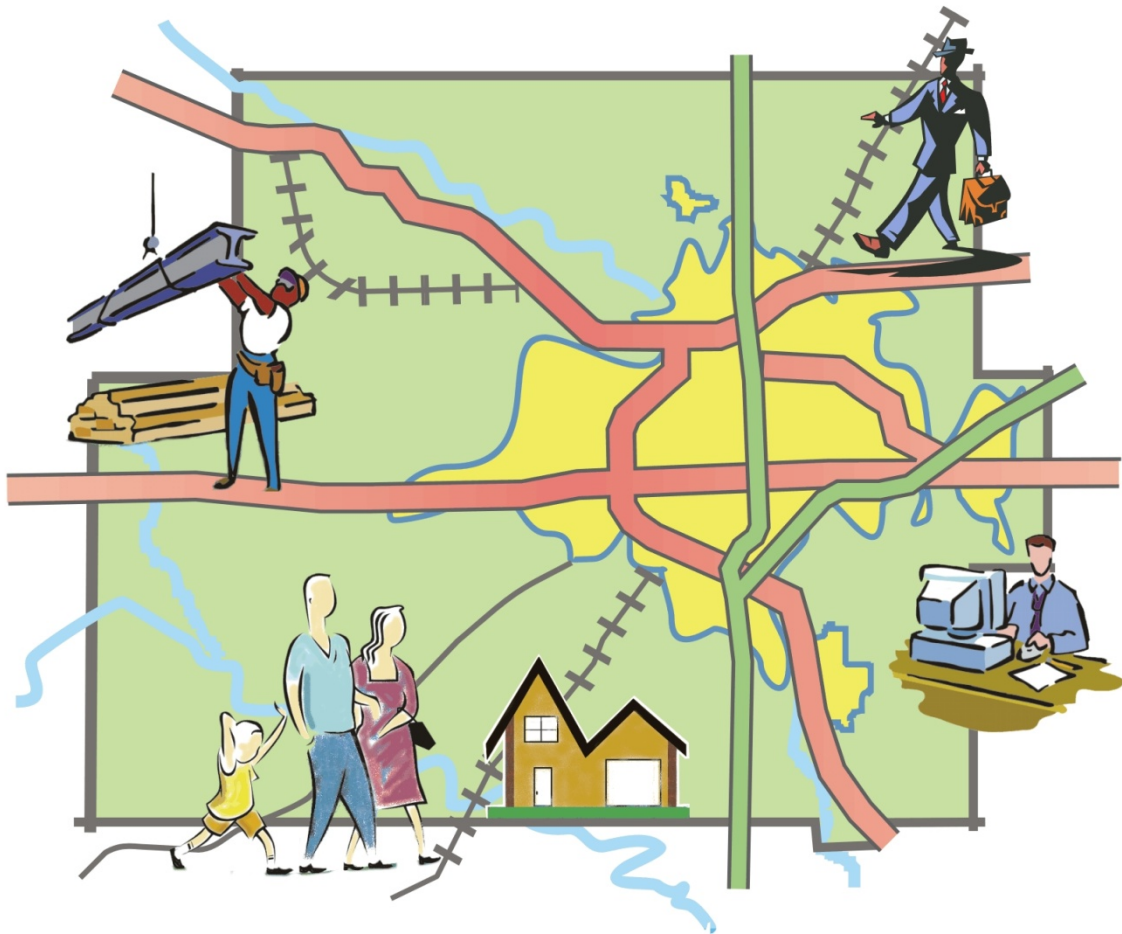


CHAPTER 4

PEOPLE, JOBS, AND LAND USE



W A M P O

Wichita Area Metropolitan Planning Organization



Who Lives and Works in the WAMPO Region?

The number and location of people that live and work in the WAMPO region creates unique demands on the transportation system. The MTP 2035 evaluates how the number and location of people and jobs effects demand on the transportation system. That information, combined with the guidance from the goals, objectives, and strategies, helps the region use transportation funds in the most resourceful way.

This chapter of the MTP 2035 provides a snapshot of what the region looks like now and what it is anticipated to look like in 2035. The snapshot is created by looking at the number of residents, houses, and jobs; the characteristics of residents including age, race, and income; the locations of homes and businesses; and how all those features fit into different land uses. Changes to all the "items" listed above provides a view of what the region will look like in 2035.



New Housing Development

How Many People Live and Work in the WAMPO Region Now and in the Future?

This section provides baseline information about the number of people and jobs in the region. It also provides anticipated growth through 2035, which lays the groundwork for projections in the growth of travel.

Population

The population of the region is expected to grow from approximately 495,000 people in 2008 to just under 602,000 people by 2035. This is a projected increase of 107,000 people, or 22%, over 27 years. This averages out to a regional growth rate of 0.8% per year. This anticipated rate of growth is consistent with the historic regional growth rate of just under 1% per year. **Exhibit 4.1** shows the growth in population since 1990 and the projected growth through 2035.

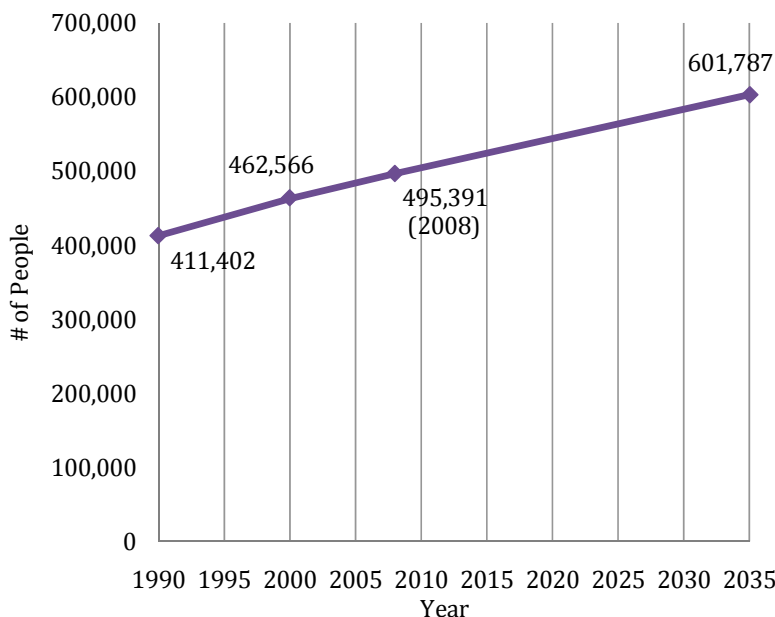


Downtown Wichita



CHAPTER 4: PEOPLE, JOBS, AND LAND USE

Exhibit 4.1: Population Growth in the WAMPO Region



What are non-retail jobs?

Includes jobs in industries such as agriculture, mining, manufacturing, transportation, government, utilities, and wholesale. It also includes service based jobs such as jobs in finance, insurance, and real estate sectors.



Non-Retail Job

The population in the region has grown at a faster rate than the State of Kansas (0.5%) as a whole from 2000 to 2008. However, it is similar to the national growth rate, which has been holding steady at approximately 1% per year since 2000.

Jobs

The total number of jobs in the region in 2008 was approximately 292,000. By 2035, the number of jobs is expected to increase 21% to approximately 352,000 jobs. The anticipated annual rate of job growth mirrors the anticipated population growth rate at 0.8% per year.

What are retail jobs?

Includes all jobs that involve selling goods directly to customers.



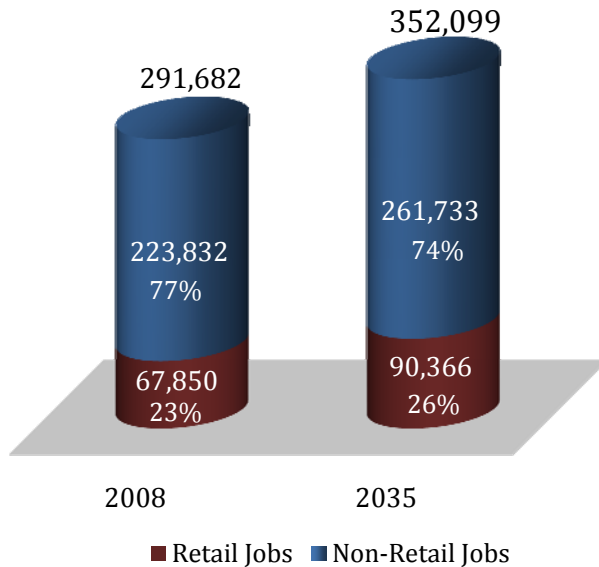
Retail Job

The types of jobs that are in the region can be classified in two general categories: retail and non-retail. A much larger percentage of the work force, 77%, was employed in **non-retail jobs** in 2008. The remaining 23% of the work force was employed in **retail jobs**. However, by 2035 the percentage of people employed in retail jobs is expected to increase to 26%. An increase in retail jobs could potentially have a significant impact on the transportation system since retail centers or stores are destinations for not only employees, but customers and freight movers as well.

Exhibit 4.2 shows the difference between the number of jobs by type in 2008 and 2035.



Exhibit 4.2: Number of Retail and Non-Retail Jobs for 2008 and 2035



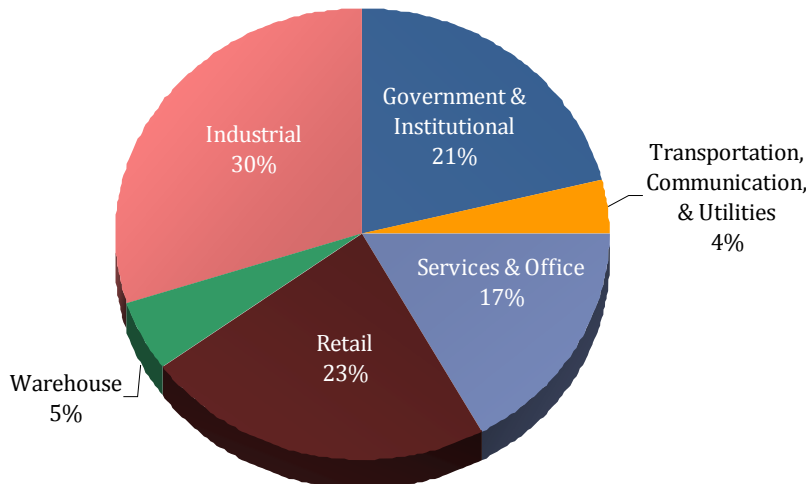
What is a job sector?

A large group of employers that have similar characteristics in terms of what they do or produce. Some examples include industrial, retail, and government and institutional.

Job Sectors

There are several sectors of jobs that make up the non-retail classification. Three non-retail sectors and the retail sector make up the largest portion of the regional economy. **Exhibit 4.3** shows the percent of workers by job sector in 2008 for the entire workforce.

Exhibit 4.3: Percent of Workers by Job Sector



Spirit Aerosystems



Cessna Aircraft

Major Employers

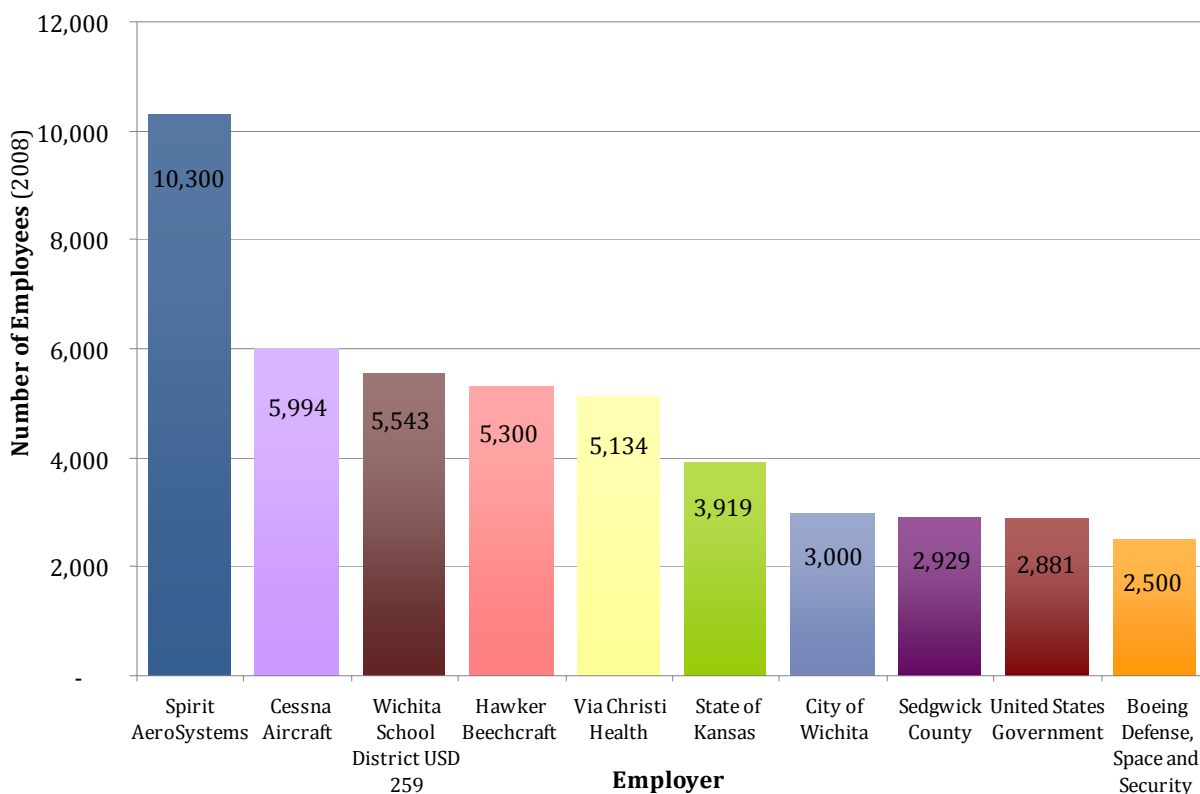
The WAMPO region has a diverse variety of businesses ranging from large international corporations to small local



CHAPTER 4: PEOPLE, JOBS, AND LAND USE

entrepreneurs. The top 10 employers (measured by the number of employees) in 2008 in the region are listed in **Exhibit 4.4**. The largest employer in the WAMPO region is Spirit AeroSystems with over 10,000 employees. Four of the top 10 employers are in the aircraft industry.

Exhibit 4.4: Top 10 Employers in the WAMPO Region



What Are the Characteristics of the People Living in the WAMPO Region?

Different groups within the population, such as the very young, the elderly, low-income households, or households without cars have unique transportation needs. As a result, it is important to understand the characteristics of the regional population.

Age and Gender

Based on the 2000 Census, there are slightly more females in the WAMPO region than males. The median age of region residents is 34; 33 for males and 35 for females. The median age of residents in the region is slightly younger

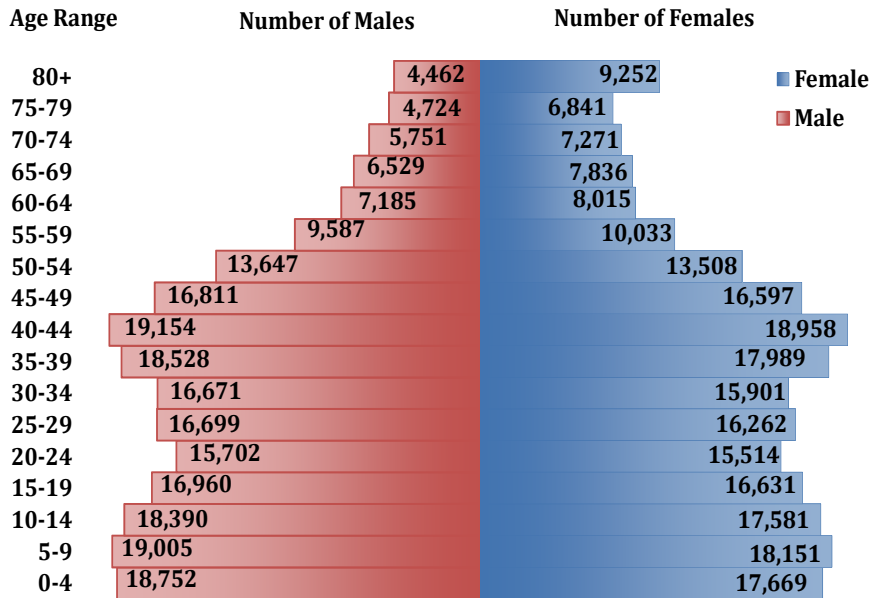
What is a median?

The middle number, where half of the numbers are smaller and half of the numbers are larger.



than the residents in the State of Kansas and the nation, where the median age is 36. **Exhibit 4.5** compares the age and gender profiles for residents in the region.

Exhibit 4.5: Gender-Age Pyramid in 2000



The aging population will affect the future transportation system. A large segment of the population (the Baby Boomers) who are currently in their forties, fifties, and early sixties will age into their sixties, seventies, and eighties over the course of this plan. As this segment of the population ages, changes in the way they currently use the transportation system could occur. For example, some Baby Boomers might rely more on transit, some might move to an assisted living facility that provides a communal bus for its residents, some might continue to drive, and others might rely on friends and family for transportation.

Race

WAMPO is a diverse region with many different races and ethnicities. According to the 2000 Census, the majority of the population (80%) is classified as White Alone. The remaining 20% consist of a variety of different minority groups as seen in **Exhibit 4.6**. The largest minority group

U.S. Census Terminology

The race classifications used in this document are consistent with those used by the U.S. Census.



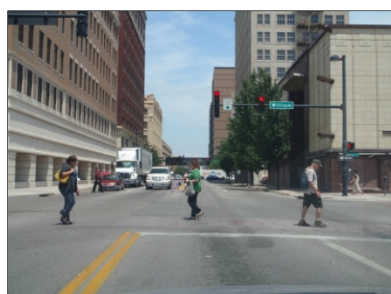
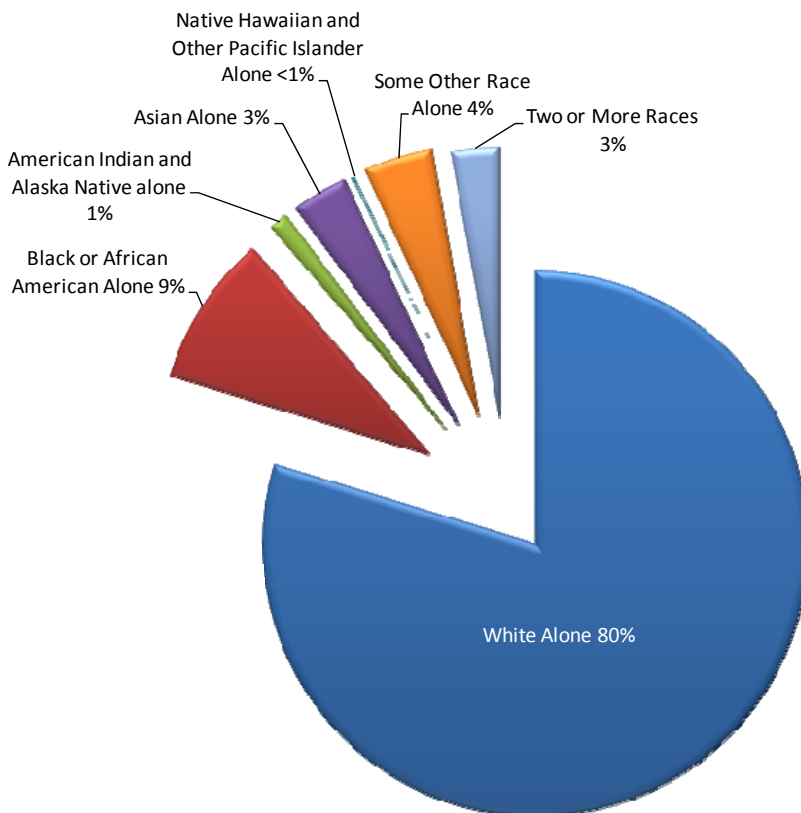
CHAPTER 4: PEOPLE, JOBS, AND LAND USE

is Black or African-American Alone. Hispanic or Latino populations are also considered minorities, but are not indicated in the chart because it is a national origin classification. Hispanic or Latino make up 8% of the population in the region.

Exhibit 4.6: Racial Summary of the WAMPO Region



Diverse Population using Transit



Pedestrians Crossing Street

Recent Trends

There have been significant changes in the demographics of the region. The following trends have occurred between 1990 and 2000:

- The minority population has increased at a faster rate than the White Alone population. Between 1990 and 2000, the minority population grew by 60%, while the White Alone population grew by only 5%.
- The minority population increased from 14% of the total population in 1990 to 20% in 2000.

The ten year change between 1990 and 2000 in the percentage of the minority population could indicate that



the 2010 census information may show another increase. This could be significant for the transportation system due to the difference in vehicle ownership between different population groups.

Vehicle Availability

The majority of households in the WAMPO region have access to at least one vehicle (93%). However, there is a disproportionate share of minority households that do not have access to a vehicle, as seen below:

- 1 in 9 minority households do not have access to a vehicle.
- 1 in 12 White Alone households do not have access to a vehicle.

If the minority population continues to increase at a faster rate than the White Alone population, this could increase the need for other modes of transportation such as transit, walking, or biking. This plan includes improvements to all of those forms of transportation.

A complete analysis on the impacts of the projects included in the MTP 2035 on minority populations can be found in **Appendix 6: Environment Justice**.

Income

The median household income in the region is slightly higher (\$43,000) than both Kansas (\$41,000) and the U.S. (\$42,000). However, there is still a significant portion of the region's households that are classified as **low-income**.

A complete analysis on the impacts of the projects included in the plan on low-income and minority populations can also be found in the **Appendix 6**.

How Many Houses are in the WAMPO Region?

There were approximately 211,000 **housing units** in the region to house its 495,000 residents in 2008. Given that an estimated 7.3% (2000 Census) of the housing units at any one time are vacant, there were approximately 195,000 **households** in 2008. This means that the average



Vehicles in Driveways

Low-income populations

Low-income areas are further explained and discussed in **Appendix 6: Environmental Justice Analysis**

What are housing units?

All living quarters in the WAMPO region, both occupied and vacant, including single-family homes, apartments, lofts, and mobile homes.

What are households?

A housing unit occupied by one or more people.



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High Density Urban Housing

What is density?

A measure of how many or how much of something is within a given area. Housing density measures the number of housing units per acre. Population density measures the number of people per acre. Employment density measures the number of jobs per acre.

What is land use?

Where people, live, work, shop, learn, and play determines how land is used.



Agricultural Land Use and Low Density Rural House

household size in the region is approximately 2.5 people per household. This is comparable to the national average of 2.6 people and the State of Kansas average of 2.4 people.

The number of housing units is projected to increase by approximately 21% to 254,000 by 2035. The average growth rate per year of the number of housing units mirrors the yearly growth rate of the population at 0.8 % per year. The number and location of these housing units impact the demand for transportation services.

Where Do Residents Live and Work?

To really understand how population, jobs, and housing units impact the transportation system, it is important to look at where people live and work, as well as the **density** of those locations. Most people live and work in urbanized communities such as the city of Wichita or one of its 20 surrounding cities, like Valley Center, Mulvane, and Goddard.

Existing Land Use

People live and work in specific locations. The type of activities that take place at these specific locations determines how the land is used, or its **land use**. Common uses are residential (e.g., homes and apartments), commercial (e.g., shopping centers and offices), industrial (e.g., manufacturing plants), and agricultural (e.g., farmland). Different land uses place different demands on the transportation system.

People generally live in the residential areas and work in the commercial and industrial areas, creating more demand for transportation. Industrial uses that consist of manufacturing plants and shipping companies are primarily located near interstates, major highways, and the airport to allow for ease of transporting goods. Agricultural uses surround the urbanized areas around the region. **Exhibit 4.7** shows the current location of land uses in the region.

As the area has grown, similar land uses have located near each other. Neighborhoods typically consist of homes and few, if any, businesses. Industrial parks typically don't



include any housing. As the economy and size of the region has grown, retail stores have typically become clustered together in strip malls or shopping centers located along major roads. This has not always been the case. Many older neighborhoods used to have grocery stores, other retail businesses, and were located next to work locations. The separation of land uses has increased the distance people travel from home to work and stores.

The density of areas, whether they are residential, commercial, or industrial, also creates unique demands on the transportation system. The density of land uses can vary significantly. For example, the population density in the WAMPO region varies anywhere from over 5,700 people per square mile in some urban neighborhoods to zero people per square mile. Employment density ranges from over 13,000 jobs per square mile in downtown Wichita and Mid-Continent Airport to zero jobs per square mile. **Exhibit 4.8** and **Exhibit 4.9** show the population and employment density in the region for 2008. Lower densities have the potential to increase the amount of vehicle miles traveled because the jobs, stores, and other necessary destinations are further away from the residential uses.



High Density



Low Density