



## Lee's Summit, MO Comprehensive Plan - Community Vision Questionnaire

### Vision Statement (from Ignite Strategic Plan, 2019)

*Community members developed the statement below during the Ignite Strategic Planning process to describe their desired future for Lee's Summit.*

***A vibrant community ensuring the finest quality of life for all generations.***

We are continuing the Ignite planning process and asking for your help to refine what is meant by "vibrant community" and "finest quality of life."

Help us ignite a brighter future for all generations by thinking about what each will need today and 20 years into the future!

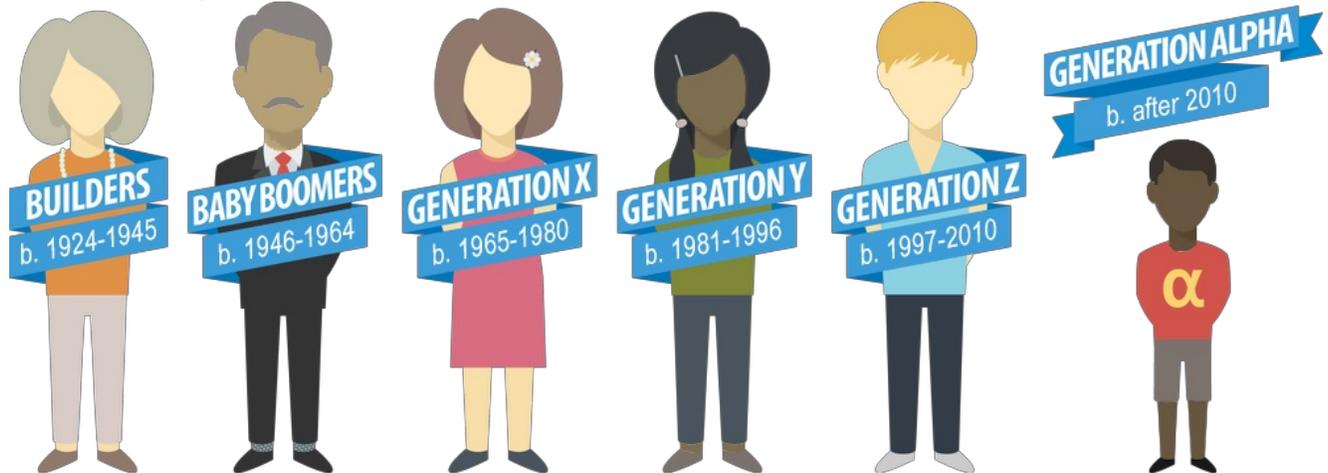
Please answer the 7 questions about what each generation will need in the future. It should take you less than 8 minutes to complete. Please also answer the demographic questions following the 7 questions because we want to keep engaging the community until we have a good cross-section represented.



## Lee's Summit, MO Comprehensive Plan - Community Vision Questionnaire

### Planning for All Generations

The community's vision of the future for Lee's Summit is "a vibrant community ensuring the finest quality of life for all generations." That means thinking about each generation here today and how their needs will change over the next 20 years.



#### 1. What generation are you?

- Builder Generation (Born 1924 - 1945)
- Baby Boomer Generation (Born 1946 - 1964)
- Generation X (Born 1965 - 1980)
- Generation Y (Born 1981 - 1996)
- Generation Z (Born 1997 - 2010)



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### Generational Needs Today & Tomorrow

Help us plan for all generations today and 20 years into the future by thinking what Lee's Summit needs to attract and retain each generation.



2.

**Builder Generation (Born 1924 - 1945)** are savers. More than any generation before or after, they have saved and built up wealth and strive for financial security. While most are retired, many have a strong need or desire to work as well as a strong work ethic. In 20 years, they will be age 95+. They make up 6.3% of Lee's Summit's population today.

What will Lee's Summit need to focus on to retain and attract people from the Builder Generation today and into the future? (*Select your top 3*)

- Allow modifications to houses so they can continue to live at home (age in place)
- Improve access to mental and physical health care services

- Parks and open space within a 10 minute walk of their home
- Neighborhoods that accomodate housing types that bring all generations together
- Programs and facilities to help people stay healthy and active
- Opportunities for lifelong learning
- Housing located within walking distance to nearby shopping and services
- Transportation services for those who don't drive or don't want to drive
- Programs to bring young and older adults together - mentorship opportunities
- Local arts, culture, shopping and entertainment options
- Housing options with various price points to accomodate all people from this generation
- Maintenance provided housing options
- Energy and water efficient homes and buildings
- Shared housing options where people have space of their own, while also being able to take advantage of shared spaces such as kitchens, living areas, outdoor space
- More opportunities to volunteer and be active in the community
- Programs that preserve and celebrate community history and spirit
- Small homes (1000 sq feet or less) - less expensive to purchase or rent and maintain

Other (please specify)



3.

**Baby Boomer Generation (Born 1946 - 1964)** are also called "empty-nesters" because their children are grown. Many are downsizing - selling their homes opting for low maintenance housing options near shopping, restaurants and entertainment. They are currently the largest part of the workforce. They are the largest group of consumer spenders. They are socially cause oriented and more free spirited than previous generations.

In 20 years, they will be ages 76 to 94. They make up 21.4% of Lee's Summit's population today.

What will Lee's Summit need to focus on to retain and attract people from the Baby Boomer Generation today and into the future? (*Select your top 3*)

- Allow modifications to houses so they can continue to live at home (age in place)
- Improved access to mental and physical health care services
- Nearby parks and open space within a 10 minute walk of their home
- Neighborhoods that accomodate housing types that bring all generations together
- Programs and facilities to help people stay healthy and active
- Opportunities for lifelong learning
- Housing located within walking distance to nearby shopping and services
- Transportation services for those who don't drive or don't want to drive
- Programs to bring young and older adults together - mentorship opportunities
- Local arts, culture, shopping and entertainment options
- Housing options with various price points to accomodate all people from this generation
- Maintenance provided housing options

- Energy and water efficient homes
- Shared housing options where people have space of their own, while also being able to take advantage of shared spaces such as kitchens, living areas, outdoor space
- Programs that preserve and celebrate community history and spirit
- More opportunities to volunteer and be active in the community
- Small homes (1000 sq feet or less) - less expensive to purchase or rent and maintain

Other (please specify)



4.

**Generation X (Born 1965 - 1980)** are also called "latch-key" because both of the parents likely worked outside the home. The oldest of this generation are likely becoming "empty-nesters" as well. Although more of their children are still living with them and their parents may be too. Over 80% of U.S. Gen X'ers own their homes. Many are entrepreneurs, or leaders in their workplace. They are responsible for more than half of the start-ups nationwide. They are the first generation to develop ease and comfort with technology.

In 20 years, they will be ages 60 to 75. They make up 20.7% of Lee's Summit's population today.

What will Lee's Summit need to focus on to retain and attract people from Generation X today and into the future? (*Select your top 3*)

- Allow modifications to houses so they can continue to live at home (age in place)
- More senior care and assisted living facilities
- Improved access to mental and physical health care services
- Nearby parks and open space within a 10 minute walk of their home
- Neighborhoods that accomodate housing types that bring all generations together
- Programs to help people stay healthy and active
- Opportunities for lifelong learning
- Housing located within walking distance to nearby shopping and services
- Transportation services for those who don't drive or don't want to drive
- Programs to bring young and older adults together - mentorship opportunities
- Local arts, culture, shopping and entertainment options
- Housing options with various price points to accomodate all people from this generation
- Maintenance provided housing options
- Energy and water efficient homes
- Shared housing options where people have space of their own, while also being able to take advantage of shared spaces such as kitchens, living areas, outdoor space
- Programs that preserve and celebrate community history and spirit
- More opportunities to volunteer and be active in the community
- Small homes (1000 sq feet or less) - less expensive to purchase or rent and maintain

Other (please specify)



5.

**Generation Y (Born 1981 - 1996)** are also called "millennials" because they shaped the start of the new millennium. They have difficulty building wealth because of high student debt and stagnating wages. About half rent and half own their homes. They are the most educated generation to-date and are postponing marriage and children. They are racially diverse and the last generation in our country to be majority white. They desire downtown or urban living and are driving suburbs to create that lifestyle as they develop. They are drawn to historic downtowns, hip and funky neighborhoods.

In 20 years, they will be ages 44 to 59. They make up 18.5% of Lee's Summit's population today.

What will Lee's Summit need to focus on to retain and attract people from Generation Y in the future? (*Select your top 3*)

- Improved access to mental and physical health care services
- Nearby parks and open space within a 10 minute walk of their home
- Neighborhoods that accomodate housing types that bring all generations together
- Programs to help people stay healthy and active
- More traditional and non-traditional educational opportunities and vocational training
- Housing located within walking distance to nearby shopping and services
- Transportation services for those who don't drive or don't want to drive

- Programs to bring young and older adults together - mentorship opportunities
- Local arts, culture, shopping and entertainment options
- Housing options with various price points to accommodate all people from this generation
- Maintenance provided housing options
- Energy and water efficient homes
- Shared housing options where people have space of their own, while also being able to take advantage of shared spaces such as kitchens, living areas, outdoor space
- Programs that preserve and celebrate community history and spirit
- More opportunities to volunteer and be active in the community
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Other (please specify)



6.

**Generation Z (Born 1997 - 2010)** has never lived without the internet so they are called the "Digital Natives." They are the largest and most diverse generation. About half are racial or ethnic minorities. One in four are Latinx. They will be the most educated generation but are concerned about debt. More will save money, invest money and more will buy homes than Gen Y but they also prefer urban to

invest money and more will buy homes than Gen Y but they also prefer urban to suburban living. They delay getting their drivers license and are comfortable taking Uber or Lyft. They value job security over job hopping. They love authentic experiences, brick-and-mortar stores integrated with online shopping. When they grow up, they will make up 40% of U.S. consumers. A majority want to start their own businesses. They are very socially and environmentally conscious and place a lot of value in their identity. It is uncertain how the pandemic will change this generation as it comes of age.

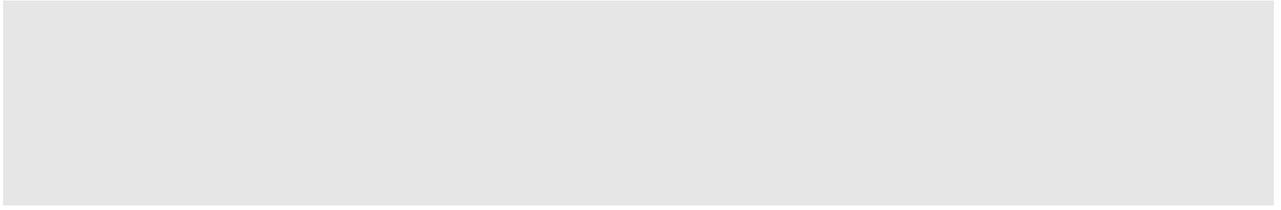
In 20 years, they will be ages 30 to 43. They make up 18.4% of Lee's Summit's population today.

What will Lee's Summit need to focus on to retain and attract people from Generation Z in the future? *(Select your top 3)*

- Improved access to mental and physical health care services
- Nearby parks and open space within a 10 minute walk of their home
- Neighborhoods that accomodate housing types that bring all generations together
- Programs to help people stay healthy and active
- More traditional and non-traditional educational opportunities and vocational training
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Small homes (1000 sq feet or less) - less expensive to purchase or rent and maintain

Other (please specify)



**GENERATION ALPHA**  
b. after 2010



7.

**Alpha Generation (Born after 2010)** called the "Transformative Generation" or "Generation Glass" because they were born after the invention of the iPad. Technology is deeply integrated as part of everyday life. They will be the most formally educated and globally the wealthiest generation ever although the gap between the haves and the have-nots will widen. A high share of them have foreign-born parents or will be foreign-born themselves, representing more countries around the world than previous generations. Alphas won't start having children until at least 13 years after graduation from high school, more than one in three Alpha women will never have children. And while Alphas will live longer than any previous generation because of medical intervention, they will experience more health problems largely related to increasingly sedentary lives.

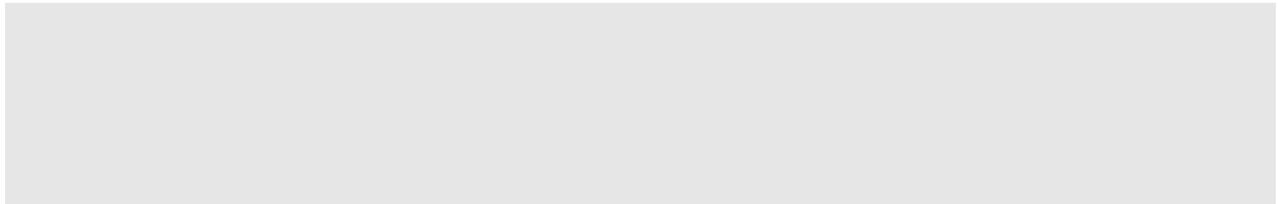
In 20 years, they will be 29 or younger. They make up 14.6% of Lee's Summit's population today.

What will Lee's Summit need to focus on to retain and attract people from Alpha Generation in the future? (*Select your top 3*)

- Improved access to mental and physical health care services
- Nearby parks and open space within a 10 minute walk of their home
- Neighborhoods that accomodate housing types that bring all generations together
- Programs to help people stay healthy and active
- More traditional and non-traditional educational opportunities and vocational training

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Other (please specify)





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### Demographics

The following demographic questions are optional and will help us continually aim for more balanced and diverse involvement in this process. We will be able to monitor these statistics and determine whether we are hearing from a diverse representation of the community and then make adjustments in our outreach and engagement as needed. **Your responses are completely confidential.** Thanks for your participation!

8. Tell us from which of the following perspectives you are providing input. (*select all that apply*)

- I live in Lee's Summit
- I go to school in Lee's Summit
- I work in the city limits of Lee's Summit
- I am a business owner in Lee's Summit
- I don't live or work in Lee's Summit, but would like to provide feedback on this plan
- Other (please specify)

**9. How do you describe yourself?**

- Female
- Male
- Prefer not to say
- Prefer to self-describe as (please specify - non-binary, gender fluid, agender, etc.):

**10. What is your age?**

- Under 19
- 20 to 34
- 35 to 54
- 55 to 64
- 65 to 84
- 85 and over

**11. What is your race or ethnicity? (*select all that apply*)**

- Asian
- Black
- Hispanic/Latinx
- Native American
- White
- Other (please specify)

**12. What is your marital status?**

- Single (never married)
- Married, or in a domestic partnership
- Widowed
- Divorced
- Separated

**13. What is your highest level of education?**

- Less than high school diploma
- High school diploma or equivalent (GED)
- Some college but no degree
- Technical or occupational certificate or diploma
- Associate's degree
- Bachelor's degree
- Graduate degree

**14. What was your total household income (before taxes) in the previous year?**

- Less than \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more

**15. What is your address? (*This information will not be used for mailings or for future contact, it simply helps us determine if we are getting responses from a geographic cross-section of Lee's Summit.*)**

**Address**

**Address 2**

**City/Town**

**State/Province**

**ZIP/Postal Code**

**16. What is your contact information? (*This information is optional. If provided, your contact will be used to provide you directly with information regarding future engagement opportunities related to the Ignite Comprehensive Plan.*)**

**Name**

**Email Address**

**Phone Number**



## **Lee's Summit, MO Comprehensive Plan - Community Vision Questionnaire**

### **Thank You!**

Thank you for completing the questionnaire. It will help **IGNITE** our upcoming conversations and strategy development.

We will have additional online surveys in the future that address other topics related to Lee's Summit and the Ignite Comprehensive Plan. We hope you will continue to share your ideas with us!