

City of Wichita Community Engagement Overview and Results

Community Investments Plan

Survey from Hugo Wall School of Urban and Public Affairs at Wichita State University

- Mailed to 25,000 Wichita and Sedgwick County residents
- More than 4,000 returned
- Completed April 2013
- Reliable and valid representation of citizen input

Used as basis for more discussion on people's perspectives, priorities and funding preferences

ACT ICT

Structured discussion process to build on survey and seek resident input on 1) vision; 2) priorities; and 3) funding preferences

- Hugo Wall School trained 12 facilitators from City for process
- Contacted 400 organizations (neighborhood, business, civic, non-profits, schools, etc.)
- Plan was "go to" where people are to engage more people
- 102 citizen meetings held mid-September 2013 through January 2014
- 100 hosted by organizations and two open to the public and advertised by Wichita Eagle
- 2009 people participated

Community Vision

Community Survey

Citizens in the survey showed strong value for community and toward future generations.

- Are willing to rise above their personal interest to do what is best for the community (72%)
- Have a strong commitment to preserving the future and are willing to do their part so that a better community
 is left for the next generation (86 98%)
- Willing to take responsibility to help create opportunity for all citizens IF citizens are willing to do their part (93 95%)

ACT ICT

Residents shared 1,379 statements on their vision for the community

20 different themes arose in participant comments

- 1) Top theme: Economic development community growth, innovation, job creation and diversification, job training, business promotion
- 2) Second most discussed theme –arts and culture and entertainment events and amenities

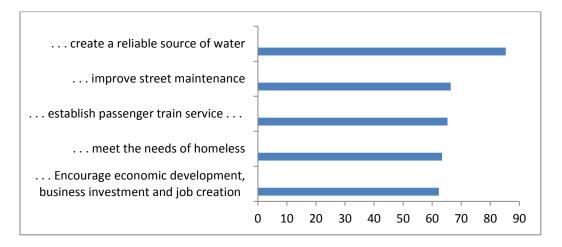
Word cloud of top 60 words used in each of the 1,379 statements reflected same basic values.



Priorities

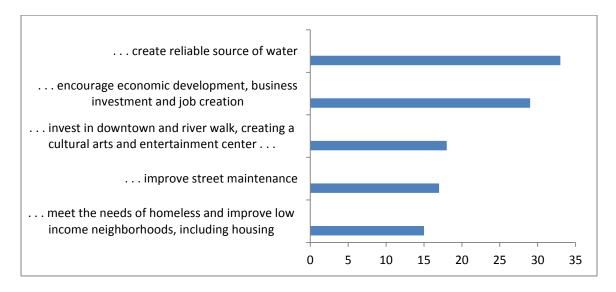
Community Survey

Residents ranked 14 different priorities and their willingness to pay to address. The top 5 priorities were:



ACT ICT

Participants were asked to rank their top 4 priorities out of 10 combined priority statements. For the most part, the results from the ACT ICT engagement process reflected the same priorities. (ACT ICT is not a scientific survey, but used to provide insight and further discussion.) The top 5 priorities were:



Themes from the conversation about priorities included:

- Vision of a diversified economy and a water supply to support the community
- Job growth that creates wealth is a cornerstone for creating a tax base to help support the other priorities

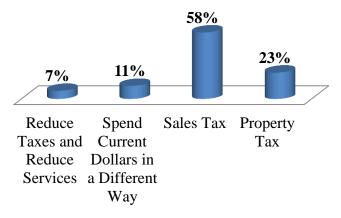
Water as a basic need for the community that must be met

Funding

In ACT ICT each participant was asked to fill out a sheet listing an individual preference for his/her preference on how to fund priorities. The sheet provided four options and a place to list other ideas.

1,973 people responded with the following results:

How Should We Invest to Create Our Community's Vision for the Future?



Of the 58% that preferred sales tax, they suggested the following sales tax options:

Sales Tax

1 cent 1/2 cent 1/4 cent Other

5%

62%

Of the 23% that preferred property tax, they suggested the following property tax options:

Property Tax

12% 8% 51% 51%