Public Meeting 1.1

Dixie Heights High School
October 26, 2011

www.direction2030.org
Background Questions

www.direction2030.org
Keypad Questions

• Only uses choices 1 to 5
• When a question comes up click the number that corresponds with your choice
• If you change your mind you can click different options as long as the polling session is open
• Now let’s try a practice question
Test Question:
What is your favorite color?

1. Green
2. Red
3. Blue
4. Orange
5. Other
What is your gender?

1. Female
2. Male
3. I choose not to answer
What is your age?

1. 0 – 10
2. 11 – 29
3. 30 – 45
4. 46 – 64
5. 65+
What is the highest level of education you have completed?

1. Less than high school
2. High school/GED
3. Undergraduate
4. Graduate
5. Doctorate
What is your household income per year?

1. Less than $15,000
2. $15,001 to $35,000
3. $35,001 to $65,000
4. $65,001 to $100,000
5. More than $100,001
What is your race?

1. White
2. Black or African American
3. Asian
4. Other
5. Bi-racial
What is your ethnicity?

1. Hispanic or Latino
2. Not Hispanic or Latino
What is your household size?

1. 1 Person
2. 2 Persons
3. 3 Persons
4. 4 Persons
5. 5+ Persons
Do you have children in your household?

1. Yes
2. No

- Yes: 36%
- No: 64%
What is the make up of adults in your household?

1. Single
2. Married
3. Couple not married
4. Divorced or widowed
Do you live in a:

1. Single-family home
2. Two-family home
3. Townhome or Condominium
4. Apartment
5. Other
Do you rent or own?

1. Own
2. Rent
3. Live with someone
How long have you lived in Kenton County?

1. Less than a year
2. 1 to 4 years
3. 5 to 10 years
4. 10+ years
5. Do not live in Kenton County
What is the primary location of your home?

1. Northern Kenton County
2. Mid Kenton County
3. Southern Kenton County
4. Outside of Kenton County, in Northern Kentucky
5. Outside of Northern KY
What is the primary location of your work?

1. Kenton County
2. Campbell, Boone (or Other Northern Kentucky)
3. Cincinnati
4. Other
Daily Life Questions
What is your regular mode of transportation to work?

1. Car 65%
2. Carpool 29%
3. Bus 5%
4. Walk or Bike 0%
5. Other 0%
What is your regular mode of transportation for non-work related trips?

1. Car
2. Carpool
3. Bus
4. Walk or Bike
5. Other
How often do you use alternate modes of transportation to get to work?

1. Frequently
2. Sometimes
3. For emergency only
4. All the time
5. Never
Would you use alternate modes of transport such as bus or bike if -

1. It was timely
2. It was safer
3. It were more convenient
4. Other
5. I use alternate modes
We as a community should prepare for a non-automobile dependent environment.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
Are you currently employed?

1. Yes
2. No
For this question please choose your profession from the following choices. The first set of responses will be on slide 1 and the second set will display on slide 2

<table>
<thead>
<tr>
<th>1. Government</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Education</td>
</tr>
<tr>
<td>3. Healthcare</td>
</tr>
<tr>
<td>4. Farming, fishing, or forestry</td>
</tr>
<tr>
<td>5. Information Technology</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1. Management, business, and financial occupations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Manufacturing and/or warehousing</td>
</tr>
<tr>
<td>3. Construction</td>
</tr>
<tr>
<td>4. Sales and related occupations</td>
</tr>
<tr>
<td>5. Other</td>
</tr>
</tbody>
</table>
What profession do you work in?

1. Government
2. Education
3. Healthcare
4. Farming, fishing, or forestry
5. Information Technology
What profession do you work in?

1. Management, business, and financial occupations
2. Manufacturing and/or warehousing
3. Construction
4. Sales and related occupations
5. Other
How satisfied are you with your career opportunities in this area?

1. Not satisfied
2. Somewhat satisfied
3. Very satisfied

14% 45% 41%
If you moved here from another area, what prompted you to move?

1. Employment and/or Education
2. Family
3. Quality of life
4. Did not move. I am from here.
5. Other
Please rate the importance of a good school system in your choice of residence?

1. Very important  
2. Important  
3. Somewhat important  
4. Not important  
5. No children  

- Very important: 49%  
- Important: 18%  
- Somewhat important: 7%  
- Not important: 9%  
- No children: 16%
Please rate the importance of good post secondary education opportunities, universities and community and technical colleges in your choice of residence?

1. Very important
2. Important
3. Somewhat important
4. Not important
5. No children
Which mode of travel does your child take to school?

1. Walk
2. Bike
3. School bus
4. Private transportation
5. No school age children
Your school age children do not walk or bike to school because –

1. No sidewalks or trails to school
2. No interest to walk
3. Too far to walk
4. Safety concerns
5. Other
In which of these development styles would you consider your home to be located in?

1. Urban
2. Just outside of urban, but not suburban
3. Suburban
4. Rural

16% 16% 61% 7%
How satisfied are you with development opportunities in Kenton County?

1. Not satisfied  
2. Somewhat satisfied  
3. Very satisfied
How satisfied are you with the housing options in this community based on your income and lifestyle?

1. Not satisfied
2. Somewhat satisfied
3. Very satisfied
Do you think every community has a responsibility to provide workforce housing that is affordable?

1. Yes
2. No

67% 33%
Do you think there are ample housing choices for the elderly in our community that cater to their specific needs?

1. Yes
2. No
How satisfied are you with the choices for recreational opportunities for you and/or your family in this community?

1. Not satisfied
2. Somewhat satisfied
3. Very satisfied
What type of recreational opportunity would you like to see more of in Kenton County?

1. Natural areas - woods, forests
2. Parks and playgrounds
3. Trails and bikeways
4. All of the above
5. We have enough
How important are environmental issues such as land conservation, water quality and flooding to you?

1. Very important
2. Important
3. Somewhat important
4. Not important

![Bar chart showing percentages for different levels of importance.]

- 1. Very important: 36%
- 2. Important: 24%
- 3. Somewhat important: 22%
- 4. Not important: 18%
Are you satisfied with the level of environmental awareness and protection in Kenton County?

1. Yes
2. No
3. Unaware of efforts
4. Not a priority

35% Yes
30% No
15% Unaware of efforts
20% Not a priority
How satisfied are you with shopping and entertainment opportunities in Northern Kentucky?

1. Not satisfied
2. Somewhat satisfied
3. Very satisfied
• Population Changes
• Generational Preferences
• Consumer Market Demand

www.direction2030.org
• 5.45% growth since 2000

• Most populated in NKY

• Projected growth through 2030
The Pyramid is Changing

Source: (Schroer, 2011)
2010 Census

Kenton County

Census 2000

Census 2010

Projection 2020

Projection 2030

2000

2010

2020

2030
2010 Census

• Shape of the pyramid is changing
  – People living longer
  – Fewer children

• Focus on all generational needs and preferences
  – No long only to the aging population
Generational Research

The Basics

- Formative years
  - Common experiences, events, teachings
  - Childhood, adolescent, and young adults
- Values and preferences
  - Generally similar to those in their generation

- NO ONE fits perfectly!

Source: (Underwood, 2007)
Silent Generation

Born: 1927 - 1945

• Formative Years: 1930’s to 1960’s
  – Great Depression
  – WWII
  – Post war prosperity

• Core Values:
  – Patriotic
  – Practical, dedicated, and respectful
  – Self-sacrificing relationships
  – Workplace

Source: (Underwood, 2007)
Baby Boomer Generation

Born: 1946 - 1964

• Formative Years: 1950’s, 60’s, and 70’s
  – Civil Rights Movement
  – Feminist Movement
  – War Protest Movement
  – Ecology Movement

• Core Values:
  – Career driven - highly competitive
  – Unlimited possibilities - skeptical, not cynical
  – Forever young

Source: (Underwood, 2007)
Generation X

Born: 1965 - 1981

• Formative Years: 1970’s, 80’s, and 90’s
  – Widespread divorce of their parents
  – Two career parents
  – Mobile society

• Core Values:
  – Independent, self-reliant
  – Resilience, adaptability
  – Unimpressed with authority
  – Creative, pragmatic, realistic, innovative, flexible

Source: (Underwood, 2007)
Millennial Generation

Born: 1982 – 1999 (?)

- Formative years: 1980’s, 90’s, and 2000’s
  - 9/11
  - Hurricane Katrina
  - Strong connection with parents

- Core Values:
  - Optimistic and enthusiastic
  - Respectful of authority
  - Focused on education
  - Highly competitive

Source: (Underwood, 2007)
Which generation do you belong to?

1. Silent Generation
   (Born 1927 – 1945)

2. Baby Boomer Generation
   (Born 1946 – 1964)

3. Generation X
   (Born 1965 – 1981)

4. Millennial Generation
   (Born 1982 – 1999)
Market Driving Trends

• Changing Economics
  • Young adults struggling to enter workforce
  • Older adults staying in the workforce longer

• Changing Lifestyles
  • Young adults attracted to urban settings

• Changing Demographics
  • America is aging

Source: (Schroer, 2011)
Source: (LaRue)
Silent Generation

Born: 1927 - 1945

• Today and into the future:
  – Confident about retirement income
    • Risk outliving their assets
  – Likely to live near their children
    • Rather than assisted living facilities
  – Concern for safety
    • Limits the use of some transportation options

Do you generally agree with the information provided about the Silent Generation?

1. Agree
2. Somewhat agree
3. Neither agree or disagree
4. Somewhat disagree
5. Disagree

- Agree: 17%
- Somewhat agree: 35%
- Neither agree or disagree: 21%
- Somewhat disagree: 15%
- Disagree: 13%
Baby Boomer Generation
Born: 1946 - 1964

• Today and into the future:
  – Majority live in metropolitan suburbs
    • Plan to stay as long as possible
  – Desire multi-generational communities
    • Smaller, more intimate neighborhoods
    • Close to essential services
    • Low maintenance properties
  – Delay in retirement housing
    • Work longer and stay active

Source: (LaRue)
Baby Boomer Generation

Born: 1946 - 1964

- Today and into the future:
  - See current suburban development as
    - Too focused on family
    - Lack of “nature conscience”
    - Housing mass-produced lacking unique attributes
    - Little possibility for individual expression
Do you generally agree with the information provided about the Baby Boom Generation?

1. Agree
2. Somewhat agree
3. Neither agree or disagree
4. Somewhat disagree
5. Disagree
Generation X

Born: 1965 - 1981

• Today and into the future:
  • No delay in home ownership
    – Desire the suburban product
    – Buying less square footage
      • Desire for more
    – Willing to pay more for green living
    – Delay starting a family
      • Economic conditions
      • Increase in non-traditional households
    – Career changes/job transitions
      • Flexible and relaxed

Source: (NAHB, 2011)   Source: (Tarducci, 2010)
Do you generally agree with the information provided about Generation X?

1. Agree
2. Somewhat agree
3. Neither agree or disagree
4. Somewhat disagree
5. Disagree
Millennial Generation

Born: 1982 – 1999 (?)

- Today and into the future:
  - More educated and less employed
  - Waiting longer to get married
  - Time is a luxury
    - Will pay for convenience
  - Extended adolescence
    - College debt, uncertain job market
  - Prefer integrated communities
    - Access to friends and amenities
  - Preference for low maintenance housing
    - Move away from the suburbs

Source: (Pew Research Center Staff, 2010)
Do you generally agree with the information provided about the Millennial Generation?

1. Agree
2. Somewhat agree
3. Neither agree or disagree
4. Somewhat disagree
5. Disagree

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Agree</td>
<td>29%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>29%</td>
</tr>
<tr>
<td>Neither agree or</td>
<td>18%</td>
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<tr>
<td>disagree</td>
<td></td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>18%</td>
</tr>
<tr>
<td>Disagree</td>
<td>18%</td>
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</tbody>
</table>
Small Group Discussions
There is approximately 10 minutes left for this question.
Please move to Question 2 now.
There is approximately 10 minutes left for this question.
Please move to Question 3 now.
There are approximately 10 minutes left for this question.
Please move to Question 4 now.
There is approximately 10 minutes left for this question.
Post Group Questions

www.direction2030.org
I am __________ with moving around the area (i.e. walking, biking, automobile, transit, etc.)

1. Very Satisfied
2. Somewhat Satisfied
3. Neutral
4. Somewhat Dissatisfied
5. Not Satisfied
I am ___________ with the shopping and entertainment opportunities in Kenton County.

1. Very Satisfied
2. Somewhat Satisfied
3. Neutral
4. Somewhat Dissatisfied
5. Not Satisfied
I am _________ with the outdoor recreation opportunities in Kenton County.

1. Very Satisfied
2. Somewhat Satisfied
3. Neutral
4. Somewhat Dissatisfied
5. Not Satisfied
I am ___________ with the variety of employment opportunities.

1. Very Satisfied
2. Somewhat Satisfied
3. Neutral
4. Somewhat Dissatisfied
5. Not Satisfied
I am ____________ with the variety of housing options and styles where I want to live.

1. Very Satisfied
2. Somewhat Satisfied
3. Neutral
4. Somewhat Dissatisfied
5. Not Satisfied
I am ____________ with the educational opportunities in the area.

1. Very Satisfied
2. Somewhat Satisfied
3. Neutral
4. Somewhat Dissatisfied
5. Not Satisfied
Of the amenities listed below, the one that needs the **most** improvement locally is...

1. Shops & Amenities
2. Outdoor Recreation
3. Employment / Jobs
4. Housing Options
5. Education
Of the amenities listed below, the one that needs the second most improvement locally is...

1. Shops & Amenities
2. Outdoor Recreation
3. Employment / Jobs
4. Housing Options
5. Education
Of the amenities listed below, the one that needs the **third** most improvement locally is...

1. Shops & Amenities
2. Outdoor Recreation
3. Employment / Jobs
4. Housing Options
5. Education
Wrapping Up

Thank you for your participation tonight!

Please return the keypad to your facilitator before you leave the meeting.

To continue the discussion online please visit [www.opencity.me](http://www.opencity.me) and [direction2030.org](http://direction2030.org)
Next meetings

• November 17, 2011 – 6:30 to 8:30 p.m.
  Kenton County Agricultural Extension Office

• November 29, 2011 – 5:30 to 7:30 p.m.
  Calvary Baptist Church – Latonia

• December 6, 2011 – 6:30 to 8:30 p.m.
  Piner Elementary School
Thank you for attending!
Public Meeting 1.1

Dixie Heights High School
October 26, 2011

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