**STATE OF KANSAS )**
**WYANDOTTE COUNTY )) SS SPECIAL SESSION, THURSDAY, JANUARY 7, 2016**
**CITY OF KANSAS CITY, KS )**

The Unified Government Commission of Wyandotte County/Kansas City, Kansas, met in special session, Thursday, January 7, 2016, with eleven members present: Bynum, Commissioner At-Large First District; Walker, Commissioner At-Large Second District (arrived at 5:10 p.m.); Townsend, Commissioner First District; McKiernan, Commissioner Second District; Murguia, Commissioner Third District; Johnson, Commissioner Fourth District; Kane, Commissioner Fifth District; Markley, Commissioner Sixth District; Walters, Commissioner Seventh District; Philbrook, Commissioner Eighth District; and Holland, Mayor/CEO; presiding. The following officials were also in attendance: Doug Bach, County Administrator; Carol Godsil, Deputy Unified Government Clerk; Gordon Criswell, Asst. County Administrator; Joe Connor, Asst. County Administrator; Melissa Mundt, Asst. County Administrator; Ken Moore, Chief Legal Counsel; Mike Grimm, Research Manager; Mike Taylor, Public Relations Director; Lew Levin, Chief Financial Officer; Lindsay Behgam, Executive Coordinator to the Mayor; and John Turner, Sergeant-at-Arms.

**MAYOR HOLLAND** called the meeting to order.

**ROLL CALL:** Kane, Markley, Walters, Philbrook, Bynum, Townsend, McKiernan, Murguia, Johnson, Holland.

**AMENDED NOTICE OF SPECIAL MEETING** of the Unified Government of Wyandotte County/Kansas City, Kansas, to be held Thursday, January 7, 2016, at 5:00 p.m. in the 5th floor conference room of the Municipal Office Building for a presentation of the Chamber's Legislative Agenda followed by a review of the Community Survey questions. Immediately following will be an executive session regarding litigation in Suite 531.

**CONSENT TO MEETING** of the governing body of Wyandotte County/Kansas City, Kansas, accepting service of the foregoing notice, waiving all and any irregularities in such service and in

such notice, and consent and agree that we, the governing body, shall meet at the time and place therein specified and for the purpose therein stated.

Chamber's Legislative Agenda

**Valerie Mussett, Design Mechanical;** said we are a local company and have been in Kansas City, Kansas since 2003, the inception of our company. We employ over 150 employees here in Kansas City, Kansas. I also come to you as the Chair of the Kansas City, Kansas Chamber of Commerce and with that we're excited for 2016. We have a great staff onboard now, we're fully staffed and I'm looking forward to everyone working together and the focus this year collaboration with ourselves, the UG, WYEDC, CBV and others in our community. With a new staff this year I want to introduce the Executive Director that we have onboard now and then Daniel Silva and he is going to continue on.

**Daniel Silva, Executive Director of the KCK Chamber,** said I am one month on the job and definitely enjoying it. It has been a great experience thus far. I think the support that has been exhibited has been tremendous and I'm very much looking forward to positioning this chamber as a proactive partner to the community, business community and community at-large. I come to this role from the Greater Kansas City Chamber of Commerce where I was the Director of Diversity and Inclusion working closely with minority women on business owners creating equitable access for opportunities to business owners. I also oversaw the GenKC group which is young professionals group focused on recruitment and retention of young professionals to the region. We engage them activities of social networking, philanthropy and professional development. I'm very excited to be here. I think the work the committee has done has been tremendous. I think you will be pleased with the agenda that we're putting forward and if enacted, I think it will be a very positive thing for Kansas City, Kansas and Wyandotte County.

Mike Smallwood is the Chair of our Legislative Committee and I'm going to turn it over to him so he can go over the platform.

**Mike Smallwood, President of the Smallwood Lock Supply,** said we have been a business in Kansas City, Kansas since 1912. I went back and looked at the census, the earliest census record

for my grandfather was the 1910 census and he lived right down here on Ann right where the parking lot is for City Hall.

The Kansas City, Kansas Chamber Legislative Agenda that you have before you is the combination of more than a dozen meetings, hundreds of hours of time spent by more than 50 individuals in the community.

As Daniel said, our objective is clear to create a legislative platform that if enacted, will make Kansas City, Kansas and Wyandotte County an even better place to own a business, grow a business, live, work, raise a family and prosper. To do that we need your support and partnership and we're asking for that and we're going to continue to reach out to you and try to engage as much as we can because we believe there are a lot of things that we can work together on and move the community forward.

I must also thank several commissioners, the Mayor and his staff, and Mike Taylor for their input and feedback throughout the process. It's rare that Mike ever misses a legislative committee meeting so hopefully he has been giving you some good feedback on what we've done.

The first item on our agenda is really more of a request of our legislators in Topeka than it is a legislative item. The Chamber believes that to be most effective our elected officials must act in a transparent and clear way when considering legislation and one that allows ample opportunity for public engagement and review. We saw some results of the opposite of that in 2015 session in Topeka. We don't think that's productive for anyone and leads to potentially some troublesome legislation as we move forward.

The Local Agenda, the Chamber supports a property appraisal process that provides a high level of certainty and consistency. That's important for the business community as we move forward.

STAR Bond Revenue—as the Unified Government begins to discuss STAR Bond distribution as a business community that we represent, we request a distribution that adds a long-term benefit to the community. We also request that the process include public discussion and that involves the business community in a meaningful way. **Mayor Holland** said I want to speak to that. We've had our Listening Tour that engaged over 700 residents and we're working currently to find two dates where we can do that specifically with the business community to get your input as well. **Mr. Smallwood** said that's terrific. **Mayor Holland** said we would like to

coordinate one with the Chamber. Murrel Bland is working on both of these and one with Business West so we're trying to do two, one on the east side of the county and one on the west so we absolutely need your input. **Mr. Smallwood** said that's great and we will be happy to provide and thank you very much for doing that and providing an ability for us to add to the discussion.

The first one on the State Agenda is payday lending. We strongly request that payday loan laws be reformed in a way that our citizens know what the loan ramifications are and that the payoff process be simple and easy to understand. I have to personally thank Commissioner Johnson for bringing that issue to our attention providing valuable input. Ken Williams with Catholic Charities has a process to help rescue people from payday loans. Payday Loan Companies provide no value to the community and just suck economic life out, but the payoff process is terrible. It's what, five hours I think I was told for an experienced banker to get somebody out of a payday loan and we think the best way to attack this from the beginning is to provide an easy payoff term for the consumer.

Urban Opportunity Zones, we fully support those to help revitalize our community and believes there needs to be additional tools to address blight. I would like to thank Commissioner McKiernan for helping us expand that item to include blighted tax current properties. That was an issue he brought to our attention.

Gaming, as a Chamber we oppose any changes to gaming provisions that would negatively impact Hollywood Casino operations.

Abandoned Structures, KCK supports the legislation. We talked about the blight.

Fort Leavenworth, we believe that our elected officials should continue to support investment in Ft. Leavenworth, a facility that provides great economic benefit here in Wyandotte County and throughout the state.

Healthcare, the Chamber urges the state to develop a Kansas specific health care plan that assists our most vulnerable citizens, low-income and working poor. A program that is stable and economically viable in the long-term and whatever that is. There are many states around the country that have modified Medicaid proposals and that's what we support. We think that a Kansas solution is probably the best rather than trying to just duplicate what someone else has done.

Public Education, we support the creation of a new public education formula that allows USD 500, 202, 203 and 204 and all districts within Kansas to provide high-quality education to our students. All children in our community should have the opportunity to attend well-funded, successful public schools, ones that have rigorous standards and maintain local control of curriculum development. Additionally, we support a fair funding formula that allows the community colleges to continue to provide work ready graduates.

Regulation, we oppose any state mandate that does not carry with it appropriate state funding to carry out that mandate especially ones that place a budget burden on local governments.

Taxes, furthermore, we believe that the state should close the so-called "LLC Loophole" that's been talked about to create tax equity across all types of Kansas businesses. It shouldn't make a difference whether you're an LLC or an S Corporation, the tax implication should be the same and currently they are not.

We oppose any increase to the state sales tax rate and strongly support lowering of sales tax on food. Both of these place an undue burden on those least able to handle increased taxation.

Origin vs Destination Based Sales Taxes, the KCK Chamber supports an origin-based sales tax. The current system in place in Kansas is destination-based. I can speak for that as our company—we in the state of Kansas have over 800, nearly 900, taxing jurisdictions. Each of the taxing jurisdictions has potentially its own rate. We're required whenever we ship a product or whenever we provide service in one of these other taxing jurisdictions to collect the appropriate tax at the appropriate rate and remit that to the state and it creates an onerous burden on business. When they had the statewide tax changed that went through last year we had to hire a programmer to come in and change our tax rates for us and so an origin-based system would allow a much easier way to collect and remit taxes to the state.

Transportation, we believe the funding of T-Works Transportation Programs vital to the future of a business friendly Kansas and growth in Wyandotte County.

Tourism, we believe that tourism is vital to Kansas City, Kansas and Kansas and Wyandotte County and request that the state creates a comprehensive tourism plan in order to generate new to Kansas tax dollars.

University of Kansas Medical Center and the KU Hospital are vital to our city, state and region. Funding should be maintained.

Amateur Athletics Ticket Sales, we recently learned that Kansas, believe it or not, is the only state in the nation that imposes a sales tax on amateur sports ticket sales. We don't know the original of that. It may have to do with when the NCAA was in Kansas, but we don't know. That places in jeopardy many collegiate championship events from choosing Kansas City, Kansas and the state particularly two of those most recent ones were the Division II championship that they had at Sporting as well as the Division 1 Soccer Tournament and Wichita also has championship events. The NCAA is going to consider potentially not locating those here in the future if something is not done with the sales tax.

Those are the highlights of our State Agenda. If you indulge me though, I would like to talk a little bit about a couple of the items that we have on our federal platform.

Energy and Environmental Mandates, the KCK Chamber opposes federal mandates that would result in excessive utility rate increases that would be deemed burdensome to residents and detrimental to business recruitment and retention.

On taxation, a similar item here, Marketplace Fairness Act; the Kansas City Kansas Chamber strongly supports collection of sales tax and use tax on e-commerce sales provided that the tax is origin-based and not destination-based and does not place an undue burden on Kansas City, Kansas businesses that sell their products and services outside the area. We're one of those companies. We sell pretty much to every state. We sold locker locks to 47 states this past year. Under some of the proposals in Congress we would have to file a tax return in every single state that we ship to and have to know the laws that are applicable in that state. For example, in the state of California some schools pay tax and we don't know that and so we support an origin-based system and send the money to Topeka with a zip code report and let them figure out how to split it up amongst the states.

National Institutes of Health, we support the efforts of Congressman Yoder and others that are seeking to invest significantly more dollars in the National Institutes of Health in order to find cures and prevention of diseases that impact so many and adds billions to health care costs. We have been told this will directly benefit the lifesaving work happening right here at Kansas City, Kansas at the KU Med Center.

Thank you again for your time tonight. Once again I encourage you to review our platform in detail. We will be reaching out to the community to continue to work with our team to ensure that this agenda is acted on for the benefit of Kansas City, Kansas and Wyandotte County. I might also mention that we have both Kathy Damron as our state lobbyist and Jon Stephens who is sitting back in the back that is most recently our interim executive director, but is now serving as a consultant assisting us in these initiatives.

As we continue to work to represent the business community of Kansas City, Kansas and Wyandotte County we would ask for your support and feedback on these and other issues.

**Commissioner Philbrook** said I think you skipped over something, but I want to make sure that the community gets to hear and the state gets to hear this and that is the Kansas City Kansas Chamber supports a repeal of the 2015 Tax Lid law placed on local communities. I just want to make an emphasis on that because that really binds us on what we can do in the future and I know you didn't mean to leave that out. **Mr. Smallwood** said we will be looking into that and getting that in writing. **Commissioner Philbrook** said it's on your sheet.

**Commissioner Kane** asked are you guys affiliated with the State Chamber. **Ms. Mussett** said we are members of the State Chamber. We haven't really engaged in much of their activities as of yet. We feel that we should be involved if we would like to have a voice in what they're doing so rather than calling it in support of the Chamber or in a top position of the Chamber we feel that we need to be there and be a voice for this community. **Mr. Smallwood** said I have not spoken with anyone at the State Chamber on any of these issues. These were developed exclusively with the legislative committee for the Kansas City Kansas Chamber of Commerce. I've not spoken with anyone at the state on any of these, the State Chamber. Now, if they happen to align, that's a coincidence. If they happen to differ, that's a coincidence too. We have not spoken with them on any of this. **Commissioner Kane** said I am positive you haven't because you wouldn't have put some of this stuff down. You are literally telling just the opposite because they actually pushed for a lot of the changes and I think that's interesting. I like what you've got, I wish you had the Prevailing Wage and Home Rule for Wyandotte County, but they have literally pushed for things that really, really hurt Wyandotte County. **Mr. Smallwood** said we feel that we have to be a member so that when we get this agenda complete

we can go up and visit with them and tell them what we think about it. In fact my company belongs to the State Chamber for that very reason and I had a lengthy discussion with them on the destination versus origin sales tax because they take a different position than that and you know the destination tax the way it's implemented is primarily a big business benefit. It's an anti-small business provision because I can't comply. At the federal level I called Congressman Yoder's office and talked to them for about 45 minutes and said why do you want to pass a law at the federal level that will make me a criminal from day one. I can't comply with that law. **Commissioner Kane** said I'm glad you're doing this and I know you need to be there, but when you're talking to them you might tell them—I'm going to be really nice, you might tell them that they're killing us and they literally get up and give this total opposite story of what's really needed in the communities and it's affecting us, it's affecting Wichita, and it's affecting Lawrence even with the school stuff. If they are ever here in town and you want somebody to talk to them, call me. **Mr. Smallwood** said we realize as business representatives that for our businesses to be successful we have to have a successful and vibrant community and that requires everything like good jobs, good schools, everything and so that's what we're trying to support. **Commissioner Kane** said that's exactly my point, just what you said. What they have done has affected us with the prevailing wage and what they've also help do is with the school with the way they did that and also the 33,000 people that—doctors, lawyers—**Mayor Holland** said 133,000. **Commissioner Kane** said farmers and money that would help us get out of the hole the State Chamber said no, we like it the way it is and if I were you guys, if you're there and you don't like it, maybe you ought to tell them in a more aggressive way. I can help. I can write it up if you want. **Mr. Smallwood** said I will be happy to carry that forward, but I'm also known as very direct and so sensitivity is not always my strongest suit.

**Mayor Holland** said one of the things too that I'm working on with our federal delegation I've talked to them about for the last couple of years, but want to get more specific with, is addressing lobbying for levies and levy funding. I think the flooding in St. Louis highlights the risks and dangers of an aging levy system and when you add up the amount of business valuation being protected by the levies in Kansas City, Kansas it would be decimating to our community to have the kind of flooding that they are having right now in other parts of the country. I had a good conversation with Senator Moran about that and looking at doing a joint policy with Mayor

James and the folks in Kansas City, MO because it affects all of us so that levy funding you might consider—I'm actually coming to your meeting in the morning and we can talk a little more about it, but I think we're going to need to add some voices together because we're talking hundreds of millions of dollars to refurbish and shore up our levies, but I don't want to be on CNN for broken levies in Kansas City, Kansas. I would rather be on CNN as a model city for all that's right in America which is where we're headed of course.

**Commissioner Philbrook** said not speaking as a commissioner, but taking advantage of the fact that I'm here, speaking as a small businessperson and having a business that is a corporation and being given the opportunity to not have to pay all those terrible corporate taxes; my comment is I would pay—I would rather pay those corporate taxes and support my community than go along with taking that away. The reason you have a corporation is not to pay taxes and you can figure out a lot of ways to spend your money and negate the amount you have to pay and be legal so you don't need to take what little bit is left away from the community. I would rather pay the taxes that I have and contribute to my community than not and I'm sure there are a lot of other small businesses that feel that way too because they don't save that much money. I doubt the amount of money that most of the small businesses save is minimal, but you add all of us up and it counts so that's just coming from a small business person. **Mr. Smallwood** said understood.

**Mayor Holland** said thank you very much Daniel, Valerie and Mike. We appreciate you coming and, John, we appreciate you coming as well. Thank you for your work on our behalf at the Chamber and we appreciate this legislative update and look forward to joining our voices together because this parallels much of the legislative agenda that we have here at the Unified Government and we appreciate the opportunity to join our voices together.

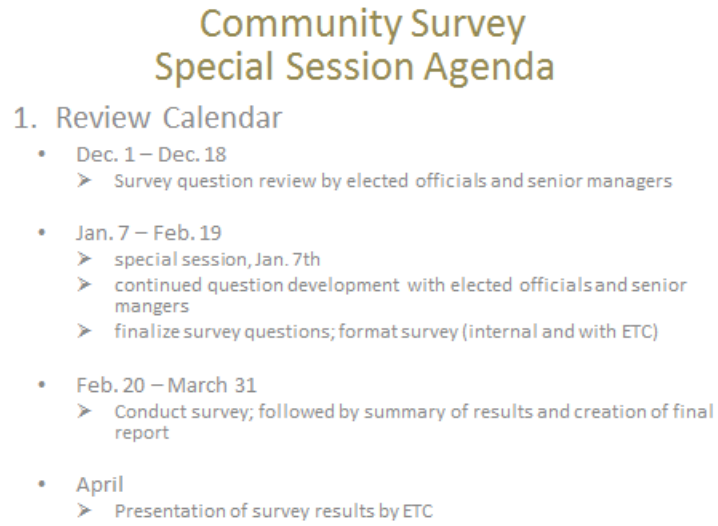
Community Survey

**Doug Bach, County Administrator,** said as directed by the Commission staff has been moving forward to work on a community survey. This is one of those steps that going through the process we have Mike Grimm in our Research Department who is leading up this effort. What we've done is early in December Mike went through and showed you a copy of the last community survey we did. I think that's provided the opportunity for many of the

commissioners to come forward and offer some questions that they may have to him, some changes they would like to see on the survey and so tonight I have Mike here and ETC who we have under contract now to work the contract. I'm going to have him go ahead and lead us in a presentation through this of what he has worked up and then there will be time to go ahead and work through some of the questions we have on there. Also, he has a few issues for us to sit out and decide from a financial perspective and provide direction as to which way we would like to go.

**Mike Grimm, Research Manager,** said I want to thank Chris Tatum for being here tonight with ETC. A lot of you probably recognize him, but he's pretty good at what he does and so I'm going to start the discussion, but at any time if there are any questions for Chris or he feels like he needs to jump in, he will go ahead and do that.

There three areas I would like to focus on tonight regarding the community survey is a quick review of the calendar and then we will jump into the survey scope and cost and then finally we will look at a draft of the survey, I'll call it the base survey, and then unique questions that some commissioners submitted and there is an option to add them, a page of unique questions for each commission district.




On the calendar December 1st – December 18th the survey questions were sent out to the elected officials and senior managers to review and we received some input during that timeframe.

January 7 – February 19, of course tonight is the special session and we expect to get some good feedback and some direction on where we want to go with revisions of the questions on the survey. Towards the end of that period, the last three or four weeks, I'll work with Chris but I'll assume it's going to be ETC more so, kind of finalizing the survey questions and getting a product ready to send out to the community.

February 20th – March 31st ETC will do their work, conduct the survey, and work on results and the creation of a final report.

In April at a date to be determined ETC will come back and present the results of the survey.

## Community Survey
## Special Session Agenda

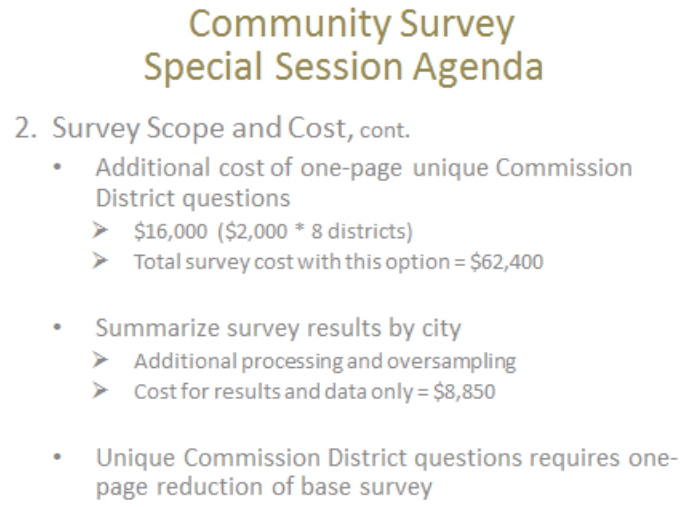
2. Survey Scope and Cost
   - Current cost per contract, $46,400
     - 1,200 completed surveys county-wide (+/- 2.8%)
     - 150 completed per commission district (+/- 8.1%)

| Number of Surveys Completed | | 95% Confidence Level | | Cost |
|---|---|---|---|---|
| County-Wide | Commission District | County | Commission District | |
| 1,200 | 150 | +/- 2.8% | +/- 8.1% | $46,400 |
| 1,600 | 200 | 2.4% | 7.1% | 59,300* |
| 3,200 | 400 | 1.8% | 5.0% | $109,600* |

*Approximate Cost

The survey scope and cost, as the contract is written and signed the cost is $46,400. That gets us 1,200 completed surveys countywide and that bound of error +/-2.8%. Per commissioner district that's 150 completed surveys with that bound of error of +/-8.1%. The table on the bottom, I think most of you have seen this before and we reviewed it, it lays out the options if we want to get more completed surveys countywide and per commission district, you can see how that changes that bound of error of 2.8%, 2.4% to 1.8%, for example on the county side and associated costs with that.

Are there any questions on this slide of where we're going and how the contract is written at this point for the cost and level of service results we're going to get?




Continuing with the scope of the survey there was discussion of adding a one-page of unique commissioner district questions. If all commission districts wanted to add a page of unique questions, its $2,000 per district times 8, that's $16K. That gets us up to $62,400. This is called a scalable option. If one commission district or however many wanted to do this option, that can be done.

I think I'll jump ahead and something to think about on that option, the survey contract currently has a seven page maximum and if we have a page of unique commission district questions, we will have to shave off a page of questions to give us six pages of the base survey and then one page for each commission district that chooses to have a page of unique questions. I think it's my assumption that if one commissioner wants one page of unique questions, that base survey is then six pages and every other commissioner and their district has to work with that six page base survey. I guess the option exists to have the questions that are deleted back in, but am I right, Chris, that if we don't—**Chris Tatum, ETC,** said if it's just one commission we just have to identify what set of questions would be deleted so there would be seven pages for the county of questions, but if one district wanted special questions, they would lose one page just because the survey really can't be longer than seven pages or people won't do it; that's just our experience and so that district would lose that common—**Mr. Grimm** said but just that one district and so that's something to keep in mind.

The second bullet, this came up a little later, staff had a question of being able to see a summary of the results by city and we will look at this and get into this a little more when we

look at a draft of the survey, but right now as the contract is written the results are going to be summarized at the commission district level. The question was if we want to look at specifically Kansas City, Kansas, Bonner Springs or Edwardsville; can we do this and Chris said for that cost that would be—I mean for the processing and oversampling but the results would just be the data and I suppose, Chris, just some quick summaries. No cross tabulations, no GIS sampling or anything like that. **Mayor Holland** said in terms of Bonner Springs and Edwardsville would it be possible to just do Bonner Springs and Edwardsville and not do Kansas City, Kansas because I think the district by district and the countywide would be sufficient for us but I think the Bonner Springs and Edwardsville specific answers would not change the outcome of the whole counties data percentagewise whereas the whole counties data could skew Bonner Springs and Edwardsville data. **Mr. Tatum** said the bulk of that cost is for Bonner Springs and Edwardsville. There are only about 1,750 I think would be for Kansas City, Kansas. That would just be to process the data separately. You wouldn't have to do any additional surveys for KCK.

**Commissioner Bynum** said I have a question on the number of surveys. At 1,200 surveys returned completed, wouldn't that be less than a 1% rate of return or I should say less than 1% sample. Is that a good sample? **Mr. Tatum** said when you're thinking about the 1%, that's typically used for a lot of health studies and things like that which require a higher level of precision and accuracy. For a community attitude survey like this the sample size is fine. We're looking at a 95% level of confidence versus a 99% and that's traditionally acceptable for this type of survey.

**Commissioner Murguia** said I have several comments on this project. I'll stick with Commissioner Bynum's theme of the number of surveys. I hear what you're saying that that number of surveys for a city of our size is statically significant, but I think what is not clear to the commission is that when you try to break that information down and try to actually do something with the data, for example, within a particular district or neighborhood or particular area of the city; the data pool is so small that you have to target a bigger geographic area and, therefore, you don't get the same results you would if you were looking at a smaller area. I'm going to give the Commission an example. For those of you that are new in 2007 or 2008, around that time, when I first became a commissioner I worked with ETC. I think they're

fabulous, you do great work, to do a survey of my district and I will give you a great example. This is a picture, I love map coding. This bottom picture right here, I'm sorry you can't all see it, but I think it's good enough for the point; the bottom picture all the bright blue is referencing snow removal which means that I got a really good grade on snow removal in my district in that area. Yellow is kind of neutral so that's still, I would say, above average. If I got this and I was looking at snow removal in my district, I would probably go to Mike Tobin and say great job Mike Tobin, now all I want you to do is take these yellow areas in between and I want you to see if you can't improve those areas because remember this is just District 3, this is just Argentine and Rosedale. Now when I look at our countywide survey because the pool is so small the area to be statistically significant has to be so much greater, my district is getting a D in snow removal, well I call it a D, and I'm almost flunking snow removal on the countywide survey. If I would have gotten this and not this, I would have went to Mike Tobin and said are you pushing any snow in my district, is anything happening there. Chris, I know you're being upfront when you say it's statistically significant, but I think it's important for the commissioners to know many of us are very focused on our district and if we want to make impacts within our district, we need to drill down deeper. It took me a while to sort of get my head around this.

The other thing is I understand the whole issue with Bonner Springs and Edwardsville and Kansas City, Kansas and the different cities. I think we can greatly reduce the size of the survey by not separating city and county. I say we are the Unified Government and all we are doing is asking questions about government services whether they be provided by the city or the county and then areas like Bonner Springs and Edwardsville you would be able to get pretty close to block by block data as to—for example, I'll use this example; if I live in Bonner Springs and I'm asked quality of police and I say the quality of police is good, that's going to show up on this map in Bonner Springs. I know that the people I'm rating, the police officers I'm rating, are Bonner Springs Police Officers. If I live in the city and I respond it's good, then it's going to show up on the map as good in Kansas City, Kansas so it's a way to differentiate without the residents having to determine what is a county position versus what is a city position and literally I spent about an hour with Mike today right before the meeting and kind of went over it with him. It could literally cut a couple of pages out of the survey. Now, the negative to that is that when you want to get survey results from more people you have to send out more surveys. I'll give you an example. Chris, you sent out 1,600 surveys for a countywide survey? **Mr. Tatum**

asked which one. **Commissioner Murguia** said the 2014 one. **Mr. Tatum** said 1,600 responses. **Commissioner Murguia** asked how many surveys did you send out. **Mr. Tatum** said probably about four times that so usually it's about four or five times that. **Commissioner Murguia** said so 5,000. **Mr. Tatum** said up to 1,600 probably around 8,000. **Commissioner Murguia** said so he sent out 8,000 surveys for 150,000 people, I'm giving rough numbers and I know it's less than that. In my district for the survey I did you have to consider we have 20,000 people in a district, I sent out with Chris 4,500 surveys which allowed me to get that block by block data.

Let me give you another example and I will use a couple of different districts. Commissioner McKiernan, you're all familiar with the St. Peter area; 16th and 17th Street we all know are very good blocks where there is a great sense of community, well taken care of homes and people enjoy where they live, but if you step one block over and you can ask Commissioner McKiernan this, you will get a completely different response about the neighborhood. It's important for Commissioner McKiernan to have that detailed level of information in order to make day-to-day decisions and for him to prioritize what he would like to lobby for at budget time in the way of financing within his district. I think that level of data is very important.

Let me give you another example. Commissioner Markley represents a large portion of Argentine, but mostly Turner and if you don't know anything about Turner, correct me if I'm wrong in this, but stormwater runoff, drainage issues because of the hilly terrain are issues. There is a stormwater runoff question in here. If we do less surveys, we have to take into account a bigger area which is outside of Turner which could include Argentine where we don't have as many stormwater runoff issues and so it dilutes the issue that Commissioner Markley is trying to fight within her district. With this deeper study she will be able to determine literally block by block what areas she wants to earmark with Public Works for stormwater issues to be addressed.

Now, from a whole overarching county perspective the reality is I think we've all been here long enough to realize we have a little bit money and we have a lot to do that costs a lot of money. When we're prioritizing I think we can do creative things like Commissioner Markley clearly when we look at this level of data has the greatest need for stormwater runoff.

Commissioner McKiernan, I'm making this up by the way, I'm just speculating as an example, Commissioner McKiernan clearly has the highest percentage of abandoned houses.

Commissioner Townsend may have the highest percentage of abandoned vacant lots and when we allocate our resources we allocate them in accordance with the area of greatest need for that particular issue. Though I think the first survey was a nice attempt and my comment would be there are ways that Mike and I have talked about that we could combined the city and county questions, just ask about government services, get the drilled down data we all need to actually roll up our sleeves and actually do some work within our district individually so we can be better as a whole county.

**Commissioner McKiernan** said Commissioner Markley and I were part of the original team that met and got this first one going and one of the reasons that we went with the confidence levels that we went with was simply because it was the cheapest option we had and we really hadn't preallocated any money because we came at the October retreat and said my God we need a survey and it needs to happen right now and so we were constrained by that. As you know I've really started to map much more granularly within my district in terms of housing, in terms of tax status, and most recently been mapping it just the census tract level with census data in terms of poverty, educational attainment level, unemployment and I will say it has been striking to look at a heat map, for example, of poverty rate broken up just by the census tracts where bluer is better redder is bad, it's like oh my goodness I have one census tract that glows red. That is something I wouldn't have gotten if I would have stuck with my district level census data and so Mike was nice enough to give me my census tract level data and it was a real eye-opener. My map that I created and the mapping I've done just at the census tract level has really opened my eyes to the utility of having data that goes much deeper into detail within my particular district. It may help me to ask questions I wouldn't ordinarily ask. For example, in one of my census tracts where the poverty rate is 67% I have to ask what factors in that geography in that demography leads me to have such a high poverty rate and if I can get a handle on those factors, I may be able to get a handle on a solution to those factors a little bit faster than if I look broadly across the district.

Recognizing that we still have the constraint of funds, but I think that if we could find a way maybe to modify the length of the survey, maybe to consider the additional questions, but if we could send out more surveys and get down to the—I think the last line on that original table was +/- five within the district, that to me would be a major step forward because it would give us the same great county data, the same great city data, the same great district data; but boy it

would allow me to get much deeper and maybe target my interventions a little bit better. I think if we can find a way to pull it off, I think there would be a great utility to do that.

**Commissioner Markley** said as Commissioner Murguia mentioned, last survey came back and we had this priority listing in the survey where people in the community got to tell what was their highest priority and stormwater came back as a District 6 priority. I was like great, now I'm not crazy anymore, I can tell people for sure this is a problem, it's not just me. The problem I faced then was my whole district just showed up with this higher priority. I can't tell where in my district the stormwater problems are, but now I kind of know some of them obviously because I've either been approached or I've just lived there long enough. As we're doing our district specific questions I said I wanted a question to kind of drill down and say are there stormwater issues at your house, like where are they. Commissioner Murguia says why do you have that question, wasn't it answered last time, and I said no because I can't tell where it is so if we could get the level of detail that Commissioners Murguia and McKiernan are talking about, I wouldn't even need that other question on a district specific survey because it would be answered by the level of data I was receiving by sending out more surveys to begin with. I wouldn't just have one whole district that said it's a priority, I would be able to drill down and see where in my district that problem existed. That's just one example that's specific to my district, but for each our districts if we had something that came back as the highest priority we would all be able to look and see not only what's at the highest priority for our district as a whole, but where in our districts those answers were coming from and why it was important in a specific neighborhood.

**Commissioner Walker** said well I'm probably going to be the lone voice. I'm not a survey guy. I find limited utility in them because first of all the district boundaries are not drawn in any kind—they're like the Middle East; they're drawn by people that had no sense of tribal or religious affinities. To me if you have a neighborhood, the St. Peter's neighborhood, okay we can define what the St. Peter's neighborhood is, we can define what various other neighborhoods are, but when you do it by district your boundaries often include dispirit or dissimilar groupings of people.

Another reason I don't like surveys is they are almost predictable what the results are going to be. I would be very surprised if the top four or five things aren't the top four or five things that have always been the result of the survey. Say the examples given by Commissioner Murguia are correct and it comes back that in Turner there are drainage problems, are we going to allocate all our drainage money to Turner as a result of that and forego the drainage problems in Commissioner Philbrook's—I know has drainage problems and abandoned housing. I'm not giving up abandoned housing in one district in favor of another simply because the survey says it's a bigger problem in my district than it is in your district. That's not how we've allocated funding. We allocate a certain amount of funding for abandoned housing and as far as I know we've never specified that well as a result of the survey we're going to put all of this abandoned housing money in District 5 or we're going to put all the drainage money in another.

Why don't we do it this way, if we want a good turnout, why don't we give—I had a guy call me today on the phone that I had won a seven day trip to the Bahamas if I would just complete this survey? Why don't we give a prize? **Mayor Holland** asked when are you going. **Commissioner Walker** said it's an encouragement, no, I'm being—a reasonable prize, not a trip to the Bahamas, but you want surveys returned, what's in it for the people that return them? Give them something to justify, $500, I know that sounds ridiculous but I bet your results would be higher if there is some benefit to return them.

I don't like surveys, I don't think any of us who have had any experience in government, especially you district commissioners that are focused on your district, don't have a pretty good handle on what the problems are in your area and we're going to spend $109K on a survey when we don't have enough money to allocate to a number of projects that you've all voiced. If you all are in favor of it, I'm not going to be you know—I'll be glad to get what the results are, but I'll be very surprised if there is anything that is surprising to any of us as an outcome of it and we're going to wonder why we spent $109K and I think the taxpayers are going to wonder why too.

**Commissioner Kane** said I agree with Hal. I don't need a survey to tell me what's going on in the district because they're calling you with the issue saying here's what I've got and if they're not calling you, they might not like you. I'm telling you I get calls from other districts and I say I'm not your commissioner, well I want to talk to you anyway; but here's the deal, we should

know what's going on in our district. I don't need a survey to tell me what's going on and there are two streets nicer than what Commissioner Murguia said over in St. Peter's. Here's the deal. We should know what's going on in our district and if we don't, then shame on us. We're the ones that answer the emails, we're the ones that answer the calls and they're saying—because we've all got issues with stormwater and some of us have cows and a whole bunch of other things that a lot of other districts don't have. You know we have farm land and stuff like that, but I don't want to send any kind of survey out. I think I know what's going on and I just think it's a waste of money.

**Commissioner Philbrook** said I understand wanting to know as much as possible about what's going on in the minds of our constituents. I fully understand that and that's really getting down into the weeds. You don't get much deeper than when you do that by knowing that much information. You got really down into the stacks and there is nothing wrong with that because that's how we help support our people, but we also have a whole lot of people working for us like in the water area that can tell us exactly where the worse places are and what's going on in our community if we ask them. I get feedback all the time. If somebody calls me and says well they didn't fix this right over there, then I've got to go talk to those folks and say why is it draining into this guy's yard now instead of going around his yard like it used to. They know where the problems are and that's what we pay them to do and so maybe we're just not getting enough feedback from our people that handle that, but that's what we pay Doug Bach and the people that work for him to help take care of that.

I'm not against having the information, but I'm kind of curious as to why we need that total extent of it, that deep into it, spending that kind of money for that much—I mean I'll go along with the rest of you guys, whatever you guys decide, but I'm not gung-ho on having a really deep one for $109K.

**Commissioner Townsend** said I just wanted to say my view of looking at the survey again was to be able to compare whatever goes out this time, assuming one does go out, with the results that came in at the last. I would not be in favor necessarily of changing it so drastically that you really can't compare apples and apples or oranges and oranges. I do agree that most of us have some idea what's going on in our communities and our districts, but I think it's good to have that

outreach so I like the idea of a survey and my hat is always off to Commissioner McKiernan. He is the stat man, he knows and Commissioner Markley, but when I see the difference between the 150 in the commission district that would go out at a cost of $46,400 compared to $109K that gives me some concern. What I see is, I know in District 1 vacant lots are an issue, economic development is an issue and so I'm seeing the $60K that I would like to see put in for the development of that survey and so I would like to keep it as similar to what was done before. That is the reason I did not offer any new or additional questions so I could see in District 1 was an apple two years ago and it's an apple now and an orange now and later. I like the idea that if another commissioner did want to submit individual criteria, then that would affect the survey in that district. I'm I right? **Someone** was inaudible. **Commissioner Townsend** said but not necessarily in District 1.

**Commissioner McKiernan** said I guess maybe it's just the old time academic in me, but I do think there is a lot of utility to surveys and I do look at the data and I try to look at the data very thoughtfully and use it to help me figure out targeting priorities and those kinds of things. I think one of the things, and you're right, lots of phone calls, lots of emails; but there are some people out there who are the unusual voices who chose not to reach out who suffer silently and don't make that phone call, but if asked and especially if asked anonymously, would absolutely share their opinion, would absolutely share their rating. One of the things that a survey like this does is it gives us a chance to engage the unusual voices, the people who aren't necessarily communicating with us regularly or at all to get feedback from them. I think there is value to that. I do think there would be utility to it. I don't want to be pennywise and pound foolish. If can use the data to help target better some of our larger dollar allocations, then I think it's worth it upfront.

One of the questions that I do have and it's not something we're going to be able to necessarily answer here tonight is, is it possible as we look at the various length of survey options, as we look at the various data analysis options; is it possible that there is a way to mitigate that cost with a different length of survey with a different—so if that $109M may not be $109M once it's all said and done and we have all of our options decided upon with length and number of questions and level of data analysis, etc. Is that correct? **Mr. Tatum** said yes, that's absolutely right. In fact for some of our clients that we work with sometimes there is a district

that wants the data, some don't, so there is usually a minimum level that you need and that's kind of where you're at, at the $150K per district; but we've oftentimes worked with folks where maybe two or three commissioners want the higher sample and you just increase it there. You don't necessarily have to do 400 in every district, it could just be for those of you who want it, and you just pay that incremental cost so that way if you don't really want to use the data you don't have to. But that way you still get the countywide information and then all we do is weight the sample when we're done so that way we adjust the fact that we did more surveys in one district, we essentially do a weighting process so that every district still counts equally in the final results for the county. That's one option that would bring it down greatly if you didn't want to do it in all districts. The other option is to make the survey shorter so that certainly makes a difference as well, but those would be two ways you could potentially reduce the cost. **Commissioner McKiernan** said so we still have options as it comes to the total cost of operation. **Mr. Tatum** said yes. Until we actually administer it you have a number of options. Once you actually go to the field then you can't change it, but until you actually decide to get it going and we draw the sample, you have a number of options available.

**Mayor Holland** said I do like the idea that Commissioner Murguia has of making it UG specific. I was surprised last time that city and county were separated out and inviting people to think about city and county separately. I think that is hard to do and I think we could solidify; we could probably economize one page, probably more just by simplifying the survey. There is I'm sure some part of the craft in terms of how redundant things are so you can double-check a person's answers. I don't know if you do part of that as well so part of the length of it is determined by what you need as a statistician to get an accurate response, but I think there might be a way to simplify it as UG specific services and then to mitigate for or to weigh it out as you said with Bonner and Edwardsville in terms of their specific interests when you ask a question that's broader. I think that's interesting. I also think, and I'm just questioning, looking at total cost; Commissioner, when you did your survey, Commissioner Murguia, was it about $20K. **Commissioner Murguia** said no, it was like $14K. **Mayor Holland** said one of the questions I had is would it be, it wouldn't be cheaper, but it would be more economical which is not the same as less expensive; to do individual district ones rather than a countywide one? I don't know how that works, but it was a question that came to my mind if we had a significant overlap

in them, then you could bring the data together and it might not make any difference to your team.

The other question, if you sent out 4,500 surveys and you're sending out about 8,000 countywide and you spent out $4,500 I mean that level of density would going up to the 400 per district even get you the level of data that the commissioners are wanting or would we need to go to 4,500 sent out per district and spend $14K to $20K per district in order to get that level? **Mr. Tatum** said it's really less than a function of the number you send out as far as the number of completes. I don't remember what the response rate. **Commissioner Murguia** said 795. **Mr. Tatum** said so we ended up getting about 15% to 20% back and that's really the key thing. You have a much larger sample and then what you have to do is look at well what portion of that population do you want to assess so in your situation all you really need is 30 randomly selected respondents to have statistically significant data. In that case if you get 900 surveys, just 3% respondents, gives you statistically significant data whereas if you're looking at 150, you can only do seven analyses for populations that account for 20% of that area if that makes sense to you. **Mayor Holland** said at that rate of return with almost 800 back that's double what we're talking about here. Would even spending $109K get to what the commissioners want or would we need to spend $150K or $200K? **Mr. Tatum** said the real challenge would be is if you end up having tailored surveys completely for each area. There's just going to be a lot of professional time in the development and that's what actually sometimes gets costly is you would end up working with each district to develop their survey and that survey was done in what year? **Mayor Holland** said in 2007/2008. **Mr**. **Tatum** said so we're talking almost ten years of inflation and so even the cost of the professional time will have gone up.

**Commissioner Murguia** said but let me also tell you just so you know, three pages of my $14K survey were health questions from KU Medical Center that they helped fund so those questions were specific to a particular health related concern. Back then it would have been significantly less money and I do think, as you said Mayor, the combination of the city and county as one—my concern is when you ask someone a question if you want a legitimate answer, they have to understand the question and I think some people don't necessarily always understand the difference between what is still on the county side versus what is still on the city side. It has to be very straight forward. We have to remember that we as commissioners up here understand more about government because we're up here, but the average person on the street

doesn't necessarily pay that much attention and so we have to make it as easy as possible for them to answer.

Since I'm talking I do want to respond, Commissioner Walker, you are dead wrong about thinking the first thing that politicians do is they get themselves in trouble when they think they know what their constituents want. When I came into office I was adamant I would not be one of those politicians. I do not know everything because a handful of people call me. You can't base a whole county's issues on the vocalness of a handful of people and people I had suspected that it wasn't property taxes that was the number one issue or concern in my district, but what nobody had guessed is that 69% of my respondents their number one concern in my district was curb and sidewalk. I will never forget Dennis Hays approaching me in the hallway and saying who would have thought the people in Wyandotte County in your district want curb and sidewalks. Not one commissioner, not one elected official had even uttered the words curb and sidewalk prior to the results of that survey. Many policies up here at the Unified Government have changed as a result of that. More urban commissioners now are talking to their constituents about curb and sidewalk than ever before. That is the fact.

This is the other point I would make. Not every district has multimillion dollar deals served up to them on a silver platter. Some districts have to work for development. We don't have a NASCAR in District 3, we don't have other multimillion dollar projects in District 3, so for me to improve the lives of my constituents I have to roll up my sleeves and get involved which means I have to go sometimes incrementally block by block to figure out how to make those areas better. We all know in the urban core there are pockets that are better than others and to build momentum and to build out those areas we have to be able to identify those areas around it that show the greatest potential for improvement. I've talked about this before and for me this topic is well beyond the survey. It's more about how we redevelop and how we stabilize Wyandotte County as a whole. I've said this before; it might be a bad analogy of your Commission sometimes as a basketball team, if we all play our spot and we stay in our spot and we play it well, all of Wyandotte County will be better. Well, in my spot I have to pay attention to the details. I have to pay attention to the little things because it's multiple little things in my district that are going to make the big difference. That's why this data is particularly important to those areas that aren't having multimillion dollar deals come to their area on their own.

**Commissioner Walters** said I just want to make a comment about the Bonner Springs/Edwardsville phenomenon. I don't think really tabulating results by city really solves the problem completely. The problem is there is still less than 100% understanding of exactly what the UG is versus the city of Bonner Springs believe it or not. If you're in Bonner Springs and you get a survey in the mail with Unified Government all over the envelope and you open it up and it says Unified Government on the letterhead, you're thinking okay this Unified Government is asking me for my opinion on something and you will go down there and you will, I think, in a lot of cases get answers of what that resident thinks of the Unified Government or Kansas City, Kansas. I don't think it's automatic that if somebody says what do you think about police service, some might, some might not and I think most might not; think of Bonner Springs Police Department versus the Unified Government Police Department. It's confusing and if you really want a survey what the people in District 7 think about the Bonner Springs Police Department, you need to say that and not just say what do you think about police or what do you think about fire or what do you think about this or that because when people see the Unified Government logo on everything they will be thinking Unified Government and they will be thinking it's interesting that they're asking me about their police department and I'm not sure why. Just like some always say I just voted, I don't understand why they wanted me to vote for the Unified Government Mayor, but they did and so that's the phenomenon and I don't think just tabulating the results by cities is going to solve that. I kind of leave that up to you. It's an unusual situation. **Mr. Tatum** said I've dealt with it in other places and typically if you are trying to distinguish city versus county services, the language of the survey just would be please rate the following services based on the community or city where you live. So you can do little things like that to get people to basically compensate their ratings to get the answers you're looking for.

**Commissioner Johnson** said I'm generally in favor of a survey. I think what we have to come to a conclusion or to a point of understanding amongst ourselves is having a consistent level of expectation of the data. For me I see it as a continuous process so if we're just going to go through the motions of saying we're going through this survey and there is no process that takes place after that in terms of what do we do with the data; then it's certainly a waste of taxpayers' money. As we look at the consistent level of expectation we may not all be on the same page in

terms of what we want to see from that, but at least there should be some threshold of what we would like to see whether it would be countywide or district wide. Obviously, as a district commissioner I am very much interested in what's going on in my district particularly as a newer commissioner. I am thinking to Commissioner Walker's point, what am I going to do with the data once it gets to the table. Once I get the information I want to be able to move with that information and impact my district with pinpoint accuracy.

I will tell you I'm a little surprised by the cost of it particularly when I look at it on a per page basis and this is a good education process for me. I would like to make sure that the information is as pinpoint as possible so that I can serve my district. I'm no different than Commissioner Murguia, I want to make sure that I'm identifying the hotspots in my area, but I think there are some general countywide questions that we could all benefit from as well and so that's my two cents on the matter.

**Commissioner Murguia** asked can I just provide clarity on something, Commissioner Johnson, in regard—I don't think I'm doing a good job of explaining. You are right there are a number of questions. Let me give you another example. When you talk about quality of police in a particular area, what Chris is talking about is you're asking for the opinion of where they live at. When you don't have a lot of people you're surveying you get a broader sample, but if you can go down the block, you can literally look where people are having positive interactions with police versus negative. In regard to what you do with that we can all chose to do different things, but what I've done is in areas where they don't have as good a relationship with police; because we're just talking blocks, we're not talking the whole county. This particular block area doesn't have a good relationship with police for whatever reason; they're giving them a negative mark even though the rest of my area thinks they're fabulous. I can go over there and I can call a town hall meeting, I can find out what's going on over there.

Another great example was I view the red color as an F and that I'm flunking that and so when you look at Animal Control on my survey, there was a five block area in what I call lower Argentine which is now Commissioner Markley's district that was flunking me on Animal Control. I thought what is going on down there. It didn't cost me any money. I drove my car down there and looked around, that didn't work, I got out and I walked around and before I knew it there was a pack of five dogs following me around. When I knocked on doors and said why is

there a pack of five dogs around here they said Joey has three dogs and when he goes to work in the morning he opens up the door and he lets them out and lets them run around the neighborhood and they come home at night and he lets them in. It took one phone call, it wasn't a major budget discussion, it wasn't an argument, it drastically improved that five block radius quality of life by me making one phone call to Animal Control to say Joey, obviously I'm not saying his right name, and Joey is letting his dogs out during the day. Could you please go tell him to stop doing it, the community doesn't like it. They did and now I'm not saying it's always that easy, I'm just trying to give you more gross examples to show you how in areas like yours and mine where developers aren't flocking to make major changes, we have to get what we can get. We're out there scrapping for our people to do the best we can for them. Those little tiny things, curb and sidewalk, stopping a dog from chasing down the street; those drastically improve the lives of some of the poorest people in our county. The only way I can drill down on that is to have that data. By asking more people each one of us will get that information, each one of us will get that on the block level. What you chose to do with it would be totally up to you and so you're right the standard question, quality of police, we're all going to get very different answers in every corner of our district and I love Chris's suggestion about just tell us about where you're at, how's police, how's fire where you're at and then let's look at how is snow removal where you're at. Instead of me yelling at Mike Tobin because my area is gold and I don't think he's pushing snow over there—the other thing you can look at is we talk about accountability and good employee, you can say this whole section up here is getting a bad rating for snow plowing. That could be an employee issue. I'm not saying any of our employees would do this, but maybe that snowplow driver is pulling into a park and going to sleep. We have no idea what's going on until we get to that level and that's why I agree with Commissioner Philbrook, we need to provide that data to our directors and let them handle it and figure it out.

**Commissioner Bynum** said I have a couple of technical questions about the survey process and then a couple of bigger pictured questions for the group. Commissioner Murguia, the block level data that you got are you referring to your specific 2007 survey? **Commissioner Murguia** said its right here. **Commissioner Bynum** said so a couple of years ago when we did a community survey did you get valuable data? **Commissioner Murguia** said I did not. I found the data completely not valuable at all. It was too high level. For example, look at this question, this is

from your 2014 survey; it says satisfaction with the monthly sewer fee and this is that manila yellow color, the whole county is the same color which means it's average, it's a C if you're going to grade yourself. My point is you're not going to tell me because I get calls about people very upset about the sewer fee, there are pockets where people are very upset about the sewer fee and I want to know where those areas are. I will tell you where it usually is, people that are on septic that don't utilize the sewer system. I want to know where that is. How do you solve that, Commissioner Johnson, you look at those areas. I will tell you right here because this is sewer data, that gold area right there where I'm getting a D, this is on stormwater runoff on property and sewers and that's because this whole area up here is on ditches with culverts. How do you solve that? We set up a benefit district and five years later, this spring, they're going to kick off this benefit district in this area and you know what else this addresses, this addresses the question on sidewalks where I got an F in that area. I'm going to knock out that problem and I'm going to knock out sidewalks by forming a benefit district where the majority of the cost is going to come from the people that live there and I'm going to rid myself of that problem. **Commissioner Bynum** said thank you. I appreciate it and I appreciate the data. I agree with the desire to have the data and see what it's telling us about our districts.

My technical questions on the process are and I'm looking at the timeline so from February 20 to March 31 we're going to conduct, create a summary and then a final report and so out of that 40 day timeframe how much of that is going to be spent on conducting the survey, getting them out and back? **Mr. Tatum** said it's about 30 days. **Commissioner Bynum** said so you're confident that whatever level of survey's we desire back, you can do that piece in 30 days because in April we're going to have a presentation of the results and that's one of my higher level questions is for this group is April a time that's going to help us be impactful about budget decisions based on these survey results. Okay.

Commissioner, you had suggested the Listening Tour questions could be incorporated, but I've not seen anything further with regard to that. **Commissioner Murguia** said that was just a suggestion. That's why I sent it to all of you. That really isn't a district question. **Commissioner Bynum** said correct, but I'm wondering if that's a discussion topic for tonight because tonight is the meeting where we're talking about the survey, but if those are valid questions or if that could be added in a way that could be tabulated, I mean I can see, for example, what Murrel Bland is doing by basically taking those categories and allowing people to

do the same thing that we did at the Listening Tour which is make your sheet add to $12M. Is that a fair question for this and I'm asking that of the group because I think that also might provide important budget information for us. **Commissioner Murguia** said I totally agree with you.

**Commissioner Bynum** said the last question I guess is, sorry it's back to the technical part, can you help me understand when you mail out the surveys by district what is the technique used there? Who has control over who gets one and how we get one back beyond say the two of you? **Mr. Tatum** said what we do is let's say there are 20,000 people in each district, I'm just putting a rough estimate, let's say that means there are 7,000 households, each household has a unique address and so we're going to randomly select a number of households from the 7,000 that gets the survey so it's all completely random. Once the households are selected they will be mailed the survey with a cover letter. For those that we're able to obtain email address we will also send them emails letting them know about the survey with a link to an online option. We will then also do phone calls to try to maximize the response. We found that once we give people three methods to respond we will get a much higher response rate than if you do just one method. **Commissioner Bynum** said when you say for those that you are able to obtain email addresses for, are you saying that you obtain those through some sort of list purchase? **Mr. Tatum** said yes, we basically do an address base sample so address base samples so the addresses are selected, households are selected, not everyone has a phone number, not everybody has an email address; but to maximize response to the survey we try to follow-up with people with every method we can. **Commissioner Bynum** said including maybe a postcard. Did I understand that? **Mr. Tatum** said yes, we actually do a mailing so every household that gets selected gets the survey in the mail. If the response rate is low, we will actually do a second mailing, but we will also then do emails to those for whom we can get email addresses and phone calls to those who we would get phone numbers for both landlines and cell phones.

**Commissioner Bynum** said part of my question is because I'm curious and I did a fairly major survey more than a decade ago back in another work environment so I know that we had things in place for—even though I wasn't involved in who got the survey, we knew the addresses of where the surveys went so we knew we could postcard mail those folks and say don't forget to send your survey back. **Mr. Tatum** said the actual address information for the household is printed at the very back of the survey and there is a disclosure to the respondent

indicating the reason the address is there so we can better understand. **Commissioner Bynum** said I'm really just looking for once we as a group identify how many and what will the questions be and what dollar amount are we willing to pay; that we all are hands-off at that point with no further influence in the process. **Mr. Tatum** said that will strictly be with ETC Institute at that point.

**Commissioner Townsend** said just to clarify for me a lot of the questioning that Commissioner Bynum brought up, from what listing are you getting these addresses? I guess my basic concern is that the surveys that go out in District 1 or any other district are going to occupied homes. How is that addressed? **Mr. Tatum** said we actually work with a company called Egeth Roman which a subsidiary of InfoUSA and what they use, they basically use hundreds of sources of data to make sure that the people who get the surveys are most likely the recent occupant. They are a good provider. There is no list in the world that's perfect, but it tends to be about 98% accurate and so that's the reason we use them because we don't want to waste a lot of money and send surveys that aren't going to end up at somebody's house so we make sure we use a source that's reliable and they are. **Commissioner Townsend** asked do you know what they're using or do they use election rolls, tax rolls? **Mr. Tatum** said they probably use thousands of sources. What they do, and they are updated regularly, it's amazing and that's kind of the scary part of everybody knows about—you can buy lists and get information that basically if you were living someplace three months ago and you moved someplace last week and you filled out an application for utilities that day, your utility company probably already reported it to some list sites and we get the new address that quickly. It's not perfect. There are some people that are no longer at that address, but we try to make sure that the sources that we use are as accurate as possible because that way we don't want to waste a lot of money sending mail out that all comes back undeliverable.

**Commissioner McKiernan** said you know I started advocating for a survey the day I was elected and showed up here and I do think there is tremendous utility to it, but I think one of the things—and even if we chose not to do it, I'm still going to collect my data and make my maps and thanks in advance, Mike, for helping me get the data. I think what we have now is we have an opportunity or at least we have a little bit more work to do to flush out what it's going to look

like and what it's going to cost. For example, if we combine city and county and just made that one question rather than separating it out, that might eliminate a page or a page and a half from the previous survey and not really change the data we get back, the answers that we get back. I think one of the things we might consider is if we were to do some modifications to the questions, now in light of this discussion, then consider how long would the survey be and then consider what would the cost be and we would have a whole new table of stratified levels of costs based potentially on a revised survey that would still give us great data. We might have a week or two worth of work here where we would then have a new appreciation for what it would actually cost and we could make the decision. We chose to do that or we chose not to.

**Mayor Holland** said I have a question that I didn't understand your answer if you gave it to me. Commissioner Murguia's first survey had double the number of respondents that you anticipate at your highest level here. Would going to $109K deliver the same—the level of detail she's wanting with half the respondents? **Mr. Tatum** said the answer is absolutely not and I would ask you; how many of you answered your phones ten years ago and how many of you answer your phones today. Doing survey research like this has gotten much harder so the unit costs is substantially higher now than it was a decade ago and so that's the reality. We won't get the same response rate we did then now so we have to try a lot harder to get a valid sample. **Mayor Holland** said okay, that's one question. **Commissioner Markley** said one clarification though and correct me if I'm wrong, but the number you show on that chart is the number you guarantee. **Mr. Tatum** said exactly. I guarantee that number. **Commissioner Markley** said you're going to get us at least 400, but that doesn't mean that Commissioner Murguia might not get 800 in her district. It just means they're not going to let us get less than 400. **Mr. Tatum** said exactly. The response rate may be better, but we're anticipating worst-case scenario for the response rate and so if we get 450, you will get 450 in the district or whatever the quantity is. **Mayor Holland** said if I remember last time, there were areas of our city that we had a higher percentage response than others and you had to weight it. **Mr. Tatum** said exactly and we would do that again this time as well. **Mayor Holland** said okay, in some areas you had to try harder to get more respondents.

**Mayor Holland** said I think we have four questions that I think we need to get some consensus on so we can give the staff some direction on what survey to start building. I have four questions, but if you have a clarification for us—**Commissioner Philbrook** said the more I listen the more I'm kind of swaying a little bit more toward the definite information, the more defined information. What I would like to see is—I guess my question is can we not, forget that. Let's make it all positive. Is there a way where we can use most of the questions like I read the questions you guys suggested and they are all very similar, each one is asking almost the same thing except you are using neighborhood names and that sort of thing? Is there some way we can use similar questioning for every district and then let them fill in the neighborhood or something like that so we have definite information for that area? **Commissioner Murguia** said sorry to jump in, Jane, that is your spot on. We have to ask all these questions because we're not asking enough people. Does that make sense to you? **Commissioner Philbrook** said yes. I understand. **Commissioner Murguia** said let me give you an example. One of the questions I wanted—I'll just give you one of the questions. I wanted to know the quality of life in Argentine and the quality of life in Rosedale. Well I would only need to ask rank the quality of life if we dug deep enough where I could get the data in each neighborhood. Right now it's so vague I have to ask per neighborhood on a separate Commission sheet. I just want to make sure because I didn't get it for a long time. **Commissioner Philbrook** said I understand what you're saying. **Commissioner Murguia** said if I had to eliminate those questions and the only question I would need is please rate your quality of life because then I'm going to get this detailed neighborhood level—**Commissioner Philbrook** said we're going to know exactly when they send them out. We will know what neighborhood these people are from. **Commissioner Murguia** said so let me give you a neighborhood you can relate to. There is a neighborhood called Hanover Heights in my district in Rosedale. They rank their neighborhood so high that it's blue right here, it stands out so I know that I'm getting a B or better in Hanover Heights for Wyandotte County. Do you see what I'm saying? I know I'm not getting that up here. **Commissioner Philbrook** said I know that about some of my own neighborhoods without that, but yes, it is very helpful. **Commissioner Murguia** said but this is just validation.

**Mayor Holland** said let me see if I can consolidate what we want to do. One question is do we want to move away from the city/county separation and just ask UG specific? **Commissioner**

**Markley** said not even UG; it just has to say government. **Mayor Holland** said just government; do away with the differentiation because we do have the two kind of redundancy. Is there a consensus that we would want to move that just to government services? (Several said yes). **Mayor Holland** said I don't see anyone hating that idea.

The next question is, I'm going to do the two easy ones first, and then we will do the harder ones. Is there an interest in taking some of the questions that we did with the Listening Tour in terms of giving people an opportunity about how to allocate that $12M and try to work that into this leveraging some of the page savings from the previous decision? Are people open to that and see what it looks like. **Mr. Bach** said we have a sample. **Mayor Holland** said you have a sample of that. **Mr. Grimm** said it's a short question. **Commissioner Murguia** said we could put it out there as an option. I really don't feel one way or the other, but I was just curious of what you all thought about that. **Mr. Grimm** said I worked with Lindsey and we had a format that you had for the meetings, Listening Tour meetings, but for space issues we went to something like this. **Mr. Tatum** said just seeing it for the first time here I would probably comment that I would probably take perhaps what you've learned before and have closed-ended responses, otherwise if it's all open-ended, it will be difficult to analyze, but if you actually gave some choices then that would help you prioritize. **Mayor Holland** asked are people comfortable doing some rendition of specifying the STAR Bond payoff? Are people okay with that? (Someone said yes). **Commissioner Johnson** said it doesn't need to get any longer than that. **Mayor Holland** said we're not going to make it the focus of the survey, but an addendum.

The next one is Commission specific and there are going to be two questions, there is going to be two layers to this. The first is are we open to trying to get a page doing some savings through the consolidation of questions as we consolidated our government consolidating our survey and then having a page of Commission specific questions. **Commissioner Markley** said I would rather save the money on that and spend more money on getting the more surveys sent. **Commissioner McKiernan** said yes. **Commissioner Murguia** said I totally agree and there is some data I want pretty bad that's not on there, but I'll tell you I will forego that to get more quality data from this. **Commissioner Bynum** was inaudible. **Mayor Holland** said the value is more surveys, fewer questions. **Commissioner Murguia** said fewer commission district specific questions. **Commissioner Markley** said because you will get the district specific data in more detail if we send out more surveys. **Commissioner Murguia** said we will get what we need if

you go deeper in the number of people you survey. **Commissioner Walters** said it depends on what the additional questions in your district are. (**Commissioner Walters** was inaudible). **Commissioner Murguia** said for the most part you're right. **Mr. Tatum** said you're going to get more detail for the questions that are there, but if you want to ask people what color they want their street, and that's not on the other surveys, you're not going to get that. **Mayor Holland** said they're going to be black with white and yellow strips. Here's the question, everyone has the opportunity to make suggestions. I would say if you have a question that's valid in your district, it's probably valid in other districts as well and so if you have a suggested question, they're probably transferable to other districts as well. I would be surprised, I'm not going to dare him because he's got one, but if there is a specific question, say about quiet zones, I'm just going to guess, there are other parts of our community that might be interested in quiet zones as well maybe for different reasons.

The interest is more on the level, the depth of it, then the breath of it. Is that what you're saying? You want a deeper look so then the question is do we have a consensus, can you go back to the pricing slide? What we did last time was the top line of 1,200 countywide, about 150 per district and it was probably a different cost then. **Mr. Tatum** said not much actually. **Mayor Holland** said the goal that I've heard is to go to the deeper level and maybe look at if we can abbreviate the survey a little bit if it can save us some money. **Commissioner Bynum** said deeper level meaning more—**Mayor Holland** said more surveys, the 400 per district. Is that the goal 400 per district? **Commissioner Murguia** said 4,500 was mine. If there is a difference between 4,000 and 4,500 and it's substantial, if it's not it doesn't matter. **Mayor Holland** said I'm saying 400. **Commissioner Murguia** said I'm sorry 400. I was looking at the whole total number. **Commissioner Bynum** said a minimum 400. **Mayor Holland** said so we would be looking at 400 per district minimum, guaranteed minimum, and are people comfortable? **Commissioner Philbrook** asked is that going to give us the data. **Commissioner Murguia** said that's my question. Will that give us this level of data? **Mr. Tatum** said what it will let you do is probably for any population or any area within your district that accounts for about 7% of your population you would have statistically significant data. As I was trying to explain before is what you're looking for is a sample of at least 30 that will give you something that's really meaningful. If you have 400, you can look at any area and so if you have a neighborhood that has 7% or 8% of your population in your district or that area, you will be able to look at it with

statistical confidence. You can then break it down and have groups of ten and things like that, but there ultimately are some limitations for any sample size; even with your sample of 700 to 800, there ultimately were some limitations there as well. **Commissioner Philbrook** asked does that mean we will know which areas are statistically—**Mr. Tatum** said I guess what I should qualify is let's say you have an area in your district that accounts for 20% of the geography, but there is only one person who lives there, you're probably not going to get many surveys from that area. **Commissioner Philbrook** said I know but I guess will we have that information from you as to what areas are not statically—**Mr. Tatum** said there are a couple of things we can do. Often times if you're interested in your neighborhoods, if we're able to get a neighborhood overlay from you, we can actually aggregate the data within here so we could create maps for your districts that then show for the neighborhoods within your districts. Rather than just get county maps we can actually create district level maps and that's what I think that you were looking for last time that was a much greater value. With 400 you can do district level maps. You couldn't do that with 150.

**Commissioner Townsend** said I think that last statement got to the confusion that I'm having. At 200, if you're guaranteeing 200 returns, that's the guaranteed column as I understand it, can you get the level of detail that my fellow commissioners here want? **Mr. Tatum** said probably not the way they've described it in this meeting. They are probably going to want the 400 or more. **Mayor Holland** said they want 1,000. **Mr. Tatum** said the way it works if we were going to do just a survey for a city of 20,000 folks, I would recommend 400 surveys for that city and so you kind of have eight cities and that essentially would be the recommendation if you wanted maps that would actually show you within that city what the results look like. In this case we can create maps for you at the district level with 400 completed surveys. We're not going to be able to do that if there are just 150 or 200 because there are not enough respondents to really make it meaningful. **Commissioner Townsend** said okay, I understand. I think I would urge my people if you get a survey, fill it out. **Mr. Tatum** said if that response rate is better, we will process everything. **Commissioner Townsend** said I'm just having difficulty absorbing a lot more than $46,400 to get it there so my urging would be where is the camera, District 1, if you get it, fill it out. To me that would be the most effective because I kind of know what some of the problems are going to be. Maybe not as specifically from street x, 3rd Street to

33rd Street to 53rd Street, but the level I'm at and maybe one day I can get to her level of detail, that's going to be sufficient for me so I just in good conscious couldn't see supporting a lot more than that financially.

**Commissioner Walters** said I did request a separate page for District 7 and the reason I did that was that we have a K-32 Corridor Study underway right now and part of that process is that we're asking for public input on what they think the future of that corridor should be. The only challenge is that the public meetings so far have not been very well attended. There will be two more rounds of those public meetings and we're going to try to get more attendants, but it seems like it's a shame to have this survey go out and not take advantage of that opportunity to ask the questions that are being asked of the public at these public meetings. The problem with a public meeting is you have to make an attempt to go and spend an evening and especially during the winter it might not be the easiest thing to do. That's what I was getting at and so they were District 7 specific issues generally. There is a follow-up to that. It's $2,000 for this extra page. My question is we established a $100K Commissioner Fund that we could direct money with the approval of the rest of the commissioners and so I'm throwing it out there. If somebody wanted to spend $2,000 of that $100K on this particular task, wouldn't that be an acceptable option? **Commissioner Murguia** said I think that's a great idea. **Mayor Holland** said I think that's legitimate. **Commissioner Walters** said I think I would like to do that. **Commissioner Kane** said let's let him do it. We can figure out how we're going to pay for it later. He needs that and it covers three different cities. I think it would be really important that he add that to it so I guess we can tell him yes now and figure out how to pay for it later. **Mayor Holland** asked are people content with that? I think that's okay.

**Mayor Holland** asked, Doug, how are you going to pay for all this. **Mr. Bach** said I might ask another question to clarify because as we were going with this survey with Mike I think we identified a few questions and I think he might have identified in the document that went out. Some of them we could take out because generally the answer that comes back to them—they were about the economic development ones and you kind of go; do you want new economic development in your area? Even yes or no on that question, it's not really enlightening. It kind of goes to Commissioners Walker's points where that's not helping us a whole lot so I think

there are several questions we as staff would probably recommend taking out and then maybe we could take a couple of the top questions that Commissioner Markley has and Commissioner Murguia has that they have submitted for specific, but they do apply across about every district and maybe be able to weave some of it in there so you wouldn't not get any of those, you would be able to get some of those built back in and then we could take some of those out that you know yes, it's consistent from one to the other, but we've moved on from that point. It's not helping us that much.

**Commissioner Murguia** asked can I just make a comment about your economic development question that it pertains to the whole county. That was one of the issues that I was very concerned about is the vagueness. There are several questions that I don't like that I think are vague and we don't really care in the end what the answer to that question is. **Mr. Bach** said because you can't do anything with it. **Commissioner Murguia** said yes, we can't do anything with it. There is nothing we can accomplish with that information so why ask it. I actually had the benefit of working with the University of Kansas and some of their research people and I asked them to help us craft a question that we could ask our people countywide more specifically what they desired in the way of retail because, Mayor, I know you can appreciate when I say if they say yes we want more retail; hopefully, they don't mean a $500 more stores. **Mayor Holland** said hopefully. **Commissioner Murguia** said so I think we need more specific information so it provides us with direction and that's not only good for western Wyandotte County, that's good for eastern Wyandotte County. For example, I have a question they crafted that I've submitted to Mike that literally lists fine dining, fast-food, hardware, pharmacy; it actually lists the category of retail and you get to select from those so that when we go out to look for economic development in our areas, and there is a category just grocery for grocery stores, you can see very specifically what particular retail they are interested in seeing come to their area. If we can use Chris's approach to tell us what you want in your neighborhood, now Jim, that doesn't say K-32; but at least it gets you closer to what people will find acceptable. I have that question and I've given it to Mike. I think it's a much better question than do you like economic development.

**Mayor Holland** said I don't think we have unanimity on doing the deeper survey. I do think we do have the majority in terms of going forward with looking towards the $100K target area in

terms of depth. I think we will go ahead and craft the survey with the feedback we've had tonight, come back with a final look and a final pricing for this group to approve because I want this group to see the final survey that goes out so there are no questions about that's not what we want. The last thing I want to do I don't want to spend $46K and not be happy with it, I really don't want to spend $100K and not be happy with it. I think we have some direction to work with and we will come back in the next couple of weeks with a proposed final draft for this group to approve.

**Mr**. **Grimm** said it sounds like the group wants it drilled down to the neighborhood level and Chris said we would need a neighborhood overlay. Now the Research Office we have a neighborhood overlay aggregated census tracts, but as Commissioner Murguia knows, that's not the neighborhoods she's interested in. I think we might be challenged. I don't know how we're going to get the overlay of neighborhoods—**Commissioner Murguia** asked how did you get that for my survey? **Mr. Tatum** said we may have created it so I have a lot of GIF on our staff that does that so it's one of those things that if you don't have one, we can create the layers. **Commissioner Murguia** said I thought we got that from the GIF Base Mapping at the Unified Government. **Mr. Tatum** said likely with your Planning Department, but I don't know. **Commissioner Murguia** said I think we have that. **Mayor Holland** said we will have to work on that. **Mr. Grimm** said I think Liveable Neighborhoods does have kind of a general (inaudible).

**Mayor Holland** said we are slated for 7:00 p.m. It takes us about 15 or 20 minutes to turn the technology for downstairs anyway, but in the interim just to make sure we have no downtime, we're going to step into the side room for an executive session on litigation.

**Commissioner Murguia made a motion, seconded by Commissioner Markley, to go into executive session for 15 minutes regarding litigation.** Motion carried unanimously.

**MAYOR HOLLAND RECONVENED INTO SPECIAL SESSION AND ADJOURNED THE MEETING AT 7:03 P.M.**

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Carol Godsil
Deputy Unified Government Clerk

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