



# KECHI PLANNING

## ROUND 1 POLLING RESULTS ANALYSIS

### Prepared by

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# INTRODUCTION

## BACKGROUND INFORMATION

Professional Engineering Consultants, P.A. (PEC) is assisting the City of Kechi with updating the Comprehensive Plan and developing a new Strategic Plan. The process builds upon previous efforts of Kechi; using and validating information from these efforts. The planning efforts involve community input opportunities to help with the development of the plans, including setting a vision, developing goals and objectives, and identifying actions steps and responsibilities. Three rounds of citizen input opportunities are scheduled throughout the process. This document summarizes the input obtained during the open house conducted as part of the first round of citizen input.

## COMMUNITY MEETING

A community input meeting was conducted on January 21, 2014 as part of the public involvement efforts. The focus of this meeting was to get input from the public in order to set a vision as well as obtain some input on goals. PEC filtered through information from previous planning efforts to identify common themes and issues. Attendees were asked questions about core values, strengths, desired changes, and issues about specific topic areas. Attendees were generally engaged in the presentation; participating in the polling and engaging in discussion. Comments were thoughtful and displayed real interest in the topic.

## POLLING METHOD

Attendees were surveyed using audience response keypad polling. The surveys started with four demographic-type questions to obtain information about the attendees. The following nine questions asked for preferences/priorities of the attendees. All survey questions were asked in multiple choice format.

Participants were provided small keypads with five buttons labeled 1-5 (and A-E). The keypads work similar to a garage door opener by transmitting a radio signal to a receiver installed on a laptop computer. Multiple choice questions are included in a PowerPoint® presentation. As each question is asked, audience members press the button that corresponds with their desired response. The responses are tabulated by the computer's polling software and the results shown immediately in the form of a chart or graph. The response data is stored for later analysis.

## COMMENTS & STATISTICS

In reviewing the data, answers that garner a majority response generally represent a consensus. Plurality responses may require further analysis or follow-up polling when a consensus is being sought, depending upon the degree of variance between the responses.

The polling exercises conducted during the meeting **does not** represent a random sample of the Kechi population. A total of 38 citizens responded to the polls. Based on answers to one of the questions, 88% of the attendees live within Kechi. The meeting was open to the public and advertised locally. Therefore, general session poll results also contain sampling error due to self-selection bias. Since there is no means of measuring the degree of bias, the polling cannot be defined as a "scientific" survey.

As typical with most open houses, only a small portion of the total population attended. Compared against Kechi's total population<sup>1</sup> of 1,909, about 1.6% of the population attended and provided input. Not accounting for sampling error, poll participation was 2%. With this in mind, these results are fairly representative of overall community opinion regardless of statistical technicalities. Community officials can be reasonably confident in relying upon the consensus responses during the decision-making process.

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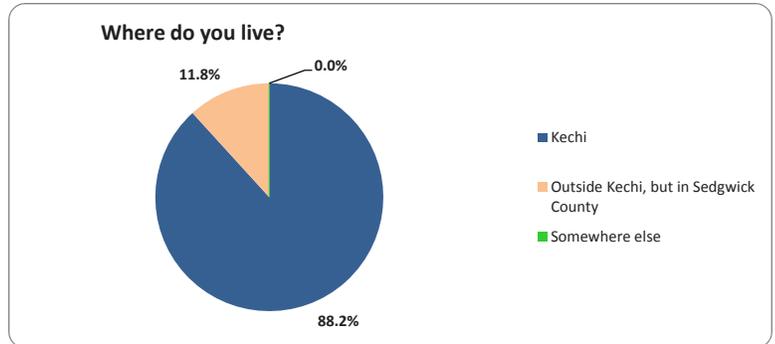
1 US Census Bureau, 2010 Decennial Census

# POLLING RESULTS

## QUESTION 1 - RESIDENCE

Question 1	Possible Responses	Number	Percent
Where do you live?	Kechi	30	88.2%
	Outside Kechi, but in Sedgwick County	4	11.8%
	Somewhere else	0	0.0%
<b>TOTAL</b>		<b>34</b>	<b>100.0%</b>

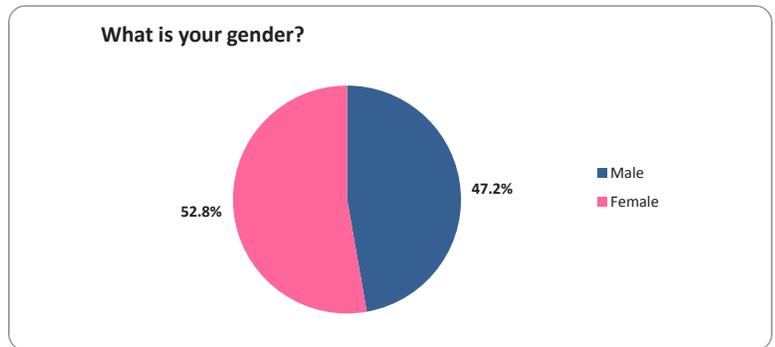
Nearly 90% of respondents live in Kechi and all live in Sedgwick County.



## QUESTION 2 - GENDER

Question 2	Possible Responses	Number	Percent
What is your gender?	Male	17	47.2%
	Female	19	52.8%
<b>TOTAL</b>		<b>36</b>	<b>100.0%</b>

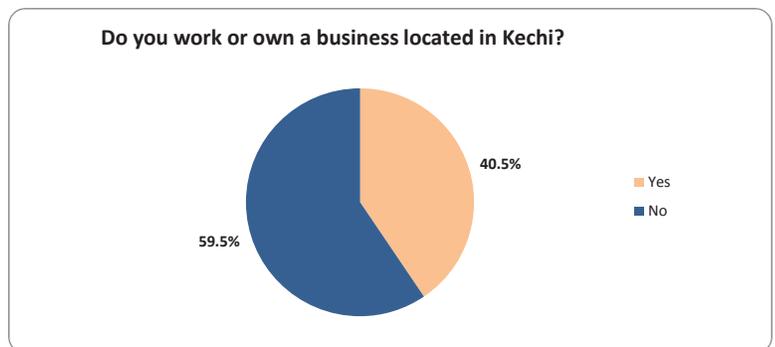
There was a fairly even split between female and male respondents, with a few more females than males.



## QUESTION 3 - BUSINESS/WORK IN KECHI

Question 3	Possible Responses	Number	Percent
Do you work or own a business located in Kechi?	Yes	15	40.5%
	No	22	59.5%
<b>TOTAL</b>		<b>37</b>	<b>100.0%</b>

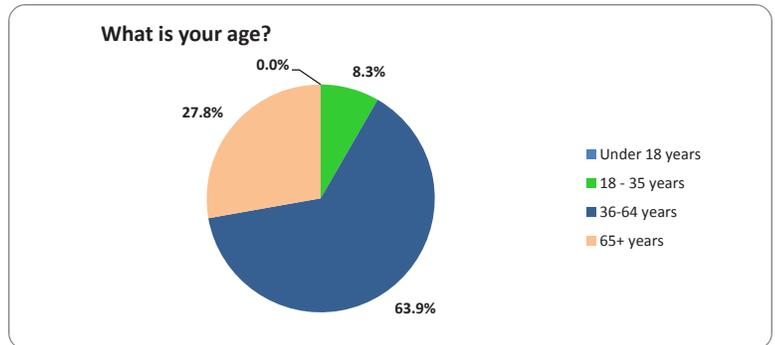
Almost 60% of respondents either work or own a business within the Kechi City Limits.



### QUESTION 4 - AGE

Question 4	Possible Responses	Number	Percent
What is your age?	Under 18 years	0	0.0%
	18 - 35 years	3	8.3%
	36-64 years	23	63.9%
	65+ years	10	27.8%
	<b>TOTAL</b>	<b>36</b>	<b>100.0%</b>

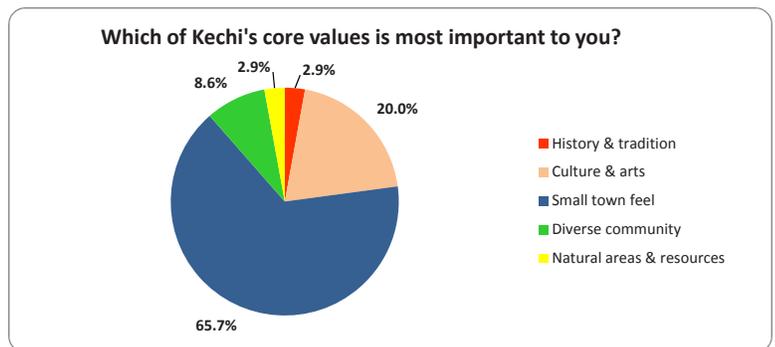
The majority of respondents fall within the 36-64 year old age bracket. It is common to have very few respondents 18 year or under at a public meeting. Targeted input opportunities can reach out to this segment of the population.



### QUESTION 5 - CORE VALUES

Question 5	Possible Responses	Number	Percent
Which of Kechi's core values is most important to you?	History & tradition	1	2.9%
	Culture & arts	7	20.0%
	Small town feel	23	65.7%
	Diverse community	3	8.6%
	Natural areas & resources	1	2.9%
	<b>TOTAL</b>	<b>35</b>	<b>100.0%</b>

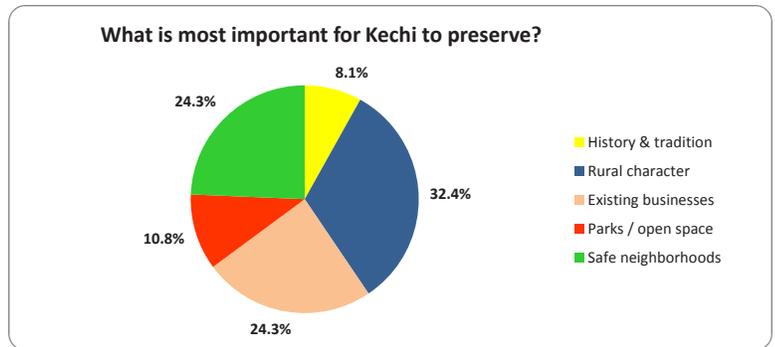
A strong majority of respondents (65.7%) believe the most important core value is Kechi’s small town feel. There was a fair amount (20%) of respondents that believe culture and arts is the most important core value.



## QUESTION 6 - PRESERVING KECHI

Question 6	Possible Responses	Number	Percent
What is most important for Kechi to preserve?	History & tradition	3	8.1%
	Rural character	12	32.4%
	Existing businesses	9	24.3%
	Parks / open space	4	10.8%
	Safe neighborhoods	9	24.3%
<b>TOTAL</b>		<b>37</b>	<b>100.0%</b>

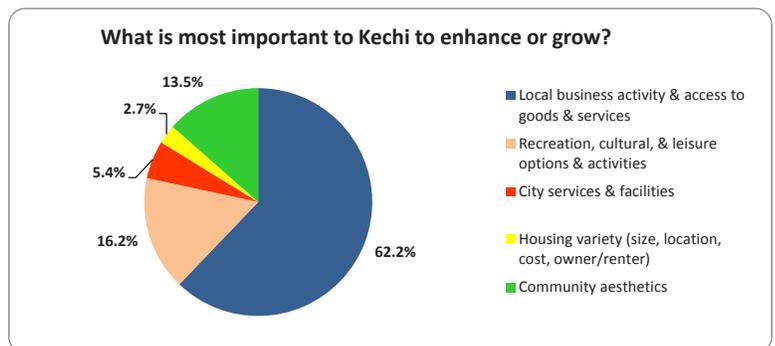
There was not clear consensus among the respondents on the most important element in Kechi to preserve. The highest response was for Kechi’s rural character followed closely by existing businesses and safe neighborhoods. Since there is a sizable gap between the third and fourth ranked responses, the vision statement should include references to the top three responses.



## QUESTION 7 - ENHANCING KECHI

Question 7	Possible Responses	Number	Percent
What is most important for Kechi to enhance or grow?	Local business activity & access to goods & services	23	62.2%
	Recreation, cultural, & leisure options & activities	6	16.2%
	City services & facilities	2	5.4%
	Housing variety (size, location, cost, owner/renter)	1	2.7%
	Community aesthetics	5	13.5%
<b>TOTAL</b>		<b>37</b>	<b>100.0%</b>

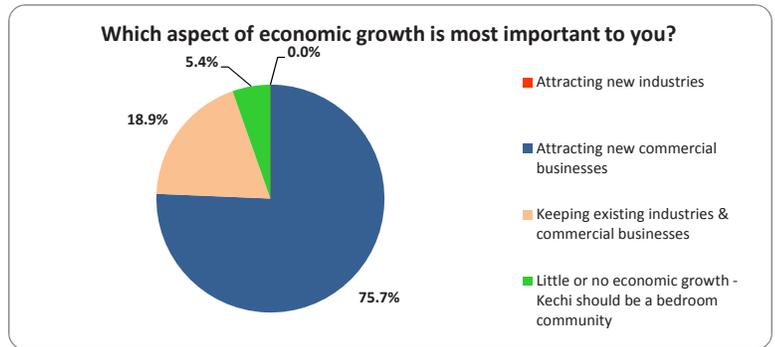
There was a strong majority of respondents that believe it is most important to enhance or grow local business activity and access to goods and services.



## QUESTION 8 - ECONOMIC GROWTH

Question 8	Possible Responses	Number	Percent
Which aspect of economic growth is most important to you?	Attracting new industries	0	0.0%
	Attracting new commercial businesses	28	75.7%
	Keeping existing industries & commercial businesses	7	18.9%
	Little or no economic growth - Kechi should be a bedroom community	2	5.4%
<b>TOTAL</b>		<b>37</b>	<b>100.0%</b>

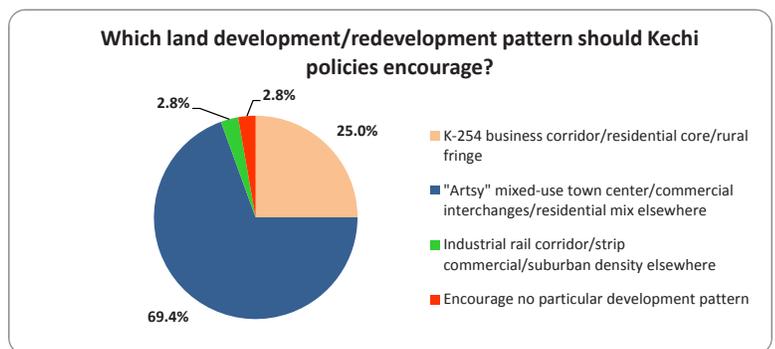
Among the respondents, it was clear that the most important aspect of economic growth in Kechi was to attract new commercial businesses.



## QUESTION 9 - DEVELOPMENT/REDEVELOPMENT

Question 9	Possible Responses	Number	Percent
Which land development/redevelopment pattern should Kechi policies encourage?	K-254 business corridor/residential core/rural fringe	9	25.0%
	"Artsy" mixed-use town center/commercial interchanges/residential mix elsewhere	25	69.4%
	Industrial rail corridor/strip commercial/suburban density elsewhere	1	2.8%
	Encourage no particular development pattern	1	2.8%
<b>TOTAL</b>		<b>36</b>	<b>100.0%</b>

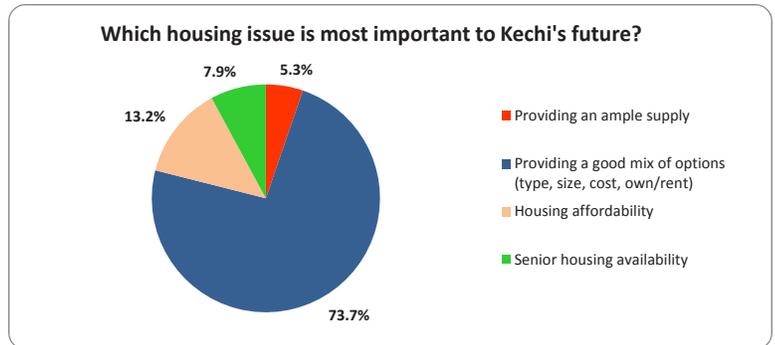
Almost 70% of respondents believe Kechi should encourage a development and redevelopment pattern with an 'arts-friendly' mixed-use town center, commercial interchanges, and a residential mix elsewhere. A quarter or respondents felt development and redevelopment should focus on a K-254 business corridor, a residential core, and a rural fringe.



## QUESTION 10 - HOUSING

Question 10	Possible Responses	Number	Percent
Which housing issue is most important to Kechi's future?	Providing an ample supply	2	5.3%
	Providing a good mix of options (type, size, cost, own/rent)	28	73.7%
	Housing affordability	5	13.2%
	Senior housing availability	3	7.9%
<b>TOTAL</b>		<b>38</b>	<b>100.0%</b>

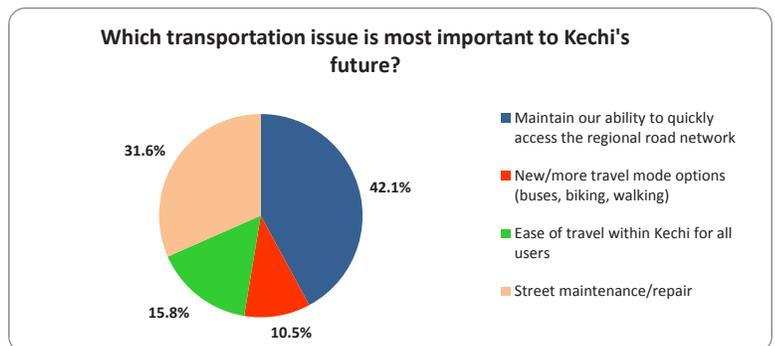
Almost three out of four respondents believe the most important housing issue for Kechi's future is to provide a good mix of housing options.



## QUESTION 11 - TRANSPORTATION

Question 11	Possible Responses	Number	Percent
Which transportation issue is most important to Kechi's future?	Maintain our ability to quickly access the regional road network	16	42.1%
	New/more travel mode options (buses, biking, walking)	4	10.5%
	Ease of travel within Kechi for all users	6	15.8%
	Street maintenance/repair	12	31.6%
<b>TOTAL</b>		<b>38</b>	<b>100.0%</b>

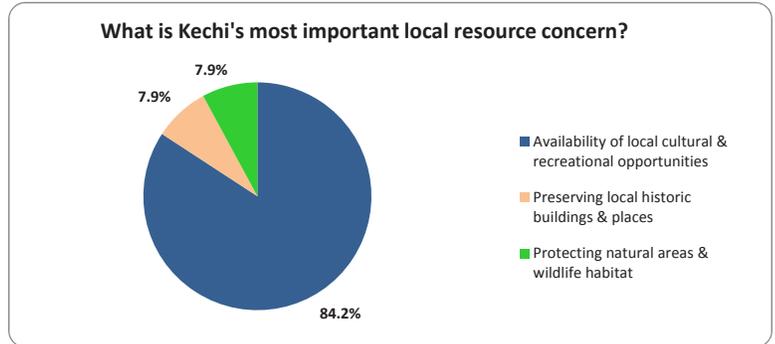
In regards to the transportation network, approximately 42% of respondents believe it is most important to maintain our ability to quickly access the regional road network. Just over 31% believe it is most important to maintain/repair our streets.



## QUESTION 12 - LOCAL RESOURCES

Question 12	Possible Responses	Number	Percent
What is Kechi's most important local resource concern?	Availability of local cultural & recreational opportunities	32	84.2%
	Preserving local historic buildings & places	3	7.9%
	Protecting natural areas & wildlife habitat	3	7.9%
<b>TOTAL</b>		<b>38</b>	<b>100.0%</b>

Over 84% of respondents answered that the most important local resource concern is the availability of local cultural and recreational opportunities.



## QUESTION 13 - CITY SERVICES

Question 13	Possible Responses	Number	Percent
What is the most critical issue related to Kechi City services, utilities, & facilities?	Providing a wider variety of City services (library, Wifi, etc.)	1	2.6%
	Improving the quality of City services, utilities, & facilities	3	7.9%
	Reducing the cost of services by improving efficiency	8	21.1%
	Keeping up with local growth & development	15	39.5%
	Maintenance & repair of existing infrastructure	11	28.9%
<b>TOTAL</b>		<b>38</b>	<b>100.0%</b>

The greatest response was to keep up with local growth and development, followed closely by maintenance and repair of existing infrastructure and reducing the cost of services by improving efficiency.

