

MINUTES OF THE HOUSE KANSAS FUTURES COMMITTEE.

The meeting was called to order by Chairman Carlos Mayans at 1:30 p.m. on February 8, 2001 in Room 526-S of the State Capitol.

All members were present except: Representative Mike O'Neal - excused
Representative Tom Sloan - excused
Representative Valdenia Winn - excused

Committee staff present: April Holman, Legislative Research Department
Lynne Holt, Legislative Research Department
Amy Kramer, Legislative Research Department
Lois Hedrick, Committee Secretary

Conferees appearing before the committee:

R. W. McColl, Ph.D., Professor and Chair, Department of Geography,
University of Kansas

Robert E. Nunley, Ph.D., Specialist in Geomemographics, University
of Kansas

George McCreary, Ph.D., Cartographer and Specialist in Graphic/
Geographics, University of Kansas

Others attending: See attached list.

The minutes of January 24 and January 29, 2001 were distributed and approved.

The Chairman welcomed the conferees, who collectively presented geodemographic analyses and projections of the Kansas census data.

Dr. McColl presented a series of maps, charts, and graphs displaying and evaluating different facets of census data relating to characteristics of the population. (The latest census data will be available in June.) He recommended development of detailed geographic data for planning by including regional variations, such as age, ethnicity, education, wealth, etc., to provide the best tools for analysis and planning and to compare data (by normalizing it) on an equal scale whether it is for re-districting, state services or any item. This could be accomplished through preparation of a series of overlay detail maps, each defining a different characteristic; which when tiered together would provide a complete atlas of the state of the infrastructure, age, quality of life, etc. that would be available to legislators, chambers of commerce, businesses, schools and churches.

Dr. McColl stated his belief that Kansas can become a model state for delivery of services to dispersed, rural populations by means of available informational technology. Also, he recommended that state universities become centers of analyses and interpretation of their region's geodemography. (See his *Summary of Main Points, Attachment 1*) for additional comments and recommendations. He also noted that today's testimonies may be obtained on the internet at www.geog.ukansas.edu/kpop/

Dr. McCreary noted a principal problem is to determine what is needed. He is concerned that graphs and charts may be an information base that may not be accurate or understandable. He stated there is a need for a multi-map solution that could become a digital file. The magic word being "default" to the 2,000 plus items that represent age breakdowns, schools and students (locations/routes), ethnic groups, economic groups, housing/buildings, or any other factor represented in each census square mile block data. He noted it would take hundreds of hours to prepare such a map.

Dr. Nunley described use of census track information divided into 9-block groups, defining characteristics of the population and geography by marketing officials for major national corporations. Since 1996, there has been available zip code plus 4 data, an efficient system of the U.S. Postal Department. By utilizing zip code data, the state, as an example, could profile every household of the school districts of the state

CONTINUATION SHEET

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which could be available for other reasons for research. Dr. Nunley noted his department has worked with SRS to map difficult-to-adopt children, and had some criticism that it negatively affected adopting families but, on the whole, was a success. Also, profiling school districts has allowed comparisons between school districts. Dr. Nunley agreed that a state electronic atlas, available on the internet, with normalized levels of data, would be of great use.

The next meeting is scheduled for February 13, 2001.

KANSAS FUTURES COMMITTEE
 GUEST LIST
 FEBRUARY 8, 2001

PLEASE PRINT - NAME

REPRESENTING

Chuck Worth	Mid-America Health Centers
Lois Renfro	DayBreak - Prairie Village
WILDA ZOLLARS	DAY BREAKS - PRAIRIE VILLAGE
CAROL A BARNES	WE CARE MINISTRIES OVERLAND PARK
JEAN SARNO	DayBreak - PRAIRIE VILLAGE
Brent Widick	SRS
HARRY A. WATTS	Speaker Basscock staff
DAVE HALFERTY	KDOA
Scott Anglemeyer	KDOCH
Sook Park	KDOCH
Barbara LaClair	Kansas Health Institute
George W. Ulbrich	Univ. of KS. - Geography
George F. McCleary, Jr.	Univ. Kansas...
Bob Nunnally	KU
John D'Alaia	Sen. Pugh
Bob McCall	KU
TOM SIAE	KHA
Jon Josselyn	KU
Scott Rothchild	Lincoln Journal - World

SUMMARY OF MAIN POINTS

Emphasis on Geographic Analysis

(Geodemographics)

R.W. McColl, Ph.D

1. Much of the "common wisdom" re: Kansas population is misleading, e.g. it is "old" Some facts are ignored or down played, e.g. the vast emptiness of the western rural areas. Consequences are not really address, e.g. heavy and rapidly growing population concentrations, e.g. Johnson and Sedgewick Counties.
2. We have plenty of data - Census, PRI, Secy of State, etc. The problem is accurate analysis and interpretation.
3. These data are isolated (not visually combined by specific country or region) and require a lot of organization and analysis. Create data-rich graphics - single page.
4. Major statistical (aggregate) characteristics of the Kansas population are well-known. The geographic details are less well-known or even discussed. A matter of scale. Beware of biased analyses, e.g. an aging population does not mean OLD (65+)
5. Maps provide the single best form of population (geodemographic) analysis - especially as we get Census data down to the block level. This means we can SEE DISTRIBUTION not just graphs. Re-districting MUST use these detailed scales and thus their data are useful for planning as well.
6. Percentage graphs look good and are easily comparable, BUT they hide the important details and variances of population in each county and block (This is addressed by Prof. Nunley's 40 year population projections).
7. Detailed geographic data are necessary for rational planning of State Services.
8. In terms of services, such as schools, one needs to look at the regional variations in local wealth - what is paid to teachers as well as equipment investments. These vary greatly and are beyond typical State Census Data.
9. The optimal method of addressing the infrastructure and social needs of small and dispersed populations is Informational Technology (IT). This is low cost (vs. roads and land lines) it allows people to gain skills and to work at home without a need to emigrate for a "better" life. It could (and has in some places) led to a reverse migration - "rural redevelopment".
10. Kansas can become a model AND other models exist in the US, Mongolia, Australia, of how to deliver services to dispersed, rural populations.
11. Each State institution of higher education can (should?) become a center of analysis and interpretation of their region's geodemography. KU or KState alone often miss key local details.

- *Kansas is similar to the last US national election map with the largely empty central states and rural areas voting for BUSH and the urban and ethnic populations voting for GORE. Western vs. Eastern KS?? We need a balance between numbers and geographic area.*
- It is crucial to stabilize the economic impact of single-plant/factory product economies. Most important in the rural west and southwest areas.
- Emphasis on IT allows people to stay home, produce and perform with stability - Needs infrastructure of antennas and optical cable for high speed transmission. Need 3 million new people in next 3 years. KU et al already have means for distance learning, Need to implement
- Consider distance learning and distance-working. This allows people to stay in their communities and yet gain economic stability. It goes beyond a single-product skill. Local schools become a focus for such community-wide training.
- Consider the role of Interstates and distance commuting/earning/living.
- Population distribution and character (including qualitative aspects such as local wealth) directly affect what can and should be done and where. These issues were reviewed in the Ad Astra Magazine article Jan-Feb 2001

SOME SUGGESTED DATA SETS*

A GEODEMOGRAPHIC ATLAS OF KANSAS - Similar to the KGS Water Atlas.

USE PROPORTIONAL CIRCLES OF POPULATION SIZE FOR EACH COUNTY vs GRAPHS

MAP POPULATION # BY CENSUS BLOC = ACTUAL DISTRIBUTION.

USE PROPORTIONAL CIRCLES BY COUNTY FOR: INCOME, TAX RECEIPTS, TAX EXPENDITURE, ETC..

MAP THE DISTANCE BETWEEN SCHOOLS AND HOME OF STUDENTS.

MAP EXISTING INFRASTRUCTURE, AGE, QUALITY etc.

*(MOST OF THESE DATA ALREADY EXIST)

Professor Robert W. McColl, Ph.D (University of Washington) Professor and Chair Department of Geography , KU At KU since 1966	(mccoll@ukans.edu)	THE TRUTH OF KS POPULATION GEOGRAPHY
Professor Robert E. Nunley, Ph.D (University of Michigan) Professor Specialist in Geodemographics and Direct Mail Marketing At KU since 1963	(nunley@ukans.edu)	KS . POP 20-40 YRS HENCE
Professor George McCleary, Ph.D. (Yale) Associate Professor Cartographer and specialist in graphic/geographic analysis and data presentation. Worked on the 1990 Kansas census and redistricting. At KU since 1970.	(mccleary@ukans.edu)	A KS. POP. ATLAS??
George Ulbrick (PhD candidate, KU) Senior Researcher in Geography and Geodemographics	(geowu911@aol.com)	(observer)