The Small group discussion portion of the meeting was structured around the following four questions:

1. What generation do you identify with?
2. Do you agree with the trend data that was presented about your generation or your observation of another generation?
3. As you think about the needs of different generations are there certain aspects that are either missing or can be improved upon in Kenton County?
4. What are the needs in Kenton County that are important across multiple generations?

Volunteers facilitated table discussion and documented responses in different ways based on their group. Some facilitators chose to document responses by question while others chose to list all comments. Below are all comments as documented by the facilitator.

Table 1

<table>
<thead>
<tr>
<th>Generation Identity</th>
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<tbody>
<tr>
<td>- Baby Boomer</td>
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<tr>
<td>Generation X – cross = convenient, pay for convenience</td>
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<tr>
<td>- Change with the time for each generation</td>
</tr>
<tr>
<td>- Does national survey have to do with rural area?</td>
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<tr>
<td>- We are all the same in generations-mix of identity</td>
</tr>
<tr>
<td>- May have a mix-but might indentify more with generation born and grouped in</td>
</tr>
<tr>
<td>- Where is this going to lead understanding these generations?</td>
</tr>
<tr>
<td>Needs within each age group</td>
</tr>
<tr>
<td>- Raw data for national statistics?</td>
</tr>
</tbody>
</table>

Do you agree with Market Trends (from survey or information taken for Kenton co.)

Doesn’t market trend control it already-lutty? Does it matter?
Are trends different?
Generation x? If no one speaks up? Or shows up?

Improve for generation
- Efficiency in government, accountability
- Safe environment
- Nice infrastructure, parks & sidewalks
Should not be government plan
Less planning
Under utilized facilities
Open space, infrastructure
Build connections & maintaining what is already there
People should have more control of property – let market drive development

1. Core Issues
Property Ownership
Focus on what is already in place before new development is built
Underutilized – what can Kenton County do

How to drive business to use underutilized areas?
Engage ppl to use utilized areas?
Transportation, infrastructure, market not satisfying needs for individual

Table 2
Silent-3, BB-3, GenX-2
- Walkable amenities
- Repurposing buildings, reuse vacancies
- Private ownership of hill tops, streams
- Airport travel
- The status of the airport and its effect on the community are important.
- Consolidated administration & public services
- Secure community, safe to be out
- Access to high quality education
- Use land already exist, repurpose or rebuild
- Smaller house, small yards
- Communal play ground
- Improve bridge
- Less government spending, utilities
- Plenty of development and more of it should be reused and repurposed, such as the old Steinmart lot.
- Plenty of recreational facilities for children. No problem driving to a museum or zoo, and parks and bike routes were plentiful. Good schools are a higher priority.
- Like the tax benefits of consolidated services in government, but separate government entities.
- Would like more walkable communities and amenities near home.
- Like the idea of walking to the grocery, but doesn’t want to carry 10 pound potato bag home.
- Safe neighborhoods are important. Development would go just about anywhere if people felt safe in the area.
- Smaller, single family homes, with neighborhood parks instead of yards are needed. He sees a need for more of one bedroom apartments or rental houses.
- The table had no interest in moving to a retirement community. They liked where they were and would age in place.
- Need to build interstates of a better quality so they don’t need to be rebuilt. Also, complaint about SD1 and the hillside in Covington.

**Table 3**
What Gen? – 5 BB; 4 silent
1. Concerns over broadness & accuracy of generational definitions
   - What are data sources? Pub Dates
   - Too much generalization
   - Much more variation here & elsewhere
   - Tonight’s group is not a random sample, need county-wide study with full representation of all groups
2. Needs of Gen’s – missing or wrong?
   - Are population projections accurate?
   - Some job losses seem ignored
   - Losses of this region’s inherent resources (eg coal (cheap) power)
   - Missing data on Job/unemployment, Airport reductions
3. Need growth & employment
   - 3E’s education, environment (ecology), economy
   - Real jobs needed – too many giveaway programs
   - 3E’s – need more discussion
   - Recreation/parks – need to
   - Try to increase, but may have lost too much land already
   - Need for more neighborhood schools, but can this be done?
   - Sustainable communities – goal to try for
   - Model city examples of similar suburban locations

**Table 4**
- Shopping; restaurant; ranch housing; basic communities with no fees, extras; have to move to achieve, park system, natural elements vs. manmade.
- Additional facilities free/paid; entertainment
- Walkable communities more convenient, more public transportation
- What is the goal of 2030?
- Concern that younger people aren’t attending 2030 meetings. NKU or Thomas More. Meeting should be held where young people are.
- Transportation trends depend on where you live – urban vs. suburban. Buses – not optional.
- Personal desire – Convenient shopping, restaurant, more ranch type houses. Smaller. Don’t want club houses or swimming.
- Kenton County has every type of housing for cross section.
- More parks. i.e Winter Woods park
(3) YMCA’s. Free things ie. Skate parks, basketball courts, bike trails.
   Biggest asset in Kenton County – Family oriented.
   A couple of attendees moved away, but came back to area to raise family.
   Younger people are moving out.
   Don’t do a good job of advertising the assets of the area.
   Younger people move because of jobs.

(4) Convenience important particularly in rural areas.
   Must attract big companies in order to attract the young.
   Need more people trailed in the skilled trades.
   Need earlier training.
   Transportation needs for locals and schools.

Table 5
1. What generation do you identify with?
   Boomer
   Religion is huge. Differentiation based on belief, experience. Eg: Crime.
   What national data is there that would differentiate religion?
   NKY is representative of tri-state

2. Too generalized, too broad.
   Planning not needed so characterization by generation not needed.

3. High tech jobs not here
   Broadband is need.
   Outer transportation loop (HWY 536)
   Senior-communities needed
   Patio Homes

4. Transportation loop
   Continuing education and job retaining
   911 system needs to be fixed
   Aesthetic – above ground power and phone underground
   Employment
   NKU
   Lifestyle

Table 6
1. Mostly baby boomers & greatest generation (aka silent generation)
2. Agree with survey
   Don’t agree with the data one (1) individual does agree
   Satisfied with area
   Fair tax (Neil Boortz)
Lower taxes
They decide for the best use of their property

3. Assume too much the survey puts everyone in a box
   Held to express ourselves
   Like it the way it is – still a need to maintain
   Express what ‘like’ not like

4. Need more farms in the area
   Work on – money given to education teachers paid on merit
   Don’t want gov’t to tell them what to do or how to use their land
   Supporting educational system for special needs
   Who is paying for all these projects?
   How does Kenton County Rank compared to the other part of the state
   Like to see more investment in business development
   Business incentives
   How are we attracting businesses?

*Taxes* Huge topic
Generations (boomers felt taxes were not spent appropriately)
Didn’t want to discuss anything to do with generations
A lot of the services and amenities were satisfactory

Generations
Fear of government around their property (eminent domain)
No real 3-5
#1 impact of each generation “Property”
Too much money spent on education

The following written comments were provided by meeting attendees. Eight comment sheets were filled out. They have been documented below as written by the respondent. A number was assigned to each comment sheet to enable the reader to see one person’s response to each question. So 1- on the first question indicates the response of one person. 1 – on the second question indicates the response of the same person on the second question. While some respondents answered all questions, some responded to only a few.
What generation do you identify with?

1 – Silent but will speak up when necessary
2 – Silent
5 – Silent
6 – Boomer
8 – Thought they were over generalized, would like to have seen differences between regions “take out New York and California”, “We are Greater Cincinnati”, more so than “all of Kentucky” by comparison, Religion is a focus in our area, We have the ability to move. General agreement with generation descriptions.

Do you agree with the trend data that was presented about your generation or your observation of another generation?

1 – The data was from national trends that did not match local data
2 – Too generalized
5 – No
6 – Not entirely, religion not mentioned, questions should be more suited to region (mid-west)
8 – Did not agree with trend data. Way too generalized – it needs to be more regional – Too broad, If we could get useful “trending” would it be useful?, we don’t need more governmental control, everyone said no to bicycles – but kept asking about them, generally did not agree with trending.

As you think about the needs of different generations are there certain aspects that are either missing or can be improved upon in Kenton County?

1 – Let the market determine this
3 – Consolidation of services (police and fire)
5 – Easy travel roadways
6 – Infrastructure, broadband, religion, outer loopway 536
8 – How do we keep them – Broadband, Need technology for younger generation. Outer loop needs to be developed, Need to have “communities” and housing i.e houses w/o steps for seniors.

What are the needs in Kenton County that are important across multiple generations?

1 – Get more airlines at the airport
3 – Safety, excellent schools, recreation (parks, playgrounds etc), non-commercial
5 – Good roads for cars
6 – 911 enhanced (what’s next?) technology, how do we keep our educated population, how many work at home.
7 – Less taxes, less government involvement, less of this kind of stuff, less controls, more individual responsibility, less zoning, less government departments.
8 – Job retaining – need to have opportunity to build education, need emergency services, need consolidated services, emergency services – law enforcement/medical/fire, Need to attract, Need telephone poles gone, Employment – Make it “resident friendly”

Keypad questions and Comments

2 – Centralized planning has never worked
4 – More business friendly conditions, allow markets to drive development, Plan for infrastructure allowing development, lower “control” regulations on personal property, be flexible on land use as markets change, be flexible on land use as technology changes, plan for future, dictate very little.
5 – Progressive, liberal, conservative
6 – Sequence of questions could be improved, infrastructure questions? religion important.
8 – Need to focus on types of land use, what do we lack to attract people to Kenton County.

General comments about the meeting or other items discussed tonight.

3 – Need a does not apply answer option for some questions.
6 – Too many bike questions