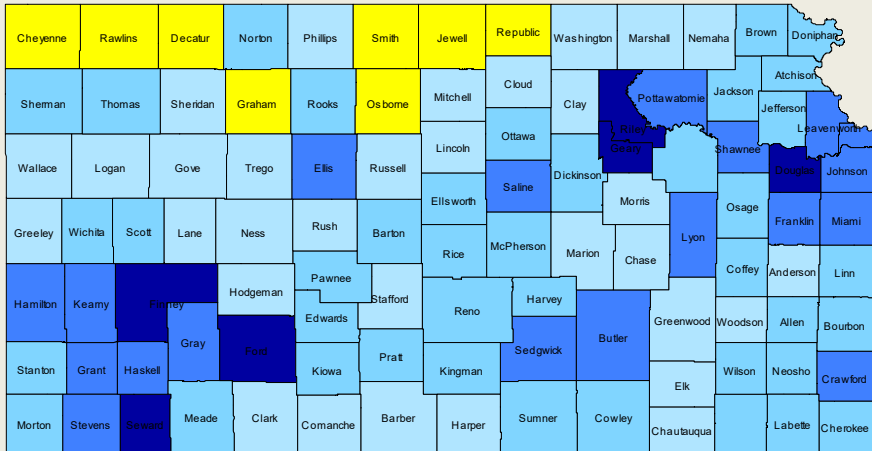
# More old than young



Soon, the percentage (and number) of persons age 65+ in the world will be greater than those age 5 and younger!

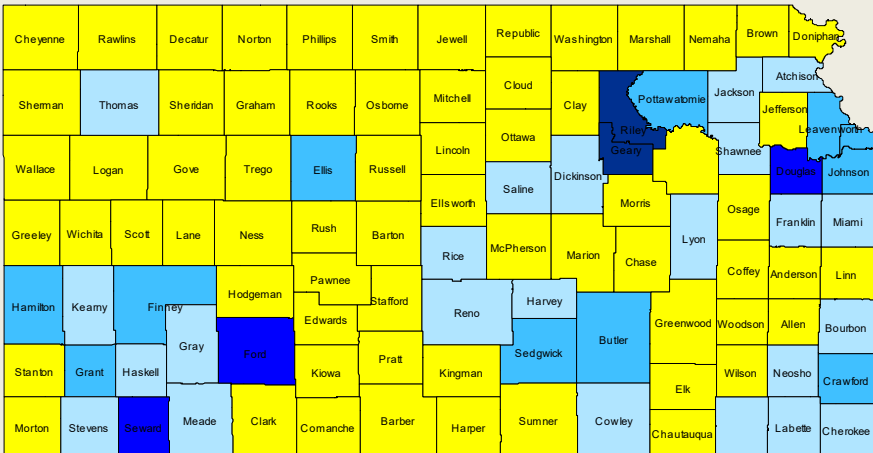
# Kansas' Senior Population

2010



2030

## Percent of Population 65+



# KC Metro Data

Population Age 55+					
County	2000	2010	2020	2030	% Change 2010-2030
Johnson	45,365	56,097	94,121	137,117	144.4%
Leavenworth	6,766	8,118	11,848	13,253	63.2%
Miami	3,378	4,071	6,037	8,236	102.3%
Wyandotte	18,520	16,024	20,837	24,277	51.5%
Cass	9,636	14,806	21,896	31,049	109.7%
Clay	19,848	24,985	35,656	48,778	95.2%
Jackson	81,981	81,570	101,079	127,923	56.8%
Platte	6,505	9,750	15,055	21,060	116.0%
Ray	2,994	3,215	3,807	4,675	45.4%
9-co. area	194,993	218,636	310,336	416,367	90.4%

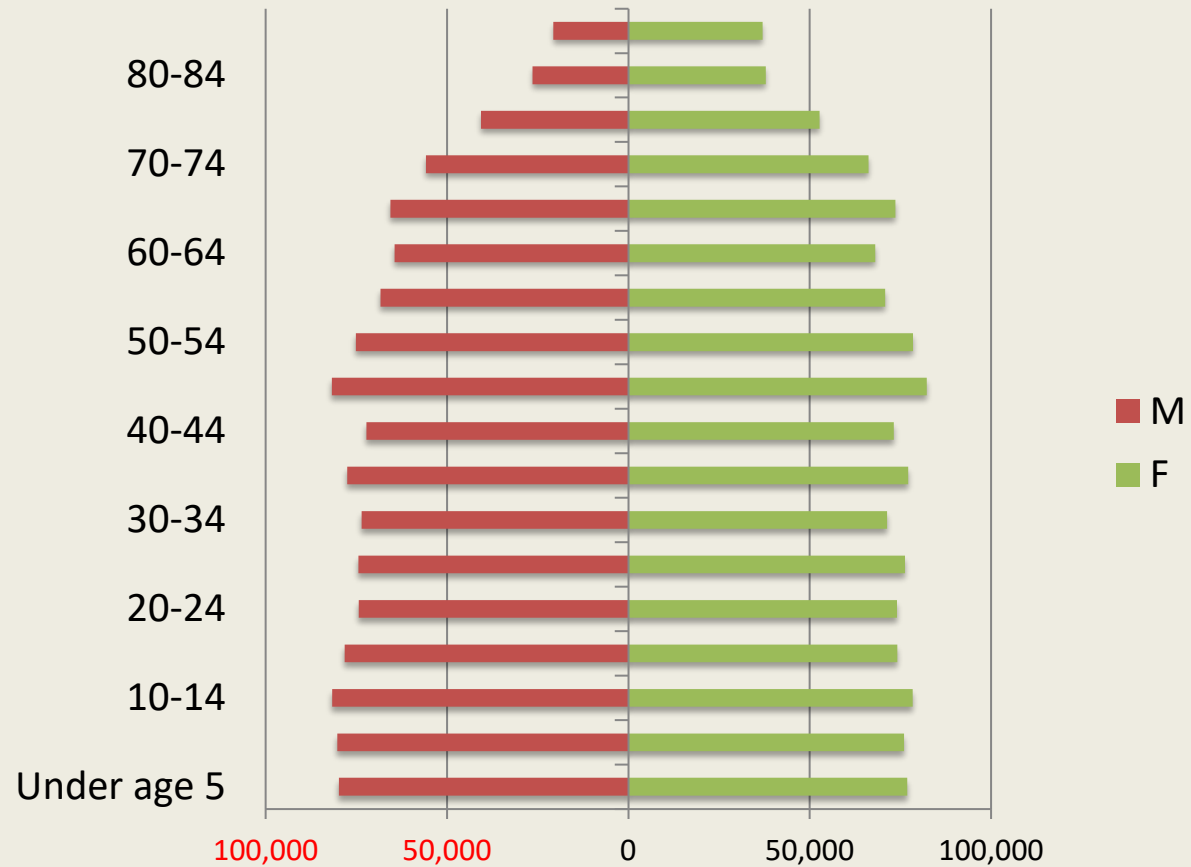
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**The metropolitan Kansas City's  
population is becoming more and  
more a region of all ages — where  
all groups are represented  
relatively equally.**

# 1990

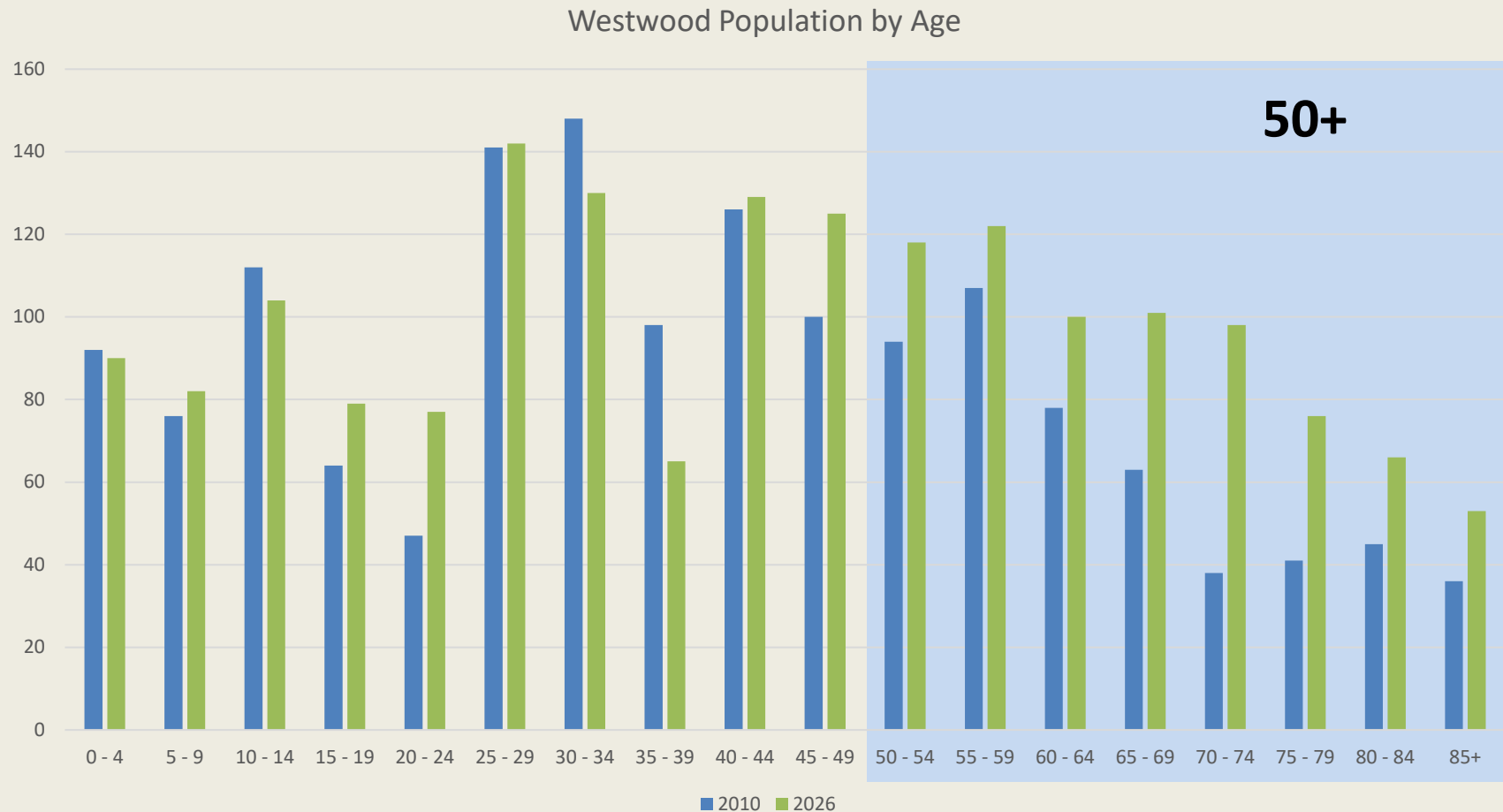


# 2030





# Westwood population: 16-year comparison



# What does this mean for cities?

- Emergency preparedness.
- Public safety.
- Public works.
- Parks and recreation.
- Health.
- Neighborhoods.
- Housing.



# MYTH

VS

# FACT

## MYTH:

Young people look for different community amenities than older people.

## FACT: Both groups want:

- Affordability.
- Low-maintenance housing.
- Walkability.
- Mixed use development.
- Transportation options.
- Social engagement.

# Communities for All Ages Recognition Program



**Community for All Ages**  
*A great place to grow up and grow old.*

**Recognition program**

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

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

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

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

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

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

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

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

**Advantages of participating**

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

**Step**      **Effort required**

Step	Effort required
3 Implementation	Adopt Community for All Ages plan
2 Assessment	Use tools to assess your city's progress
1 Awareness	Use "All Ages" lens

See recognition level tasks on reverse >>

# Checklist

- Public outdoor spaces and buildings.
- Housing and commercial development.
- Transportation and mobility.
- Social inclusion, communication and participation.
- Civic participation and employment.
- Community and health services.

## Become a Community for All Ages

*A checklist to help you become age friendly*

**KC Communities for All Ages**  
JUNE 2014

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

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

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

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

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

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

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

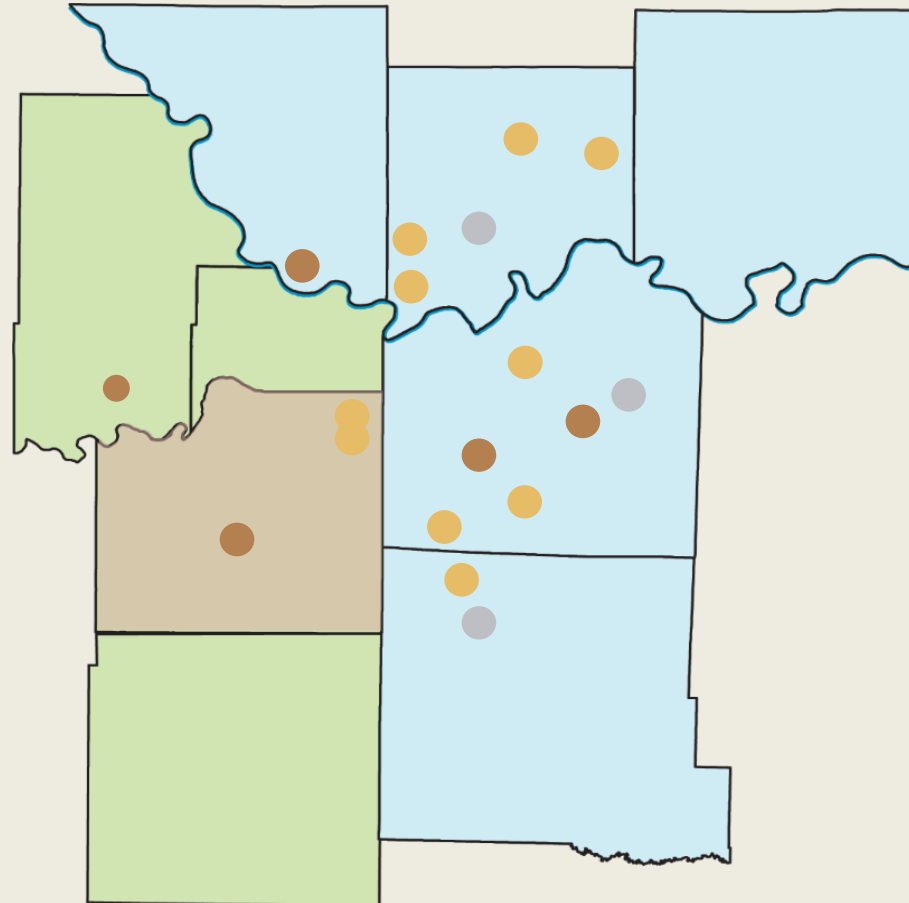
Today, research shows that communities that are adapting to meet the needs of its older adult citizens raise the quality of life in ways that also appeal across the age spectrum.





# CFAA Cities

- **Bronze**
  - Blue Springs, Missouri
  - Johnson County, Kansas
  - Merriam, Kansas
  - Olathe, Kansas
  - Parkville, Missouri
  - Raytown, Missouri,
  - In progress: Harrisonville, Missouri,
  - Westwood Kansas
- **Silver**
  - Grain Valley, Missouri
  - Liberty, Missouri
  - Peculiar, Missouri
  - In progress:  
Parkville, Missouri
- **Gold**
  - Excelsior Springs, Missouri
  - Grandview, Missouri
  - Gladstone, Missouri
  - Independence, Missouri
  - Kearney, Missouri
  - Lee's Summit, Missouri
  - Mission, Kansas
  - North Kansas City, Missouri
  - Raymore, Missouri
  - Roeland Park, Kansas



# Gold Level Communities — Policy Adoption

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- **Communities for All Ages Master Plan**
  - Lee's Summit and Raymore, Missouri
- **Updated Bicycle Master Plan**
  - North Kansas City, Missouri
- **Updated Comp/Strategic Plan**
  - Gladstone, Grandview, Independence and Kearney, Missouri
- **Updated Parks Plan**
  - Mission, Kansas, and Roeland Park, Kansas (R Park Phased Development Plan); Excelsior Springs, Missouri

# Examples of embedded practices

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- City council resolutions.
- Ten communities have applied an age-lens to a major city plan (city council approval).
- Three communities are engaging their local high schools to become involved, for example: adding students to committees and commissions.
- One community applied an age lens to a new farmers market.
- Two communities place a “CFAA Impact” statement on all council agenda items.
- Two communities established a CFAA Advisory Committee to oversee implementation.





# Embedded practices – Planning/Zoning

- Two communities participated in a UD park charrette and plan to incorporate UD principles in future outdoor projects.
- Accessory Dwelling Ordinance expanded and adopted in several cities.
- One community applied an age lens to a neighborhood revitalization plan.
- Elevated understanding of universal design (one community currently researching with intent to adopt a policy).
- Intergenerational parks.



# Bronze Level

- **City requirements to achieve Bronze Level recognition**

- Adoption of resolution elected body to participate in the Communities for All Ages program.
- Make a presentation to Department Head employees on the Communities for All Ages program and implications for city planning
- Make a presentation to governing bodies and relevant commissions on becoming age friendly and the Communities for All Ages program, and take at least two of the following actions:
  - Hold at least one community meeting to discuss Communities for All Ages issues and present information.
  - Prepare written materials on age-friendly communities and distribute to the public.
  - Establish a speakers' bureau to share information with neighborhood groups, businesses and civic groups.
  - Put information about demographic changes and Communities for All Ages on city website.

- **Other City requirements**

- Designate a lead staff person to support city involvement, including responsibility to submit application for Bronze level recognition.
- Organization and hosting of focus groups and meetings, including recruitment of focus group participants (if chosen as a Bronze Level activity).
- Organization and implementation of a resident survey (if chosen as a Bronze Level activity).

- **MARC Responsibilities**

- Opening planning meeting with staff and officials.
- Two to four Communities for All Ages awareness presentations.
- Staff assistance in fulfilling Bronze level requirements.
- Wrap up meeting with staff and officials. (if needed)



# Silver Level

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- **City requirements to achieve Silver Level recognition**
  - Meet the requirements for Bronze Awareness level.
  - Form a Community for All Ages committee of elected officials, staff and community members (or assign tasks to an existing committee) and have members use the Communities for All Ages Checklist to conduct a self-assessment of your community and issue a report based on their findings.
- **Other City requirements**
  - Provide lead staff person, including responsibility to submit application for Silver level recognition.
  - Appointment of new citizen-based assessment committee or assignment of assessment to existing city committee.
  - Arranging and hosting meetings for assessment committees.
  - Preparation of final assessment report.
    - Presentation of assessment report to governing body.
- **MARC Responsibilities**
  - Planning meeting with staff and officials.
  - Facilitation of up to six assessment meetings with assessment committee.
  - Assistance in preparing final assessment.
  - Assistance in presenting final assessment to governing body.



# Gold Level

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- **City requirements to achieve Gold Level recognition**
  - Meet the Bronze Awareness and Silver Assessment level criteria.
  - Adopt a Communities for All Ages Plan or include a Community for All Ages component in a major local plan, such as a comprehensive plan, strategic plan or park plan.
- **Other City requirements**
  - Provide lead person, including responsibility to submit application for Gold level recognition.
    - Identification of Communities for All Ages plan or incorporation into existing plan.
    - Plan preparation and community engagement.
    - Adoption of plan by governing body.
- **MARC Responsibilities**
  - Assistance in developing elements of Communities for All Ages plan or incorporation of Communities for All Ages into existing plan based on assessment.
  - Assistance in presentation and adoption of Communities for All Ages plan.



# Next Steps

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- Commitment to participate in the Communities for All Ages Recognition Program.
  - City Council presentation and resolution. **In progress.**
- Identify leadership. **Completed.**
- Develop Bronze Level plan (with MARC's assistance). **In progress.**
- Begin Silver and Gold Level Planning/Strategies. **(Projected 2023)**
- Participate in joint meetings with other communities participating in the Recognition Program **(optional)**.
- Participate in Communities for All Ages Professional Network **(optional)**.

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# Questions?

# Contact Information

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