



City of Raymore, Missouri Building a Community for All Ages



A collaborative effort between the City of Raymore, Missouri
and the Kansas City Community for All Ages Initiative



Raymore Together!

....A community that is committed to understanding, engaging and valuing residents of all ages and abilities while ensuring that the City remains safe and accessible to all.

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Communities for All Ages

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Community for All Ages Initiative



Over the last several years, Mid America Regional Council (MARC), the Region's metropolitan planning organization, has been tracking population and demographic changes throughout the region. Through that work, they have indicated that the population of the Kansas City Metropolitan Area is quickly becoming more and more a region of all ages - where all age cohorts are represented relatively equally. Historically, up until the early '90s, populations typically consisted of a higher concentration of children than adults, which resulted in an uneven distribution of age-sex cohorts. Now, however, as the baby-boom generation continues to age into their senior years, combined with smaller family sizes and longer life expectancies, we are beginning to experience a demographic shift where the population of those same cohorts is more evenly distributed than ever. By the year 2030, nearly 20% of the US population is projected to be aged 65 or older.

The KC Communities for All Ages (CFAA) initiative was launched in 2012 as an effort to coordinate a regional response to the emerging needs of an increasingly diversifying population. With overall livability as its focal point, the CFAA initiative is centered on building on the strengths and serving the needs of individuals of all ages and abilities. Since its initial launch, the CFAA initiative has continued to garner attention from municipalities from around the region. The recognition program encourages communities to respond positively to the rapid increase in the older adult population and other age groups, and to explore policies and programs that will make the region a great place for residents of all ages to live and age well.

Background and Plan Purpose



The City of Raymore's Community for All Ages Master Plan was created to educate and inform both City officials and the residents of Raymore about the implications of an increasingly diversified population throughout our community. As of 2015, 26.9% of Raymore residents were aged 55 or older, and 23% were between the ages of 15 and 34 (ACS, 2015). With those numbers expected to increase significantly both locally and regionally, it is critical that the City of Raymore situate itself to ensure that individuals in the community, young and old, are valued, understood and involved in creating and sustaining a high quality of life within the community.

An age-friendly community supports and implements policies, programs, and services that make it easier for individuals in the community, both young and old, to stay active and engaged.

Communities that are proactive in responding to their growing and diversifying populations will better position themselves to retain their existing populations, and attract new residents for future generations. As the City of Raymore continues to expand and the diversity of its population increases, it is critical that we begin to create a framework that will help guide the City to create a community that meets the needs of both current and future residents. This document is intended to be used as a tool for the City to better manage development resources and activity in order to promote Raymore as a community that is committed to understanding, engaging and valuing residents of all ages and abilities while ensuring that the City remains safe and accessible to all.

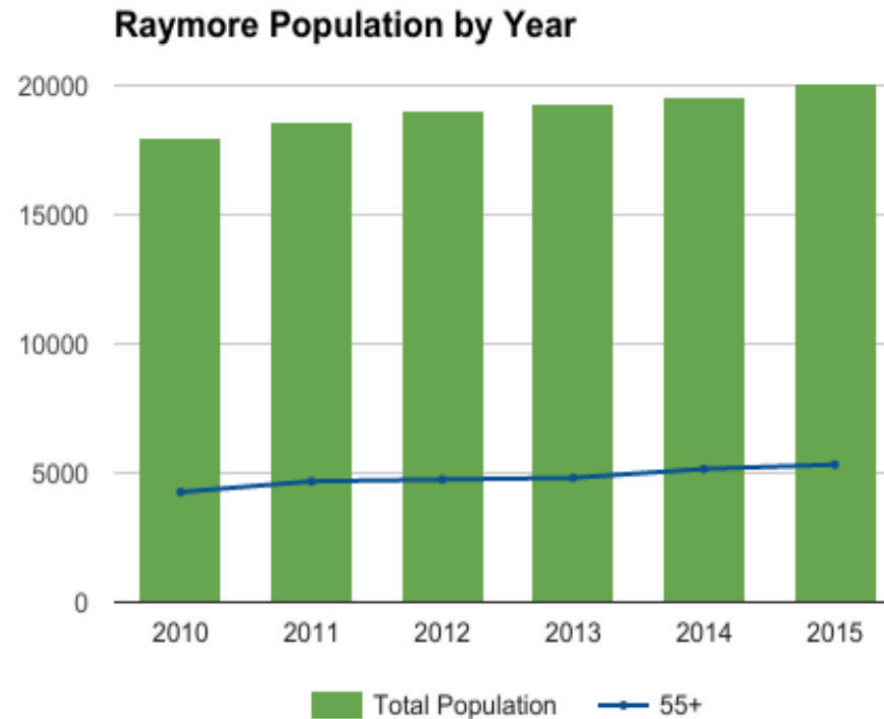


Community Context



The City of Raymore, Missouri is located on the southern edge of the Kansas City Metropolitan Area. Situated near the intersection of Interstate 49 and Missouri Highway 58, Raymore sits approximately 20 miles from the downtown Kansas City area.

Due to a combination of factors, including its geographic proximity to the metro area, strong, award winning schools, and a small suburban community feel, Raymore is among the fastest growing communities in the state of Missouri, experiencing an 82% increase in population between 2000 and 2015. While the rate of population change has slowed in recent years, the City continues to experience an overall increase in residents.



Community Context



Although the rate of population increase within the City has slowed over the years, our community, not unlike others around the nation, is expected to experience a dramatic shift in demographics. Projected growth of the older adult population, fewer families with children, and an increase in millennials has prompted cities to focus on how these changes will impact their communities.

Nearly half of the population in Raymore is comprised of either millennials - often categorized as individuals aged 15 to 34 - or older adults that are aged 55 and up. Millennials account for 23% of the overall population, while older adults account for approximately 27%. Between 2010 and 2015, the City of Raymore experienced a 25% increase in residents aged 55 and older, rising from 2,516 to 3,194. Within that same time-frame, the millennial population experienced only a slight increase of 4%.

These demographic shifts have strong implications for the City of Raymore, as well as many other communities throughout the region. Although the demographics of the community are changing, research suggests that the services, amenities and interests of both millennials and older adults are rapidly becoming one in the same. While many of these individuals may wish to locate an affordable starter home, or remain in their community as they age, they are challenged with several barriers that prohibit an active and engaged lifestyle.



Previous Planning Efforts



Although the City of Raymore only recently began the process of developing a formal plan focused on the issues facing the community's changing population, City officials have long supported to creation of a City that is safe and accessible to all residents. In fact, many of the documents that have guided the development of the City, such as the City's Comprehensive Growth Management Plan and Pedestrian Master Plan contain information, goals and objectives that are critical to the development of a community that is friendly towards residents of all ages.

**Growth
Management Plan**

**Pedestrian
Master Plan**

**Strategic
Planning Initiative**

**Community for All
Ages Master Plan**

Previous Planning Efforts



Relationship to the Growth Management Plan: In 2013, the City of Raymore adopted its most recent iteration of the Growth Management Plan (GMP), a document that serves as the City's Comprehensive Plan and a guide to the physical development of the City. While the issue of aging was not formally recognized as a focal point of the Plan, many of the goals and objectives within the GMP lend themselves towards fostering a community that is safe and accessible to citizens of all ages and abilities:

QN 2: Retain housing affordability throughout the City of Raymore

The objective of this goal was to ensure that housing choices in the community remain affordable to all persons. Three action steps were identified to make progress towards this goal:

- a. Ensure that options exist for individuals of a broad range of income levels to be able to afford to purchase a home in Raymore.
- b. Eliminate barriers that prevent the construction of housing that is affordable.
- c. Review the City Code to eliminate any unnecessary regulation that would prevent the construction of housing that is affordable.

CC 4: Assist in creating social connectivity of residents

The objective of this goal was to ensure that residents remain informed of events and activities occurring in the City. Two action steps were identified:

- a. Establish links and work on the connectivity and sharing of available information between the City, school district, and local churches
- b. Continue to expand the methods by which information is distributed by the City about community events

Other goals and objectives included in the GMP that are relevant to creating a Community for All Ages include:

- *QN 4: Maintain a safe and secure City*
- *QN 5: Continue development of neighborhood parks*
- *CC 1: Develop a common place for community gatherings*

Previous Planning Efforts



Relationship to the Pedestrian Master Plan: In addition to the Growth Management Plan, the City of Raymore has adopted a number of documents that work to inform the GMP and the planning process. These documents are more focused and address issues such as pedestrian planning and neighborhood connectivity. In 2015, the Planning and Zoning adopted the Raymore Pedestrian Master Plan, which contains information about the network of trails, bikeways and sidewalks that exist throughout the community and serves as a framework for future planning of pedestrian connections.

Livable Streets Policy: In December of 2015, Raymore City Council adopted a Livable Streets Policy to implement design guidelines for transportation projects regarding the safe accommodation of pedestrians, cyclists and motor-vehicles.

Walk Friendly Communities: The City of Raymore applied to achieve Walk-Friendly Community designation in 2015, and although designation was not awarded, the City is actively working toward reapplying in 2017.

International Charter for Walking: In 2015, the Mayor signed the International Charter for Walking, which illustrates ways in which Raymore can create a culture where people choose to walk. It also emphasizes the importance of walking as an everyday activity which is strongly related to an increase in quality of life.

Neighborhood Connections: This plan recommends that every neighborhood/subdivision within the City be connected to the rest of the community through a sidewalk or trail connection.

Sidewalks on all Streets: Recommends that a sidewalk be placed on at least one side of all streets in the City.

Trail Expansion: Recommends that the on/off street trail network be expanded and developed

Previous Planning Efforts



Reimagine Raymore - Strategic Planning Initiative Update: In the Spring of 2015, Raymore City Council and the City Manager initiated a strategic planning process to identify priorities and goals to help guide decision making for the City over the next several years. This process resulted in the development of four strategic focus areas which are each supported by multiple goals. While this process was not designed with an explicit focus on a community for all ages, when asked the question “What should we pay attention to as we plan for the growth and design of our community,” many participants identified the need to plan for a community for all ages. Several of the focus areas that were identified include goals and strategies that will support the creation of a Community for All Ages Master Plan:

Strategic Focus Area 1: Community Identity and Connections

- Foster opportunities for all citizens to feel valued and connected within the Raymore community
- Create a climate of respect, collaboration and community spirit among the Council, City staff and the community
- Develop programs and amenities to meet the diverse needs of the entire community

Strategic Focus Area 2: Safe, Well-Designed and Beautiful Places

- Set the standard for a safe and secure community
- Improve safety for all modes of travel throughout the community
- Engage the community in involvement, education and regional partnerships that make our community safer and stronger
- Create and maintain a well-connected multi-modal transportation network

Strategic Focus Area 3: Business Development and Jobs

- Create a healthy and sustainable local economy
- Provide quality, affordable housing options that meet the needs of the diverse community
- Enable Raymore residents to live and work in the community
- Create a culturally vibrant community

Our Planning Process



While several of the guiding documents utilized by the City of Raymore subsequently foster a safe and accessible community, the decision to formally support a Community for All Ages is relatively new to the City. In 2015, City staff partnered with Mid-America Regional Council, the region's metropolitan planning organization, to introduce the Community for All Ages initiative. Raymore city staff worked with program managers from Mid-America Regional Council's KC Communities for All Ages to learn about the issues by using materials developed by the program and attending workshops to learn how to assess Raymore's age-friendliness and how to develop strategies to make the City more welcoming for all age groups.

November 2015:

In November of 2015, Raymore City Council adopted Resolution 15-44, which recognized community-wide support of the Communities for All Ages Initiative, in partnership with KC Communities for All Ages, and Mid-America Regional Council. The acceptance of this resolution marked the City's first step in achieving Bronze level recognition.

January 2016:

Following the acceptance of Resolution 15-44, city staff quickly looked to the next steps to finalize the process of Bronze level recognition. On January 6, 2016, Cathy Boyer-Shesol, Project Manager of the KC Communities for All Ages initiative, was invited to share information about the program, including demographic information for the Kansas City region and general information on the implications of an aging population on local governments. Staff members were very receptive and expressed an interest in taking steps to begin the recognition process.

Our Planning Process



Spring 2016:

On March 24, 2016 the City invited interested residents to participate in a community conversation about ways that Raymore could work together to become a Community for All Ages. Twenty residents participated in the event, and group discussions were focused on answering the following questions:

How well is Raymore prepared for the changing demographics?

What does Raymore need to do to become more prepared?

Meeting participants introduces a significant number of concerns and posed a number of suggestions on ways that the City can work to meet the needs of residents of all ages. On June 17, 2016, the City was formally recognized for having achieved Bronze level recognition.

November 2016:

Following the June 17 Bronze level recognition of awareness, the City of Raymore quickly initiated the next step of the CFAA recognition process, the Assessment Phase. This process began with the assembly of a Communities for All Ages Assessment Task Force, comprised of five community leaders assisted by City staff. Over the period of 6 weeks, the CFAA Assessment Task Force convened to assess the community with regard to age-friendliness using the Communities for All Ages Checklist. The assessment gathered information from six different categories, all of which are relative to the overall livability of the community. Following the Assessment Phase, the Task Force assembled a report of findings and recommendations which were submitted for review. The City of Raymore was awarded Silver level recognition on January 27, 2017.

Our Planning Process



January 2017:

Recognition as a Gold level Community for All Ages requires program participants to adopt a Communities for All Ages Plan or include a Community for All Ages component in a major local plan, such as a comprehensive plan, strategic plan or park plan. Due to the complex nature and interconnectedness of the various issues that define a safe and accessible community, the City of Raymore elected for the adoption of a plan that was separate from other planning documents. Rather than incorporating an “aging lens” to other existing plans, the creation of a Communities for All Ages Master Plan allows the document to address all aspects of the City as they relate to creating a safe and accessible community. City staff began work on the draft CFAA Master Plan.

March 2017:

On March 2, City staff invited the CFAA Task Force and other interested residents to review the proposed goals and strategies included in this plan. Seven residents attended the meeting and offered a number of suggestions to strengthen the plan

At its March 21 meeting, the Planning & Zoning Commission adopted the Community for All Ages Master Plan.



Framework and Key Focus Areas



The Community for All Ages Plan was developed around a framework that addresses a variety of issues that are related to sustaining a high quality of life for residents of all ages in Raymore. The key components that seniors need to successfully age in place are often the same as those sought by young adults and families with children. Residents of all ages desire a safe, walkable community, housing that is affordable and accessible, a variety of adequate transportation options, a range of nearby services, and an opportunity for civic engagement. These focus areas were identified in the early stages of the CFAA planning process, and were designed to meet the growing needs of residents of all ages throughout the City.

**Parks, Outdoor
Spaces and Public
Facilities**

**Housing and
Neighborhood
Connectivity**

**Transportation
and Mobility**

**Civic Engagement
and Inclusion**

**Community
Health and
Wellbeing**

Framework and Key Focus Areas



A. Parks, Outdoor Spaces and Public Facilities

Outdoor spaces and public facilities are an important component to any community. Raymore is no exception. People desire places to gather, both indoors and out. Making sure these facilities are accessible to all residents is essential in building a community for all ages. Accessible parks, open green spaces and public facilities not only encourage increased activity and involvement throughout the community, but there are also tremendous health benefits associated with providing quality spaces for different types of recreation and activity among all age groups.

B. Housing and Neighborhood Connectivity

While the City of Raymore continues to experience an increase in residential construction, future shifts in population and demographics may also present a shift in housing preferences among both older and younger individuals. As residents continue to age, there may be an increase in the desire to either downsize or seek alternative housing options. AARP surveys consistently find that older adults want to stay in their homes and communities for as long as possible. To do that, however, the community must have solutions in place that increase the ease of independent living for aging residents.

C. Transportation and Mobility

Healthy, vibrant and accessible communities provide a wide array of transportation options that can help contribute to the overall independence of all residents, regardless of age. Due to the geographic location of Raymore in relation to the Kansas City metropolitan area, there is a lack of publicly funded transportation services, which has posed a number of mobility issues for both younger and older adults of Raymore who may lack convenient access to community facilities and services.

Framework and Key Focus Areas



Much like the other factors that influence livability, transportation is not a standalone issue. Rather, it is simply a component that is interconnected into many other issues, such as civic participation, community health and wellbeing. Therefore, providing options that aim to reduce barriers related to transportation is critical in creating a community that is safe and accessible for all residents.

D. Civic Engagement and Inclusion

Civic engagement plays a critical role in the overall function of a community. Whether done individually or through the involvement of a group or organization, providing adequate opportunities for citizens of all ages to meaningfully participate in all stages of planning and other public processes is crucial to maintaining a vibrant and healthy community. Information today is delivered in ways that few could have imagined a decade ago, which creates a technological barrier for those who are unfamiliar with new communication methods. Age-friendly communities recognize that barrier, and develop strategies to disseminate information through a variety of methods.

E. Community Health and Wellbeing

Healthy communities influence healthy behaviors among residents, offer a range of health services, and provide information related to sustaining a healthy lifestyle. Many residents, particularly those age 55 and older, may require a range of healthcare and social services. Having these services available, in addition to other programs and activities is necessary in sustaining a high quality of life in the community, and making sure that residents of all ages feel safe and secure.

Goals and Strategies

Parks, Outdoor Spaces and Public Facilities



Raymore residents currently enjoy access to a number of parks totalling more than 250 acres. The City utilizes the 2010 ADA Standard for Accessible Design in all bicycle, pedestrian and public facilities. However, some residents raised concerns about the convenience and inadequacy of some ADA accommodations throughout the City. Addressing the physical limitations of individuals through the design and programming of public parks and facilities will promote them as a resource for residents of all ages and ensure that these individuals feel comfortable and safe in their community.



Goal 1: Promote age-friendly design in all outdoor spaces and public facilities.

Parks, outdoor spaces and public facilities are an integral part of what makes a community vibrant and livable. The ability to access and use these spaces with ease and without impediment will help influence individuals' decision to utilize them frequently and with comfort while promoting public facilities as a resource for residents of all ages.

Strategies:

- a. Adopt and implement policies that consider the need of persons of all ages and abilities
- b. Incorporate easy-to-read wayfinding elements throughout parks
- c. Evaluate the appropriate materiality of trails, parks and outdoor spaces within close proximity of higher concentrations of older adults to maximize comfort/ease of use

Goals and Strategies

Parks, Outdoor Spaces and Public Facilities



Goal 2: Ensure that parks, outdoor spaces and public facilities include accommodations/amenities that meet the needs of all users.

Raymore residents enjoy the use more than 250 acres of park space throughout the City. Considering the needs of all users when planning park amenities and improvements will ensure that all residents can continue using the parks safely throughout various life-stages.

Strategies:

- a. Promote the City's Memorial Bench program
- b. Select a "pilot park" to showcase different universal design solutions
- c. Provide access to physical and digital maps of the parks & trail system
- d. Explore opportunities to develop a smartphone mapping application for the City's parks and trail system

Goal 3: Promote both passive and active forms of recreation in public parks and facilities.

As individuals age, both physical and mental exercise become increasingly important. While the City maintains several miles of trails and paths that encourage active walking and other forms of passive recreation, participants of the community meeting were interested in facilities and programs that would exercise the mind and the body.

Strategies:

- a. Explore opportunities to program fitness equipment throughout Raymore's parks

Medical expenses are on the rise. As a result, today's seniors need to take better care of their minds and bodies through preventative measure including healthy eating and exercise.

Physical activity need not be strenuous to achieve health benefits. Providing recreation programming includes not only active and passive recreation facilities, but also the equipment to engage in certain activities.

- Surgeon General's Report on Physical Activity and Health for Older Adults

Goals and Strategies

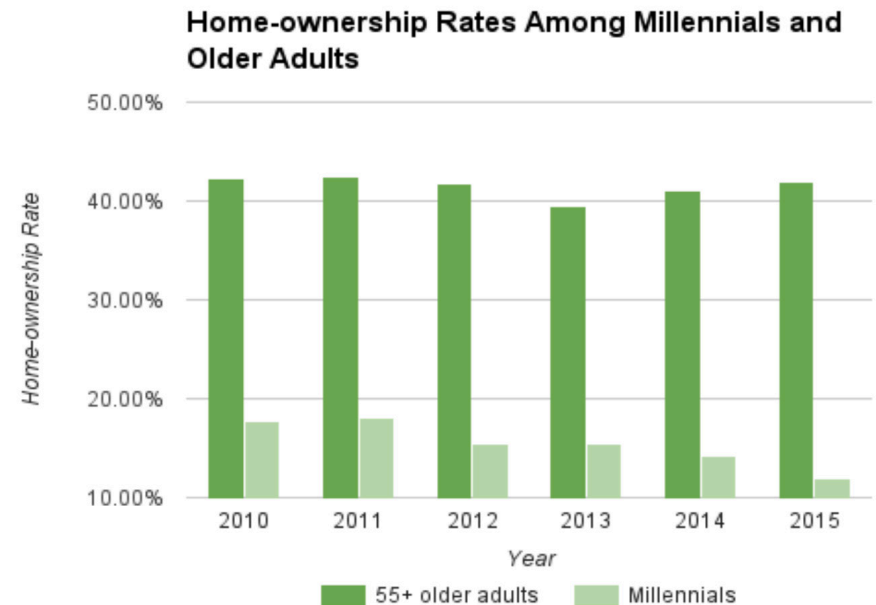
Housing and Neighborhood Connectivity



While the City has made strides toward creating a more diverse range of housing options, including the creation of a new “R-1.5” zoning district, which permits the construction of smaller homes on smaller lots, and permitting accessory dwelling units in “A” Agricultural, “RE” Rural Estate, and “RR” Rural Residential Districts, it is important for the City to continue to explore and consider options that will increase the diversity of homes that are accessible to persons of all ages and abilities.

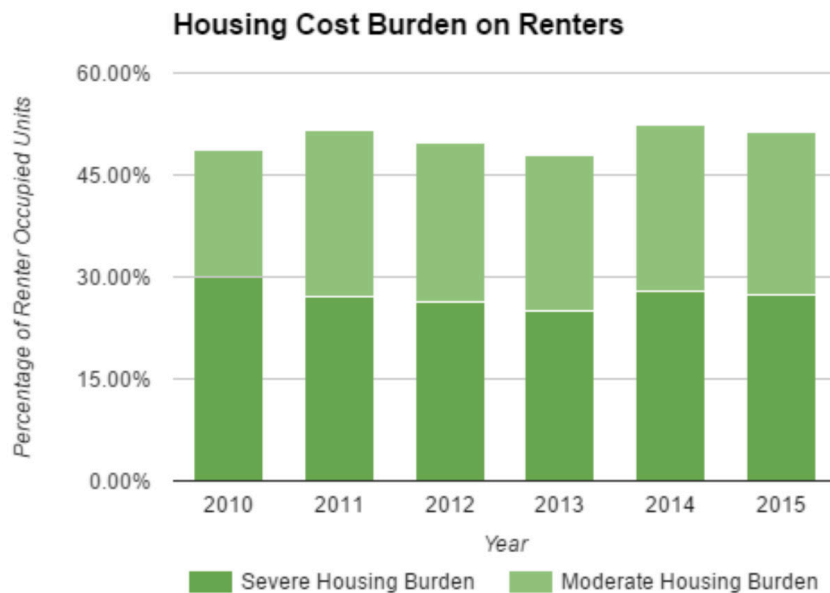
According to ACS data between 2010 and 2015, homeownership rates in the City of Raymore have experienced slow, but steady decline, decreasing of approximately five percent over five years. However, since 2013, homeownership rates among individuals aged 55 and above have been on a steady rise, indicating that an increasing number of older adults are becoming interested in ways to remain in their homes and communities in later years. Inversely, homeownership of younger individuals below the age of 35 has decreased nearly six percent within that same timeframe, which indicates that there may not be enough housing options that are accessible to newer and younger families.

Although the number of renter-occupied housing units has steadily increased since 2010, available rental housing still remains largely unaffordable as renters continue to face the burden of meeting their monthly housing costs. According to ACS data, more than half of renters in the community face some sort of housing cost burden, spending 30% or more of their income on housing costs. 27% of renters in Raymore face a severe housing cost burden, spending more than half of their household income on housing expenditures, which is significantly higher than both Cass County and the Kansas City region.



Goals and Strategies

Housing and Neighborhood Connectivity



During the community meeting held on March 24, 2016, participants voiced their concerns about the need for different housing options in terms of accessibility, affordability and design. The housing choices that are available should accommodate people with different income levels, household sizes, and physical capabilities. Raymore has long been coined as a great place to raise a family, however, a limited housing stock may cause individuals, such as newer and younger families to leave the City in order

to seek other housing options. In order to continue to attract residents to the City of Raymore, there needs to be an available stock of housing that is attractive and affordable to persons at all stages of life, including young adults looking to find a starter home, new families looking to upgrade, and older adults or empty nesters who may be looking to downsize. The following goals were developed to help guide residential development to ensure that the available housing options are meeting the needs of our residents.

The U.S Census indicates that a housing burden exists when 30% or more of monthly household income is spent on housing costs.

Households are further broken down into experiencing a moderate housing cost burden (30% - 49.9% of income spent on housing), or a severe housing cost burden (50% or more of income spent on housing).

On average, only 44% of renters in the Kansas City region are faced with a housing cost burden.

Goals and Strategies

Housing and Neighborhood Connectivity



Goal 1: Create and maintain a diverse range of housing options that is accessible and affordable to persons of all ages.

A common theme throughout the planning process was the increasing desire for more housing options throughout the community. Making Raymore an attractive place to live, for both younger and older adults, should be a top priority for the City. While Raymore has experienced a significant increase in residential construction activity, these action steps will help guide the City and developers to ensure that a variety of housing options are available.

Strategies:

- a. Analyze existing land use patterns to determine current ratios of housing types and develop targeted goals for future ratios
- b. Support the development of age-friendly housing communities
- c. Review the Unified Development Code to ensure use standards are conducive to an age-friendly community

Goal 2: Develop housing solutions that promote aging in place.

According to a recent survey by the AARP, nearly 90 percent of older Americans want to age in place. As the older adult population in Raymore continues to grow, there may be an increased desire for individuals to remain in their home. Having the resources available to make that process easier will help make aging in place a viable option for Raymore residents.

Strategies:

- a. Develop renovation or home improvement programs that allow older residents to retrofit/ remain in their homes

Studies document that older citizens wish to age in place. Communities that provide a range of age-friendly housing options will retain their older residents and provide an attractive alternative for individuals of all ages looking for housing.

Through their planning and regulatory processes, cities can impact how well development meets the needs of all residents.

- Mid-America Regional Council: KC Communities for All Ages Checklist

Goals and Strategies

Housing and Neighborhood Connectivity



- b. Include a seasonal “to-do list” in the Raymore Review to encourage preventative home maintenance
- c. Promote Missouri’s Property Tax Credit Program as an option to make aging in place more affordable to older residents
- d. Establish a volunteer program with churches, schools and other community organizations to help older adults with minor home repairs

Goal 3: Ensure that all existing and planned neighborhoods are connected and accessible by residents of all ages.

A significant amount of land currently exists for development within City limits. Encouraging infill development will ensure that both new and old neighborhoods remain connected to the City’s existing infrastructure and services.

Strategies:

- a. Identify key undeveloped areas that are suitable for infill housing that is accessible to residents of all ages
- b. Continue to develop/implement the Trails, Open Space and Linkage Plan

Goal 4: Encourage builders and developers to utilize universal design solutions in new home construction or in the rehabilitation of existing homes.

Studies consistently show older adults’ increasing desire to age in place. However, traditional construction techniques present many barriers that prohibit aging individuals from remaining in their home. Educating builders and developers on the benefits of universal design, and offering various incentives will encourage the construction of housing that allows older residents to remain in the community in their later years.

Strategies:

- a. Explore financial incentives to attract age-friendly housing developments into Raymore
- b. Expedite the permitting and approval process for builders that utilize universal design features
- c. Educate local builders on the benefits/ease of universal design
 - 1. Create a “model home” showcasing certain universal design features

Goals and Strategies

Transportation and Mobility



Transportation has always been a concern for the community. The geographic location of Raymore has many implications on the mobility of residents throughout the city. The suburban setting of Raymore means that residents do not have access to alternative modes of transportation, such as a bus or streetcar. However, Older Adults Transportation Services (OATS), a privately contracted transportation company provides scheduled transportation services for residents that are unable to drive. OATS users benefit from regularly scheduled trips throughout the month, such as shopping trips, and also have the ability to schedule medical appointments 24 hours in advance.

While these services permit increased mobility for Raymore residents, the geographic restrictions, low frequency, and scheduling requirements still present a gap between providing adequate transportation services that meet the needs of the City's population.

Over the years, efforts have been made to reduce the barrier of mobility for older adults, including progress of the City's Sidewalk Gap program, Curb and ADA Ramp program, and Sidewalk on Undeveloped Lots program. While these programs have helped tremendously in making Raymore more walk-friendly, residents have said that access to transportation services still remains an issue. Participants at the community meeting indicated that many residents use doctors and other medical services that are located outside the boundaries of Raymore and low-cost transportation options are needed to reach these services.



Goals and Strategies

Transportation and Mobility



Goal 1: Enhance mobility options of residents in the community by increasing the availability of alternative transportation options.

For older adults and individuals with disabilities, driving may no longer be a viable option. Having programs in place that provide alternative options to these individuals will help support the independence of non-drivers, and ensure that they have access to the services they need.

Strategies:

- a. Explore opportunities to partner with KCATA or other service providers to bring paratransit services to the Raymore area
- b. Develop a partnership with the City of Belton and other Cass County communities to bring transportation services to the Northern Cass County area
- c. Develop a RideShare program
- d. Coordinate with the Raymore Police Department to promote the availability of the Driver Safety seminar

Goal 2: Improve the pedestrian connectivity and walkability of Raymore.

Significant investments have been made in recent years into the City's network of sidewalks and trails. Moving forward, these investments should continue to enhance the connectivity between residential neighborhoods, public facilities and commercial areas, and should be designed to accommodate users of all ages and abilities.

Strategies:

- a. Continue the support and implementation of the Pedestrian Master Plan and Trails, Open Space and Linkage Plan
- b. Explore opportunities to align bike/ped lane construction with annual street preservation program
- c. Identify key locations in the community for pedestrian amenities such as benches, lighting, improved crosswalks etc.

Goals and Strategies

Civic Engagement and Inclusion



Civic engagement is a critical component in building a community for all ages. Providing adequate and meaningful opportunities for citizens young and old to participate in all aspects of planning and other public processes will help promote Raymore as a City that understands, engages and values its residents as a vital resource to the community. Understanding the limitations and barriers of Raymore's diverse population in terms of technology and communication will ensure that the City has strategies in place to effectively communicate with residents of all ages and abilities.

The City of Raymore is committed to providing residents with timely, accurate and complete information about what is happening throughout the community. The City's Communications department is responsible for keeping residents up to date through press releases, email updates and a user-friendly webpage. The City issues a weekly report that highlights current projects underway with staff at City Hall, as well as upcoming events, classes and activities in Raymore. Three times a year, the City sends the Raymore Review to every home in Raymore, highlighting recent news and events throughout the community. Physical copies are provided at City Hall and a digital document is available on the City's website.



Goals and Strategies

Civic Engagement and Inclusion



Goal 1: Promote residents of all ages as a valuable resource to the community.

Individuals of all ages contain a wealth of information and experience, which can be beneficial to improving the quality of life of all individuals. Valuing this experience as a resource to planning and other public processes will ensure that the residents of Raymore remain engaged in the life of their community.

Strategies:

- a. Increase the availability and awareness of volunteer opportunities among Raymore residents
- b. Increase capacity among City staff, non-profit organizations and community leaders to meaningfully engage older adults in planning and other processes
- c. Encourage community organizations, churches, schools etc... to develop a central database or calendar of events for prospective volunteers

Goal 2: Create a platform for multi-generational interaction and dialogue.

There is a wealth of information that demonstrates the importance of multi-generational interaction. Older adults accumulate a significant amount of knowledge throughout their lives. Providing opportunities for these individuals to share this information with others, and vice-versa, provides value to the entire community.

Strategies:

- a. Ensure that the City's communication/outreach strategies address residents of all ages, and encourages the community to actively participate in planning and other public processes

In the 2015 ETC Community Survey, nearly 70% of residents indicated that they were either "satisfied" or "very satisfied" with the overall effectiveness of the City's communication with the public.

84% of citizens were satisfied with the content of the City's quarterly Raymore Review, and 69% were satisfied with the availability of information about City programs and services.

Only 45% of residents were satisfied with how open the City is to public involvement, which was a decrease of 11% from the 2012 survey.

Goals and Strategies

Civic Engagement and Inclusion



Goal 3: Promote the social connectivity of Raymore residents of all ages.

Many residents in Raymore may miss out on opportunities that exist throughout the community simply because they are not aware of them. The lack of uniform use of technology means that no single method of communication between the City and residents offers the solution for distributing information. Developing different methods of community outreach and educating individuals on new technology will help ensure the community remains engaged and informed about the events and services that are available to them.

Strategies:

- a. Continue to develop different methods of distributing information about community meetings and events
- b. Facilitate technology training to allow older adults to remain socially and technologically connected to their family and community
 1. Partner with the Raymore-Peculiar School District to promote tutoring and interaction among younger and older adults, and provide education on the use of new technology

The Raymore-Peculiar School District is a designated A+ high school, meaning that students who attend are eligible for two full years of scholarship funds at participating community colleges.

As a requirement, students must complete 50 hours of tutoring, in addition to 30 hours of community service.

The City of Raymore could partner with the school district to explore opportunities for high school students to perform community service activities within the older adult community.

Goals and Strategies

Civic Engagement and Inclusion



Goal 4: Ensure that residents are informed with information regarding services, opportunities amenities and/or programs that are available to them.

Many residents throughout Raymore may miss out on opportunities that exist because they are not sure how or where to access the appropriate information. If they are aware of these events, finding more information regarding the events through multiple web pages and organizations may be a strenuous deterrent for some individuals. Providing convenient access to information about these services will ensure that all residents have the opportunity to be engaged.

Strategies:

- a. Encourage community organizations to create a centralized database of information about the services, opportunities and programs that they offer
- b. Encourage community organizations to provide information about services, programs, and volunteer opportunities to be included in the quarterly Raymore Review



Goals and Strategies

Community Health and Wellbeing



According to health data taken from the American Community Survey, only 9.7% of Raymore's population suffers from some sort of disability. However, breaking the population into separate age groups shows that 35% of older adults aged 55 and up have some form of disability. Providing facilities and services that adequately address the needs of older and disabled citizens is crucial in sustaining a high quality of life in Raymore. Many local governments have the ability to provide a range of direct services at their public facilities, such as hearing and vision tests, immunizations and other basic services. Partnering with other private and non-profit groups will help the City increase the supply of services needed to meet the demands of residents.

Many community residents identified the need for more medical and doctor facilities throughout the City. Other participants were interested in the types of programs that could be made available to offer assistance in situations such as first-time parents and full-time grandparents. American Community Data shows that 32% of grandparents in Raymore are the primary guardian of their grandchildren.



Goals and Strategies

Community Health and Wellbeing



Goal 1: Develop programs and amenities to meet the diverse needs of the entire community.

Many residents desire convenient access to a variety of healthcare services and amenities. The Raymore community would benefit from exploring a range of opportunities that make health and social services more readily available to meet the needs of residents of all ages.

Strategies:

- a. Develop partnerships with local and regional healthcare organizations to host occasional health fair type services at municipal/community facilities
- b. Encourage local, county and regional health service providers to create centralized database of available services and facilities
- c. Develop a program of recreation activities that are targeted at the older adult population, to be held at various community centers within the city

Goal 2: Encourage healthy lifestyle choices among Raymore residents.

A healthy community is one that is made of healthy citizens. Providing services and making information available related to healthy lifestyle choices is critical in promoting and sustaining the wellbeing of the Raymore community.

Strategies:

- a. Continue to support the Original Town Farmers Market
- b. Create a community garden in the City of Raymore
- c. Provide information about healthy lifestyle choices (alcohol/tobacco cessation) at select municipal facilities

The Surgeon General reports that gardening and yard work, along with walking, are by far some of the most popular physical activities among older adults

Community gardening offers a less demanding and more social alternative, and provides access to natural beauty and recreation opportunities.

- Surgeon General's Report on Physical Activity and Health for Older Adults

Policy Recommendations



Establish a Committee for All Ages

Residents of all ages throughout the community often have a wealth of information and experience that can be beneficial during planning and other public processes. Opportunities for individuals, both young and old to remain engaged and active in the community present value to both the individual and the entire community. A major goal of the City's Community for All Ages Master Plan is to provide opportunities for residents of all ages to constructively engage with city staff on the development of policies and programs that promote the City of Raymore as a great place to live and age well. Creating a committee for all ages is one way to provide an opportunity for residents of all ages to remain active and engaged with the decisions being made about their community.

The committee shall be responsible for evaluating various programs and policies as they relate to the Communities for All Ages Master Plan. In addition, the committee should assist city staff in compiling information, and creating an annual report on the progress and implementation of the goals and strategies included in the action plan. The report should be completed by October 1st of every year.

In November of 2015, the City assembled a Community for All Ages Task Force, comprised of five community leaders and assisted by City staff. This Task force was charged with completing the assessment phase of the Communities for All Ages recognition process. Consulting these task force members provides a starting point for the City of Raymore.

Policy Recommendations



Adopt a Universal Design Resolution

Increasing age is often associated with increased disability, which is likely to have an impact on an individual's ability to live independently or age in place. As research shows, more and more older adults are becoming increasingly interested in remaining in their home, or at least in their community as they age. Housing construction and design have a significant influence on how older adults, and persons with disabilities live and move around within their community, and can help to make aging in place a viable option. The City of Raymore could help respond to the needs and aspirations of their aging and disabled residents by adopting a universal design resolution, which would work to enhance the accessibility of housing throughout the community. A resolution on a universal design program for newly constructed and rehabilitated residential housing units would encourage builders and developers in the City to construct housing that is safe and accessible to older and disabled residents, allowing them to remain in the community through the entirety of the life cycle. Enabling older and disabled individuals to remain in their home as they age allows them to maintain their dignity, security and independence, and could likely help to reduce healthcare expenses in the long run.

The program would incentivize universally designed housing by providing benefits to builders and developers such as an expedited permitting process, a reduction in permitting fees, or marketing and advertising opportunities.

In 2015, the Board of County Commissioners in Sarasota County, Florida adopted Resolution no. 2015-236: Universal Design and Visitability Program. The resolution acknowledges a high concentration of older adults, and that principles of universal design in housing promotes aging in place through a healthier, safer, more accessible and productive home environment.

This program encourages builders to increase the development and housing stock of accessible units over time via use of checklists of standards. It is applicable to both new construction and rehabilitation, and offers incentives such as fast-tracked permitting and awards.

Policy Recommendations

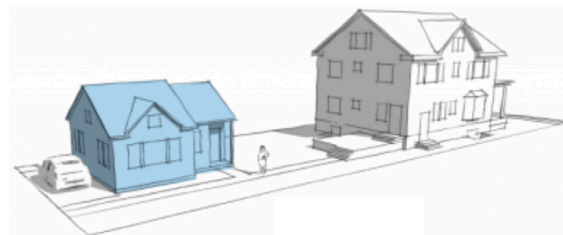
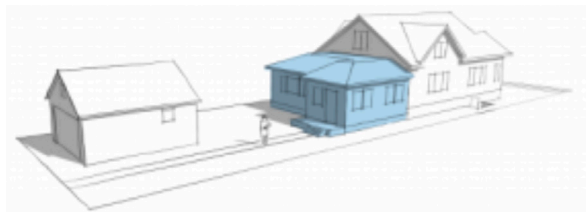


Amend the Unified Development Code to permit accessory dwelling units in all residential districts

The City of Raymore has made tremendous progress toward bringing a more diversified stock of housing to the area, including the creation of a new “R-1.5” zoning district, which permits the construction of smaller homes on smaller lots, and permitting accessory dwelling units in A, RE, and RR zoning districts. Accessory dwelling units provide excellent living arrangements for individuals, both young and old. For older adults, the ability to live separately, yet in close proximity to family provides a sense of independence, with the added benefit of social connection and assistance if necessary.

For younger families and individuals, accessory dwelling units provide an affordable alternative for housing. Living with other family members in an adjacent structure allows younger individuals and newer families an affordable starting point for establishing a life or raising a family here in Raymore. The ability to rent this units out to others also provides an additional source of revenue for families, making Raymore more affordable to persons of all ages.

As part of the annual review of the Unified Development Code, city staff should seek an amendment to the code that would permit the construction of accessory dwelling units in all residentially zoned districts within the City of Raymore.



Accessory dwelling units [ADUs] are a useful housing option for older persons. They allow senior individuals, often older parents, to live near their relatives in a separate structure on a piece of land, typically in the backyard or sometimes in a converted space.

ADUs offer a degree of privacy in a place that is adjacent to a home, allowing for both social connections and assistance if needed.

- Jon Pynoos, PhD, UPS Foundation Professor of Gerontology, Policy, and Planning

Policy Recommendations



Explore opportunities to bring transit services to Raymore

Because of its geographic location in the Kansas City Metro area, the City of Raymore does not benefit from the region's public transportation services. However, many residents in Raymore, particularly older adults and disabled individuals who may not be able to drive, would benefit from having more transportation options available to them. In the 2015 ETC Survey, 31% of residents indicated that they would use a public transportation program for senior citizens and persons with disabilities if it were offered in Raymore. The majority of respondents felt the program should be an appointment-based door-to-door public transit program, but others were interested in having a regularly scheduled route through the City.

There are several options available for the City to explore in order to better meet the transportation needs of its residents, including community partnerships and federal funding programs. Many community and nonprofit organizations are already working to address this issue, and would benefit from city support. Other cities in Cass County are also facing this same issue. The City of Raymore could explore opportunities to partner with its neighboring communities to make transit service an affordable option for residents in the Northern Cass County area.

MARC recently concluded its previous round of federal funding for the Section 5310 Program, and will be soliciting program applications again in the Spring of 2018. At this time, the City of Raymore should actively pursue ways to obtain federal funding, including identifying potential community partnerships, and submitting funding requests to MARC.

Mid America Regional Council (MARC) is the decision-making body charged with distributing federal transportation funds throughout the region.

The Enhanced Mobility of Seniors & Persons with Disabilities - Section 5310 Program, created by the Federal Transit Administration, provides funding for the purposes of assisting private nonprofit groups in meeting the transportation needs of older adults and people with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs. Eligible projects include purchasing of buses and vans, acquisition of contracted transportation services, and other mobility management programs.

*More information can be found at:
www.transit.dot.gov/funding
Or
[http://www.marc.org/
Transportation/Funding/FTA/5310](http://www.marc.org/Transportation/Funding/FTA/5310)*

Policy Recommendations



Establish a partnership with local and regional healthcare providers to offer periodic health services at public facilities throughout Raymore

A key theme that was present throughout the March 24th community meeting was the availability of healthcare services throughout the City of Raymore. Many residents indicated that they have to travel outside of the city in order to receive the medical treatments they need. One way that the city can better meet the needs of their residents in terms of medical and health services is to form partnerships with the local and regional healthcare service providers, such as Belton Regional Medical Center and Cass Regional Medical Center to offer these services at public facilities throughout the city.

Lack of indoor community space has always been a major setback to the city's ability to offer healthcare and other similar services to its residents. The city has recently began construction of a new Parks and Recreation office, which will also serve as a public meeting space for individuals within the community, as well as a new activity center located at Recreation Park. Once finished, these buildings will provide the city with a unique opportunity to explore different ways that it can better meet the needs of its residents.

When the Centerview building and Raymore Activity Center are complete, city staff should work to explore ways that it can provide periodic health-fair type services to the community. Services would include basic health exams such as hearing and vision tests, blood pressure tests, flu shots and other vaccinations, and any other service that could be readily provided.

Implementation and Evaluation



Following a successful achievement of the Communities for All Ages recognition program, recipient communities must demonstrate their ongoing commitment by both implementing and evaluating the goals and objectives identified in the Community for All Ages Master Plan. While a significant amount of time and effort was invested in the awareness and assessment phases, and the development of an Community for All Ages action plan, the real work is just beginning. The key to any successful action plan is centered around the different methods in which the goals and objectives are implemented and evaluated.

Annual Progress Report

Each year, City staff and the Committee for All Ages will work together to report on the progress of the actions taken toward achieving an age friendly community. Annual progress reports will help monitor the implementation of the goals and objectives identified in this plan. Tracking this progress will be a multifaceted effort, requiring input from multiple departments within the City, including Community Development, Communications and Public Relations, and Parks and Recreation. In addition, annual reports should also include progress made by external agencies, such as non profit groups, religious organizations, and volunteer organizations. Additionally, this process will help ensure that the goals and objectives listed in the plan remain up-to-date.

Age-Friendly Satisfaction Survey

Understanding the impacts and overall effectiveness of the goals included in the action plan might be best accomplished by tracking the levels of satisfaction among residents in the community. The City of Raymore has been tracking overall citizen satisfaction since 2006, and measures how well it provides services to residents through a Citizen Survey every two years. According to results of the latest survey conducted by the ETC Institute, Raymore is continuing to do an excellent job of delivering City services. To better understand how residents are responding to the efforts of the City in making Raymore a better place to live and age well, staff

Implementation and Evaluation



should develop a set of measurable questions within the next ETC survey that relate to the key focus areas, goals and strategies included in this plan. Tracking these results over time will help the city understand how the implementation of these different goals are being perceived by the community, and will help better those goals with the priorities of the community.

AARP Livability Index

A wide range of resources currently exist that help cities like Raymore evaluate the age-friendliness of their communities. The Public Policy Institute of the AARP developed the Livability Index as a web-based tool to help cities around the nation measure livability of their community. The tool measures various characteristics, including housing, neighborhoods, transportation, environment, health, engagement, and opportunity characteristics. Each category is evaluated against a range of measurable indicators, and offers policies and programs that can enhance community livability over time. The City of Raymore should make an effort to regularly track changes in livability and overall age-friendliness by using this tool on an annual or bi-annual basis, and using the results to set priorities on the implementation of the goals and strategies included in this plan.

In 2016, the Livability Index report for the City of Raymore showed an overall livability score of 54 out of 100. The tool allows cities to see where they rank in comparison to other communities around the nation.

The highest scoring categories were Opportunity and Engagement, indicating that the City values the experience and input of its community members.

The lowest scoring categories were Housing, Transportation, and Health. The report recommended various policies and programs that address housing affordability, transportation barriers, and healthy lifestyles among residents.

More information about this report can be found at: Livabilityindex.aarp.org



City of Raymore, Missouri
Building a Community for All Ages