

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

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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 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.