

# ENGAGEMENT SUMMARY (JULY 2020 – FEBRUARY 2021)

## SURVEY RESPONSES

 **1,178**  
TOTAL RESPONSES

### TOP 3 CATEGORY RESPONSES

- 1 **512** COMMUNITY VISION
- 2 **308** QUALITY OF LIFE
- 3 **126** HOUSING

 **65** FORUM DISCUSSION COMMENTS

### TOP CATEGORY COMMENTS

- 1 HOUSING
- 2 TRANSPORTATION

## TOPICAL FOCUS GROUP PARTICIPANTS

DESIGN GUIDELINES  
ECONOMIC DEVELOPMENT  
HOUSING  
WORKFORCE DEVELOPMENT

### Community Representation:

Downtown Lee's Summit Main Street  
Home Builders Association  
Kansas City Area Economic Development Council  
Lee's Summit Chamber of Commerce  
Lee's Summit Economic Development Council  
Lee's Summit Housing Authority  
PRAXM Management  
University of Central Missouri

## PULSE PANEL QUICK POLLS

 **6** **160** RESPONSES  
POLLS **79** MEMBERS

## PODCAST

**7**   
PODCASTS

**6,830** LISTENS

## MEDIA COVERAGE

 **110,259**  
AUDIENCE

 **11** TV & RADIO MENTIONS

## EBLAST COMMUNICATIONS

### PULSE PANEL

**1,314** SENT

**788** OPENS

**60%** OPEN RATE

### COMMUNITY WORKSHOPS

**4,170** SENT

**1,742** OPENS

**42%** OPEN RATE

## COMMUNITY BRIEFING NEWSLETTER

**43,265**  
SENT



**20,240**  
TOTAL OPENS

\*Cross posted on social media

## SOCIAL MEDIA



**29** FACEBOOK POSTS

**58,141** PEOPLE REACHED

\*Shared by many community partners

### FACEBOOK AD

**12,592**  
REACH



**444**  
LINK CLICKS

**33,111**  
IMPRESSIONS

**559** POST ENGAGEMENT



**27**  
TWEETS

**9,610**  
FOLLOWERS

**27**  
NEXTDOOR POSTS



**69,672**  
IMPRESSIONS



FLASH BRIEFING  
**1,084** LISTENS



### IGNITE LANDING PAGE

**6,615** UNIQUE PAGEVIEWS

# SURVEY RESPONSE SUMMARY

## Community Vision

### Top 3 responses: What will Lee's Summit need to focus on to attract and retain the Builder Generation?

- Transportation services for those who don't drive or don't want to drive (57%)
- Maintenance provided housing options (38%)
- Allow modifications to houses so they can continue to live at home (age in place) (31%)

### Top 3 responses: What will Lee's Summit need to focus on to attract and retain the Baby Boomer Generation?

- Maintenance provided housing options (38%)
- Programs and facilities to help people stay healthy and active (30%)
- Transportation services for those who don't drive or don't want to drive (29%)

### Top 3 responses: What will Lee's Summit need to focus on to attract and retain Generation X?

- Programs and facilities to help people stay healthy and active (36%)
- Local arts, culture, shopping and entertainment options (36%)
- Nearby parks and open space within a 10 minute walk of their home (32%)

### Top 3 responses: What will Lee's Summit need to focus on to attract and retain Generation Y?

- Local arts, culture, shopping and entertainment options (49%)
- Housing options with various price points to accommodate all people from this generation (37%)
- Nearby parks and open space within a 10 minute walk of their home (35%)

### Top 3 responses: What will Lee's Summit need to focus on to attract and retain Generation Z?

- Local arts, culture, shopping and entertainment options (41%)
- Nearby parks and open space within a 10 minute walk of their home (29%)
- Housing located within walking distance to nearby shopping and services (27%)

### Top 3 responses: What will Lee's Summit need to focus on to attract and retain Generation Alpha?

- Local arts, culture, shopping and entertainment options (38%)
- More traditional and non-traditional educational opportunities and vocational training (34%)
- Nearby parks and open space within a 10 minute walk of their home (30%)

## Quality of Life



### Quality of Life strategies that received 50% or greater 'Very Important' responses:

Train police officers in mental health and crisis intervention.

Continue building and filling in gaps in sidewalks, bike lanes and trails to make it easy to walk and bike.

Improve Police Department training, administration and fiscal efficiency.

Improve access to mental health and addiction services.

Develop a program to recruit and retain highly motivated, qualified employees to ensure an effective and efficient public safety/emergency service workforce.

## Strong Neighborhoods & Housing Choice

### Top 3 Responses: What are the most important features of vibrant, quality neighborhoods?

- Clean, well-maintained properties (78%)
- Safety (74%)
- Green space & parks (63%)



### Top 3 Responses: Lee's Summit's future housing should...

- Provide a range of pricing to allow for attainable housing for various generations and all people (64%)
- Attract families (54%)
- Attract young professionals (41%)

### Top 3 Responses: What types of housing options do we need more of in Lee's Summit?

- Small single-family homes on a lot (69%)
- Lofts above commercial space (36%)
- Owner-occupied condominiums (32% tie)
- Senior housing (32% tie)

### Top 3 Responses: What methods do you think would help ensure everyone in Lee's Summit has access to safe and quality housing?

- Proactive code enforcement (60%)
- Management of absentee landlords (54%)
- Fines and penalties for non-conforming properties (49%)

## Sustainable Environment

### Top 3 Responses: Which sustainability issues should be Lee's Summit's top concern?

- Sustainably managed growth and development (58%)
- Natural resource preservation (45%)
- Water quality of our lakes and streams (38%, tie)
- Waste management (38%, tie)

### Top 3 Responses: What methods will help ensure a thriving community for present and future generations?

- Encourage alternative waste disposal such as recycling and composting (70%)
- Implement green infrastructure (e.g., rain gardens, bioswales, permeable pavement) (60%)
- Increase renewable energy use (58%)



# SURVEY RESPONSE SUMMARY

## Resilient Economy



### Top 3 Responses: What is the most important way to strengthen Downtown Lee's Summit?

Promote art, culture, recreation, nature and fun experiences to bring our spaces like Downtown to life with more people. (29%)

Promote, support and invest in businesses that serve local needs and/or support locally owned and produced goods and services. (24%)

Pursue additional shared parking to support areas with high occupancy rates. (12%)

### Top 3 Responses: We cannot have another Downtown Lee's Summit, but what elements of this Great American Downtown do we want in other areas of town?

I can enjoy culture, art and entertainment there. (59%)

It is a clean and safe place to take my family and friends. (41%)

It has a mix of uses like retail, services and housing. (37%)

### How important is it for Lee's Summit to attract businesses that keep more residents in the city during working hours?

Very important (46%)

Important (49%)

### Resilient economy strategies that received 50% or greater 'Very Important' responses:

Keep infrastructure capacity in line with demand ensuring that structures and networks are appropriately sized to adequately serve existing and future development. (69%)

Continue to attract a variety of businesses that fit our high quality of life. (65%)

Encourage the reuse of vacant or deteriorating properties over building new. (65%)

Prioritize efforts to fix up the appearance of older properties, especially strip centers. (62%)

Strengthen innovation by attracting and encouraging start-ups and small businesses. (57%)

Pursue development that generates enough local government revenues to pay for the services and infrastructure needed to support it. (53%)

Maintain the small town feel as we grow by connecting people to places and each other. (51%)

Promote, support and invest in businesses that serve local needs and/or support locally owned and produced goods and services. (51%)

Plans for post-disaster economic recovery before a disaster happens to help our community resume economic activities following damage or destruction by a natural or human-made disaster. (51%)

Make Lee's Summit a regional destination with authentic experiences, unique shopping and local dining. (51%)

Encourage the redevelopment of areas that are undervalued without moving people out of their neighborhoods. (51%)

## Multimodal Transportation

### Multimodal transportation strategies that received 40% or greater 'Very Important' responses:

Continue synchronization of traffic signals along priority circulation routes and major thoroughfares to minimize vehicle idling and emissions.

Maintain membership with the Kansas City Area Rock Island Railroad Corridor Coalition and support feasibility studies conducted for potential transit routes.

Establish an annual reviewing process for sidewalk improvements.

Identify and map high traffic pedestrian and bicycle areas that may benefit from traffic calming.

Develop a visually engaging and clear city map highlighting the routes for bikes, walking, transit and other important features like park and ride locations, trail heads, etc.



## Facilities & Infrastructure

### Facilities strategies that received 50% or greater 'Very Important' and/or 'Important' responses:

Maintain safe and reliable water and sewer systems in accordance with industry best practice standards.

Work with the owner of the Property Reserve, Inc. (PRI) property to develop a master plan for this area to anticipate future facility needs. This area encompasses approximately 4,000 acres of undeveloped land within the city limits that will be transformational to the future of Lee's Summit.

Educate decision makers about benefits of green construction; that it's energy and resource-efficient, supports good indoor air quality, reduces pollution and waste, minimizes overall environmental impact and generates cost savings over time.

Continue educating the public about the cost of providing high quality services and supporting the community's vision for the future.

Provide staffing levels to meet current service demands and recognized standards.

Continue providing high quality police and fire services to ensure community safety.

### Infrastructure strategies that received 60% or greater 'Very Important' responses:

Continue the use of technology to reduce costs and consider new technologies as they arise.

Continue synchronization of traffic signals to minimize stop-go travel along major thoroughfares and continue participation in the Kansas City Metropolitan area Operation GreenLight.

Provide data and analytics to City Council to support the need for improvements.

Coordinate development of water and wastewater infrastructure through master planning.

Focus on maintenance and improvement of streets.

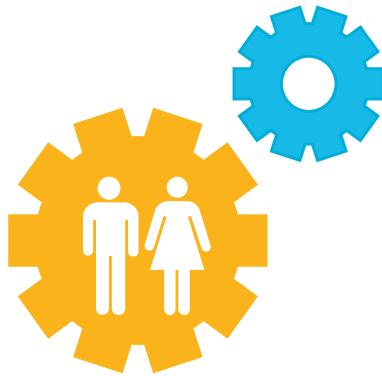
Align the master planning and strategic planning efforts with the comprehensive plan.

Continue the water main replacement program.



## WORKSHOP SUMMARY

### WORKSHOP PARTICIPATION



DISTRICT	1	<u>42 REGISTRANTS</u> 21 ATTENDEES
DISTRICT	2	<u>46 REGISTRANTS</u> 18 ATTENDEES
DISTRICT	3	<u>45 REGISTRANTS</u> 28 ATTENDEES
DISTRICT	4	<u>30 REGISTRANTS</u> 13 ATTENDEES

### POLL RESPONSES

#### OVERALL BIG IDEA PRIORITIES

##### TOP 3 RESPONSES

Improve ability to bike/walk for recreation and transportation		1	55%
Preserve natural resources, greenways and open space		2	38%
Focus higher density residential and commercial business into activity centers		TIE 3	32%
Attract new jobs with flextech industrial and grow new entrepreneurs with maker spaces		TIE 3	32%

#### BIG IDEA PRIORITIES

##### District 1

1. Improve ability to bike/walk for recreation and transportation
2. Build new neighborhoods to meet changing housing market and allow more choice
3. (tie) Focus higher density residential and commercial businesses into activity centers
3. (tie) Preserve natural resources, greenways and open space

##### District 2

1. Improve ability to bike/walk for recreation and transportation
2. Focus higher density residential and commercial businesses into activity centers
3. Attract new jobs with flextech industrial and grow new entrepreneurs with maker spaces

##### District 3

1. Improve ability to bike/walk for recreation and transportation
2. Preserve natural resources, greenways and open space
3. (tie) Build new neighborhoods to meet changing housing market and allow more choice
3. (tie) Improve maintenance of infrastructure and locate new public facilities to maintain high quality services as we grow

##### District 4

1. Attract new jobs with flextech industrial and grow new entrepreneurs with maker spaces
2. Improve maintenance of infrastructure and locate new public facilities to maintain high quality services as we grow
3. Preserve natural resources, greenways and open space