



Conversation Kit: Sign-In Sheet

THANK YOU for sharing your ideas to help Gladstone Grow Together!

Please provide us with the below information so we can keep track of those that are engaging in the Comprehensive Plan process. Your mailing address will not be used for future contact, it simply helps us determine if we are getting involvement from a geographic cross-section of Gladstone.

PLEASE RETURN THIS FORM WITH YOUR COMPLETED CONVERSATION KIT MATERIALS!

GROUP / ORGANIZATION NAME:

DATE COMPLETED:

PARTICIPANT NAME:	ADDRESS:	CONTACT ME FOR FUTURE ENGAGEMENT (Y/N):	CONTACT (EMAIL ADDRESS &/OR CELL # FOR TEXT):

Generation Profiles - Conversation Kit Activity

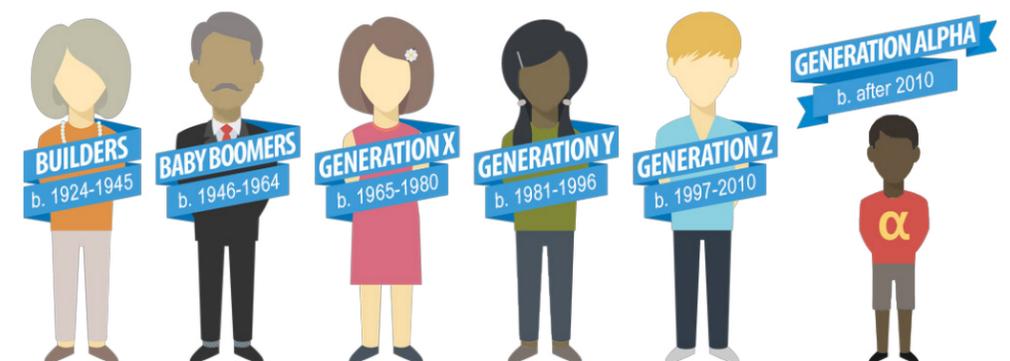
Purpose:

**What does our community need to attract and retain all generations?
How will the needs change from today to 5, 20, and 40 years into the future?**

Help us plan for the future of all generations 5, 20, and 40 years from today. Consider all aspects that make Gladstone a great community with a high quality of life: cultural amenities and unique attractions, parks and recreation, health and safety, education opportunities, neighborhoods and housing choices, the economy, multimodal transportation, City services, facilities and infrastructure, and the natural environment.

Instructions:

- 1. Download** the Generation Profile Activity (three (3) sheets including this instruction sheet).
- 2. Print** out the materials for discussion with your small group if meeting in person, or **use** the digital version.
- 3. Review** the generation profiles on the following page, which are representative stories to portray the general trends and characteristics of each generation in our community.
- 4. Discuss** as a group what each generation will need 5, 20, and 40 years into the future. Remember to consider housing, transportation, technology, recreation, and other needs during your conversation.
- 5. Record** your ideas on the last sheet in one of two ways, whichever is most convenient:
 - *if printed* - use a pen in the white boxes provided, or
 - *if digital* - use the text/comment tools in your available PDF digital editing program
- 6. Submit** your great ideas, along with your group's sign-in sheet, in one of two ways:
 - drop-off your worksheets to Gladstone City Hall, Attn: Austin Greer, or
 - scan/take pictures of your printed materials, or if completed digitally, email to: Maddie Hughes with Shockey Consulting (maddieh@shockeyconsulting.com)
- 7. Share** a picture of your group via email or by posting on social media with **#GladstoneGrowingTogether** and encourage others to participate too!
- 8. Thank you** for helping us grow our community together!!!



Builders



A.K.A:
The Silent Generation
Gladstone Population:
2,127
Name:
Barbara
Age:
82

Barbara, age 82, has lived in Gladstone her entire life. She married her high school sweetheart, Howard, with whom she had four children. Howard passed away 10 years ago. Three out of her four children now live outside of the Midwest and one son lives in the Kansas City metropolitan area. Barbara still resides in the home that she raised her family in, but it has seen better days. Living alone at her age and on a fixed income, Barbara has a difficult time keeping up with the responsibilities of owning a 2,300 square foot two-story home. She still drives a car, but her eyesight is declining. Living near basic amenities and services and/or having alternative transportation options would allow Barbara to remain independent and continue to stay active both physically and socially.

- wealthiest generation
- fastest growing age demographic is 85+
- coming of age during post-war happiness
- focused on careers rather than activism
- seen and not heard
- youngest of generations to marry and have children
- social marker: World War II (1939-1945)
- marketing: print (traditional)

Baby Boomers



A.K.A:
Latchkey Generation
Gladstone Population:
6,830*
Name:
Richard
Age:
66

Richard, age 66, moved with his wife, Sherry, from the West Coast to Gladstone five years ago to be closer to their daughter's family and newly born grandchild. They were attracted to Gladstone because of the proximity to the airport, high quality of life, and more affordable housing options compared to the West Coast. Richard and Sherry currently rent a single-family home to be near shopping and services, but ideally hope to find a maintenance-free housing option soon so they can travel and spend more time with their nearby family. In addition to enjoying the local restaurants and shopping, they appreciate and take advantage of Gladstone's proximity to downtown Kansas City for additional entertainment options.

- grew up during dramatic social change
- biggest spenders (70%) of consumer goods & services
- pushing up rental costs
- desire age-in-place options
- enjoy walkable, urban areas
- spend more time providing for their families
- amount may strain Medicare
- social marker: moon landing (1969)
- marketing: broadcast (mass)

Generation X



A.K.A:
Latchkey Generation
Gladstone Population:
4,816*
Name:
Lisa
Age:
45

Lisa, age 45, started her own business - an interior lighting shop in North Kansas City - after graduating from college in 1998. She is losing sales to online stores in recent years. Lisa's parents have health issues and struggle to live on their own, so they are moving in with Lisa and her husband. Their daughter graduated college but is now also back home because she can't afford to move out on her own, even with a job. Lisa wants to give her parents their own space, but she doesn't have a first-floor bedroom with a bath. She has a full house and full plate and therefore has cut back her hours to take care of everyone but struggles to find employees to work at her shop.

- founders of 55% of start-ups
- 82% are homeowners
- generate 31% of U.S. income
- greatest purchasing power
- 25% are primary financial support for 1 Millennial child
- 23% of workforce in 2030
- more time on social media than Millennials
- highest education attainment level to-date
- social marker: stock market crash (1987)
- marketing: direct (targeted)

Generation Y



A.K.A:
Millennials
Gladstone Population:
6,576*
Name:
Emily
Age:
30

Emily, age 30, rents an apartment near the school where she teaches, but she's struggling to pay the rent. Her teacher's salary barely covers her housing costs, large student loan debt, and car payment even with a roommate. Emily wants to be closer to downtown Gladstone where there are shops and restaurants and would like greater access to trails so she can go running with her dog. She currently lives close to the school to keep her transportation costs low. To make ends meet, she sells essential oils on social media, plays piano for events, and makes and sells jewelry.

- high student debt, difficulty building wealth
- half rent / half own homes
- most educated generation to-date
- 32% of workforce in 2030
- most diverse to-date (Gen X predominantly white)
- \$1.3 trillion in buying power
- postponing marriage & kids
- seeking smaller homes/condos with proximity to amenities & services
- spreading urban lifestyles to the suburbs
- social marker: September 11 (2001)
- marketing: online (linked, hyper-connectivity)

Generation Z



A.K.A:
New Silent Generation
Gladstone Population:
3,534*
Name:
Jake
Age:
21

Jake, age 21, struggles with the financial and time pressures of going to college and working part-time. Not having a clear career direction and stressing about the high cost of college negatively impacts his mental health. He suffers from anxiety and moved back home to live with his parents. Rather than taking classes for college credit, he is learning graphic design on his own by taking online non-credit training courses. He works retail, but sales are declining. He will need to get a full-time job but doesn't have any job training or education beyond the high school level. Jake is thinking of starting his own business doing graphic design, TikTok videos, and managing social media for businesses.

- largest generation, will be 40% of U.S. consumers, dominant trend influencers
- never been without Internet
- will be most educated, alternate education means
- more likely to save, concerned about debt
- 34% of workforce in 2030
- want job security
- socially & ethically conscious
- social marker: global financial crisis (2008)
- marketing: digital (social)

Generation Alpha



A.K.A:
Generation Alpha
Gladstone Population:
3,244
Name:
Xavier
Age:
7

Xavier, age 7, is a first generation American. His parents, sister, brother, uncle, and grandma all moved to Kansas City ten years ago from Venezuela. He lives with his grandmother, his mother who is a physician, his father who is a professor, and his uncle who is a petroleum engineer. To Xavier, technology is not a tool but an integrated part of his life. He commands Alexa in multiple languages to tell him about the weather and sports scores, to tell him jokes, to play music, and even order online groceries for his grandmother. When asked what he wants to be when he grows up, Xavier answers a soccer star or a marketing mogul. He watches kids his age making millions of dollars reviewing toys and other products on YouTube and wonders why he can't be a star too.

- technology fully-integrated
- will be the wealthiest & most formally educated generation
- 11% of workforce in 2030
- will live longer but have more health problems due to sedentary lifestyles
- will live with parents longer, have children later in life
- social marker: COVID-19 (2020)
- marketing: in situ (real-time)

Condensing the population of Gladstone into six profiles requires significant generalizing and does not include many experiences common to every resident. This is not meant to provide a comprehensive picture of every resident in Gladstone or even a statistically representative sample. It is meant to show a representative story from each generation to guide discussion about future community needs.

Sources: McCrindle Research, 2019 ACS 5-Year Estimate 2

*population figures for these generations approximate due to one-year overlap in ACS age breakdown

What are the future needs of these generations?



Builders

Name:
Barbara
Age:
82

In **2027** (age 87):

In **2042** (age 102):



Baby Boomers

Name:
Richard
Age:
66

In **2027** (age 71):

In **2042** (age 86):

In **2062** (age 106):



Generation X

Name:
Lisa
Age:
45

In **2027** (age 50):

In **2042** (age 65):

In **2062** (age 85):



Generation Y

Name:
Emily
Age:
30

In **2027** (age 35):

In **2042** (age 50):

In **2062** (age 70):



Generation Z

Name:
Jake
Age:
21

In **2027** (age 26):

In **2042** (age 41):

In **2062** (age 61):



Gen. Alpha

Name:
Xavier
Age:
7

In **2027** (age 12):

In **2042** (age 27):

In **2062** (age 47):

Labor Profiles - Conversation Kit Activity

Purpose:

**What does our community need to attract and retain employees in all employment sectors?
How will the needs change from today to 5, 20, and 40 years into the future?**

Help us plan for the future of Gladstone's workforce 5, 20, and 40 years from today. Consider all aspects that make Gladstone a great community to live, work, play, and shop.

Instructions:

- 1. Download** the Labor Profile Activity (three (3) sheets including this instruction sheet).
- 2. Print** out the materials for discussion with your small group if meeting in person, or **use** the digital version.
- 3. Review** the labor profiles on the following page, which are representative stories to portray the general trends and characteristics of several employment sectors in our community.
- 4. Discuss** as a group what each employee will need 5, 20, and 40 years into the future. Remember to consider housing, transportation, technology, recreation, and other needs during your conversation.
- 5. Record** your ideas on the last sheet in one of two ways, whichever is most convenient:
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Meet Daniel:

Daniel moved to Gladstone for an Account Manager position with VMLY&R. He is renting a house while looking for one to buy in town. When thinking about a house to buy, Daniel chose to live in Gladstone because it is close to work and provides a great place to live with a high quality of life.



Gender: Male
 Age: 31
 Race / Ethnicity: Hispanic/Latinx
 Residence: Gladstone, MO
 Education Attainment: Graduate Degree
 Occupation: Account Manager
 Employment Sector: Professional Services
 Employer: VMLY&R
 Location: North Kansas City, MO
 Employment Status: Full-Time
 Annual Wage: \$62,562
 Commute: 8 miles (10-15 minutes), one-way by car

Meet Judy:

Judy was born and raised in Gladstone, MO. She and her husband, Steve, live in town and have two grown children that are still in the area. After their two children were in high school, Judy went back to working as a real estate agent. She found a great opportunity with an agency in Liberty, and uses the daily commute as "me time" to decompress from work.



Gender: Female
 Age: 58
 Race / Ethnicity: White
 Residence: Gladstone, MO
 Education Attainment: Bachelor's Degree
 Occupation: Real Estate Agent
 Employment Sector: Real Estate
 Employer: RE/MAX
 Location: Liberty, MO
 Employment Status: Full-Time
 Annual Wage: \$41,847
 Commute: 10 miles (20-25 minutes), one-way by car

Meet Chris:

Chris and his wife, Natalie, moved to Gladstone with their daughter to be near family in the greater Kansas City metropolitan area. Natalie is a Medical Records Analyst, while Chris works as a Compliance Analyst with a water and energy utility provider. He travels throughout Wyandotte County and still makes it home to help cook dinner and play with his daughter.



Gender: Male
 Age: 37
 Race / Ethnicity: White
 Residence: Gladstone, MO
 Education Attainment: Associates Degree
 Occupation: Compliance Analyst
 Employment Sector: Utilities
 Employer: Kansas City BPU
 Location: Kansas City, KS
 Employment Status: Full-Time
 Annual Wage: \$64,674
 Commute: 11 miles (15-20 minutes), one-way by car

Meet Aimee:

Aimee will be a senior at Oak Park High School and lives at home with her parents and two younger siblings. Aimee decided to work at the local Hy-Vee so she can begin saving money to attend a nearby college after graduating. With COVID-19, Aimee anticipates living at home even while at college and learning virtually.



Gender: Female
 Age: 17
 Race / Ethnicity: White
 Residence: Gladstone, MO
 Education Attainment: In High School
 Occupation: Cashier
 Employment Sector: Retail
 Employer: Hy-Vee
 Location: Gladstone, MO
 Employment Status: Part-Time
 Hourly Wage: \$10.00
 Commute: 2 miles (10 minutes), one-way by car

Meet Doug:

Doug drives to Gladstone from nearby Independence to teach at Antioch Middle School, where he has taught 8th grade science for many years. He really enjoys the school and staff and therefore justifies the daily commute. He is nearing retirement, which may come sooner as he is concerned about teaching at his age amongst COVID-19.



Gender: Male
 Age: 61
 Race / Ethnicity: White
 Residence: Independence, MO
 Education Attainment: Bachelor's Degree
 Occupation: 8th Grade Teacher
 Employment Sector: Education Services
 Employer: NKC 74, Antioch Middle School
 Location: Gladstone, MO
 Employment Status: Full-Time
 Annual Wage: \$60,126
 Commute: 7 miles (15-20 minutes), one-way by car

Meet Jasmin:

Jasmin and her husband, Derrick, just moved to the Kansas City metropolitan region from Ohio due to job transfers and to be near family in Parkville. They both have demanding jobs and neither are able to work from home so nearby family is a huge help. Jasmin makes the short commute into Kansas City for her great job at Children's Mercy.



Gender: Female
 Age: 46
 Race / Ethnicity: Black / African American
 Residence: Gladstone, MO
 Education Attainment: Bachelor's Degree
 Occupation: ER Nurse Manager
 Employment Sector: Healthcare
 Employer: Children's Mercy Hospital
 Location: Kansas City, MO
 Employment Status: Full-Time
 Annual Wage: \$87,300
 Commute: 9 miles (10-15 minutes), one-way by car

What are the future needs of these employees?

Account Manager
Professional Services



Name:
Daniel
Age:
31

In **2027** (age 36):

In **2042** (age 51):

In **2062** (age 71):

Real Estate Agent
Real Estate



Name:
Judy
Age:
58

In **2027** (age 63):

In **2042** (age 78):

In **2062** (age 98):

Compliance Specialist
Utilities



Name:
Chris
Age:
37

In **2027** (age 42):

In **2042** (age 57):

In **2062** (age 77):

Cashier
Retail



Name:
Aimee
Age:
17

In **2027** (age 22):

In **2042** (age 37):

In **2062** (age 57):

8th Grade Teacher
Education Services



Name:
Doug
Age:
61

In **2027** (age 66):

In **2042** (age 81):

In **2062** (age 101):

ER Manager
Healthcare



Name:
Jasmin
Age:
46

In **2027** (age 51):

In **2042** (age 66):

In **2062** (age 86):