

THE UNIVERSITY OF KANSAS
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Institute for Public Policy and Business Research
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Barton County Citizen Survey Summary and Analysis

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BARTON COUNTY CITIZEN SURVEY

SUMMARY AND ANALYSIS

Introduction

The Kansas Center for Community Economic Development (KCCED) at the University of Kansas was contacted by the steering committee for the Barton County Strategic Plan to assist with the Barton County Citizen Survey. The purpose of the survey was to incorporate citizen input into the strategic planning process underway for the county.

In 1996, the KCCED provided assistance with the development of the survey, which was distributed during the early part of 1997 (see Appendix A). The survey responses were entered into computer format by the Barton County Community College. The data were then sent to the KCCED for summarization and analysis.¹

The following report discusses the results of the survey. It is organized under the following areas:

- Methodology and Survey Population;
- Outlook for the Future;
- Economic Development Priorities; and,
- Economic Development Strategies.

Methodology and Survey Population

The surveys were distributed to the citizens of Barton County through area newspapers (published) and at meetings associated with the planning process.² Two hundred fifty-nine responses were received with 112 responses, or 43 percent, from surveys published in newspapers and 147 responses, or 57 percent, from surveys distributed at meetings.

Residents of Great Bend comprised the majority of respondents with almost 69 percent of the total sample (Table 1). The remainder of the respondents lived in the unincorporated areas of the county (11 percent), Hoisington (10 percent), and Ellinwood (7 percent). Four of the

¹ The survey consisted of a large number of open-ended questions to allow respondents the freedom to express their exact concerns. These lengthy responses are not included in this report but have been made available to the steering committee. Because these questions were interpreted differently by the respondents, direct comparisons were sometimes not possible. However, KCCED has summarized and categorized the responses in order to get an overall view of public opinion. These summaries are listed in Appendix B.

² Because this was not a random sampling of the County's population, the results cannot be interpreted as representative of the entire citizenry of Barton County.

Table 1
Demographic Data

Place of Residence			Gender of Respondents		
Responses for Total Sample					
<u>Location</u>	<u>N</u>	<u>Percent</u>	<u>Gender</u>	<u>N</u>	<u>Percent</u>
Great Bend	176	68.5	Female	100	40.5
Hoisington	25	9.7	Male	144	58.3
Ellinwood	19	7.4	Couple	3	1.2
Claflin	3	1.2			
Albert City	1	0.4	TOTAL = N = 247		
Beaver	1	0.4			
Olmitz	1	0.4			
Walnut	1	0.4			
Unincorporated Barton County	29	11.3	Highest Level of Educational Attainment		
Outside Barton County	2	0.8	<u>Level</u>	<u>N</u>	<u>Percent</u>
TOTAL = N = 257			Less than high school	6	2.3
			High school diploma	38	14.8
			Vocational/technical	12	4.7
			Two-years associates	16	6.2
			Some college	90	35
			College degree	55	21.4
			Graduate or professional	40	15.6
			TOTAL = N = 257		
Length of Residence in Barton County					
Responses for Total Sample					
<u>Years</u>	<u>N</u>	<u>Percent</u>			
0 to 2	17	6.6			
3 to 4	11	4.3			
5 to 10	16	6.4			
10 +	213	82.7			
TOTAL = N = 257					
Age Range of Respondents					
<u>Range</u>	<u>N</u>	<u>Percent</u>			
Under 21	2	0.8			
21 to 34	34	13.4			
35 to 49	96	37.8			
50 to 64	69	27.1			
65 and over	53	20.9			
TOTAL = N = 254					

Source: *Barton County Citizen Survey, 1997.*

respondents did *not* live in Barton County. Most of the respondents (83 percent) had lived in the county for at least 10 years (Table 1).

Youth is not well represented by this survey, with only two respondents under the age of 21 (Table 1). Almost half of the respondents (48 percent) are 50 years or older. More males than females participated in the survey with 58 percent of the responses coming from males (Table 1).³ The majority of those people responding (83 percent) had attended school beyond high school; 38 percent of the total number responding held at least a college degree (Table 1).

Outlook for the Future

Almost 39 percent of the respondents felt that Barton County had changed over the past five years for the “better” or “much better” (Table 2). Almost an equal number, 33 percent, felt that changes had been for the “worse” or “much worse.” About 18 percent were neutral regarding perceptions of change.

As for the respondents’ outlook for the future of Barton County, the results were mixed with 31 percent positive, 33 percent negative, and 37 percent neutral (Table 2).

Table 2
Opinions of the County

Changes in Barton County Over the Past Five Years Responses for Total Sample			Outlooks for the Future of Barton County Responses for Total Sample		
<u>Change</u>	<u>N</u>	<u>Percent</u>	<u>Positive</u>	<u>Neutral</u>	<u>Negative</u>
Much better	8	3.2	30.60%	36.70%	32.70%
Better	88	35.3	TOTAL = N = 249		
No change	45	17.7			
Worse	60	24.1			
Much worse	23	9.2			
Don't know	25	9.6			
TOTAL = N = 249					

Source: *Barton County Citizen Survey, 1997.*

³ Three survey responses were answered as couples.

Economic Development Priorities

The survey asked respondents to rank a list of twelve economic development strategies as to their relative importance for Barton County. The top five economic development priorities for the county based on the survey are as follows: 1) Support for Existing Industry/Business Development; 2) Education; 3) Community Attitudes; 4) Work Force Training; and, 5) Housing (Table 3). These priorities are reflected in other responses and comments given throughout the survey. (See Appendix B, Question 4, for greater detail.)

The respondents were asked to express their concerns regarding additional areas that they believed should be addressed in the strategic plan. Concerns were organized under the following economic development foundations: business environment, community commitment capacity, human capital, infrastructure development, and quality of life. The results show that the respondents were most concerned with business environment issues with 72 out of 135 responses, or 53 percent, listing issues in this foundation. The second area of concern dealt with quality of life issues with 40 of the 135 responses, or 30 percent, listing issues in this area.

Table 3
Relative Importance of Barton County Plan Components

	Average (weighted)	N
Support for Existing Industry/ Business Development	3.00	248
Education	4.17	242
Community Attitudes	4.58	245
Work Force Training	5.53	245
Housing	6.01	244
Youth Opportunities	6.09	245
Health	6.53	242
Transportation	7.41	243
Travel and Tourism	7.60	242
Environmental	7.87	241
Retirement/Aging	8.12	243
Land Use	8.86	244

Source: *Barton County Citizen Survey, 1997.*

In general, the survey responses show a clear concern about jobs with 15 percent of the responses mentioning wages—the respondents want jobs that pay good wages. The other top areas of concern listed were: new business development, retail development, personal property tax, and community attitude/image. (A more detailed summary is contained in Appendix B, Question 5.)

Economic Development Strategies

It is generally recognized that job growth in a community comes from the retention and expansion of existing businesses, the attraction of new business to the community, and/or the creation of new business. The survey asked the respondents to rank the relative importance of each of these strategies to Barton County.⁴ The retention and expansion of existing industries ranked as the most important strategy overall, followed by attraction of new businesses to the area. Helping new businesses get started ranked last (Table 4).

Table 4
Relative Importance of Economic Development Strategies

<u>Strategy</u>	<u>Most important</u>		<u>Least Important</u>	
	<u>1</u>	<u>2</u>	<u>3</u>	<u>DK</u>
Retention and expansion of existing industries	124	54	68	13
Attraction of new business to the area	111	91	45	12
Help new businesses get started	25	92	125	17
TOTAL = N = 259				
DK = "DON'T KNOW" OR "NO REPLY"				

Source: *Barton County Citizen Survey, 1997.*

⁴ Unrequested comments noted the following ideas: "All three are equally important"; "Anything is good"; and "Be sure to retain the businesses we help."

Aggressive Strategy. Most of the respondents (88.2 percent) believe that Barton County must undertake “aggressive” economic development strategies. About 11.8 percent of the respondents feel that it is “somewhat” important or “not important” or that they “don’t know” (Table 5).

Table 5
Importance of an Aggressive Economic Development Strategy

<u>Importance Level</u>	<u>N</u>	<u>Percent</u>
Very important	173	68.1
Important	51	20.1
Somewhat important	20	7.9
Not important	6	2.4
Don't know	4	1.6

TOTAL = N = 254

Source: *Barton County Citizen Survey, 1997.*

Quality of Life. The respondents were asked to denote all community improvements that they believed were necessary for meeting the goal of enhancing the quality of life in Barton County. Jobs was most frequently selected, having been selected by 81.3 percent of the respondents (Table 6). This high selection frequency reflects the general concerns over job quality and wages that were revealed throughout the survey. Similarly, the need to attract and to diversify retail stores was also expressed throughout the survey in various forms of response and comment, and it was selected as the second-most important strategy of enhancing the quality of life.

The survey responses focus on areas of concern with regard to the types of quality of life issues facing Barton County (Table 7). The top four areas of concern are as follows: recreation, cultural/historical/artistic, wages/cost of living, and environmental.⁵ (A more detailed listing of quality of life issues can be found in Appendix B, Question 10.)

⁵ Please note that the respondents viewed “business environment” issues as quality of life issues also; for example, they listed issues associated with wages/cost of living and attracting/retaining business.

Table 6
Community Improvements to Enhance Quality of Life
Selected Improvement Strategies

<u>Strategy</u>	<u>N</u>	<u>Percent of Total</u>
Jobs	209	81.3
Retail stores	155	60.3
Schools	151	58.8
Recreation, entertainment	123	47.9
Local government	121	47.1
Services for the youth	116	45.1
Medical services and facilities	108	42.0
Physical appearance	106	41.2
Safety and security	105	40.9
Promotion of history and culture	74	28.8
The environment	68	26.5
Services for the elderly	64	24.9
Day care for children	55	21.4
Other*	24	9.3

TOTAL = N = 257 SELECTIONS

* See Appendix A, Question 11, for detailed responses describing "Other."

Source: *Barton County Citizen Survey, 1997.*

Table 7
Quality of Life Issues of Importance

<u>Areas of Concern</u>	<u>Number of Responses</u>	<u>Percent of Total Respondents*</u>
Recreation	56	21.8
Cultural/Historical/Artistic	51	19.8
Wages/Cost of Living	41	16.0
Environmental	38	14.8

* The "Percent of Total Respondents" indicates the percentage of people responding who considered an issue important; because some respondents selected more than one area of concern, the sum of individual "Percent of Total Respondents" figures does not equal 100 percent.

Source: *Barton County Citizen Survey, 1997.*

The respondents were asked to list the types of business products or services that they would like to see in the county but which are presently *not* available. Their responses were categorized under the following broad areas: retail, food/restaurant, employment/wages, recreation, services, cultural/artistic, infrastructure/transportation, and crime/safety. The major area of concern was in retail development with 43 percent of the people answering the question listing a retail aspect (Table 8).⁶

Table 8
Desired Products/Services which are
Presently Unavailable in Barton County

<u>Types of Products/Services</u>	<u>Number of Responses</u>	<u>Percent of Total Respondents*</u>
Retail	111	43.2
Food/Restaurant	28	10.9
Employment/Wages	23	8.9
Recreation	19	7.4
Services	10	3.9
Cultural/Artistic	9	3.5
Infrastructure/Transportation	8	3.1
Crime Safety	7	2.7
Other	8	3.1

TOTAL = N = 257

* The "Percent of Total Respondents" indicates the percentage of people responding who considered an issue important; because some respondents selected more than one area of concern, the sum of individual "Percent of Total Respondents" figures does not equal 100 percent.

Source: *Barton County Citizen Survey, 1997.*

⁶ A great deal of comment regarding the need for retail that would compete with Dillons and WalMart was received. Another frequent comment was regarding the need for increasing the variety in retail shopping opportunities. One person commented on the effects of local retail as follows: "...When you go out of town to shop at one place, you make your rounds and do other shopping."

Expansion/Recruitment Focus. Respondents were asked whether or not there were industries that should *not* be expanded or recruited. About 63 percent indicated that they believed that there were some industries which should not be expanded or recruited (Table 9). The operation of large corporate farms appears to be the main focus of concern with 102 of the 257 responses mentioning this industry. The citizens were also concerned with recruiting or expanding industries that have adverse environmental impacts; that supply low-wage, low-skill jobs; that could be categorized as restaurants or convenience stores; and that have adverse social impacts (Table 9). (See Appendix B, Questions 9b and 9c for more detail.)

The respondents were asked to list what type of industry or businesses *should be* actively expanded or recruited. The responses can be divided into two types—general and specific. General responses include those concerned with a quality that the business should possess while specific responses were concerned with a specific industry sector. There were 116 general type responses compared to 209 specific responses.

Under general, 35 responses, or 30 percent, indicated that Barton County should actively seek to expand or recruit businesses that pay a good, decent living wage. Twenty-one responses, or 18 percent, on the other hand, responded that Barton County should actively pursue any kind of business.

With regard to specific industry or business, the survey indicates a strong interest in manufacturing, retail trade, and the service sectors with 85, 43, and 30 responses, respectively, out of 209 specific responses. (See Appendix B, Question 9a, for more detail.)

Housing and Development. Regarding housing concerns, 158 people responded that Barton County needs more new housing. Of those 158 responses, single family housing was the most selected type of housing (Table 10). (For additional information, see Appendix B, Questions 17.)

Incentives. About 69 percent of the people responded that they would support additional economic development incentives (Table 11). Unrequested comments suggested that support would depend on what the incentives were and for whom they were to be used.⁷ (See Appendix B, Question 7 for greater detail.)

⁷ Two other unrequested comments expressed support of additional incentives for the development of small businesses and for companies that pay good wages, and three comments expressed support for tax abatements and moratoriums.

Table 9
Industry Expansion/Recruitment

Are there industries that should not be expanded/recruited?

<u>Yes</u>	<u>No</u>	<u>DK</u>
149	88	1
62.6%	37.0%	0.4%

TOTAL = N = 238

Types of Industries that should not be expanded/recruited

<u>Types of Industries</u>	<u>Number of Responses</u>	<u>Percent of Total Respondents*</u>
Large Corporate Farms	102	39.7
Adverse Environmental Impact	34	13.2
Low Wage/Low Skill	22	8.6
Restaurants/Food	18	7.0
Adverse Social Impact	7	2.7
Other	20	7.8

TOTAL = N = 257

* The "Percent of Total Respondents" indicates the percentage of people responding who considered an issue important; because some respondents selected more than one area of concern, the sum of individual "Percent of Total Respondents" figures does not equal 100 percent.

Source: *Barton County Citizen Survey, 1997.*

Table 10
Housing Needs in Barton County

Do you think the county needs more new housing?

Do you think the county needs more new hous

<u>Yes</u>	<u>No</u>	<u>Some</u>	<u>DK</u>
158	74	5	4
65.60%	30.70%	2.10%	1.70%

Kinds of New Housing Needed

Selected types of new housing

<u>Type</u>	<u>N</u>	<u>Percent of Total Respondents*</u>
Single family	130	82.3
Single family rental	93	58.9
Multi-family rental	60	38.0
Senior housing	44	27.8
Other	12	7.6

TOTAL = N = 158

* The "Percent of Total Respondents" indicates the percentage of people "Yes, New Housing is Needed"; because some respondents selected more than one type of new housing, the sum of individual "Percent of Total Respondents" figures does not equal 100 percent.

Source: *Barton County Citizen Survey, 1997.*

Table 11
Economic Development Incentives

Would you support the idea of additional economic development incentives?

<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Maybe/Depends</u>
173	27	48	2
69.2%	10.8%	19.2%	0.8%

TOTAL = N = 250

Source: *Barton County Citizen Survey, 1997.*

Land Use Regulations. The majority of respondents would support the use of land use regulations to ensure quality development in the unincorporated areas of Barton County (Table 12). For those people responding that whether or not they support such regulations “depends,” their conditions can be categorized under the following areas: regulations/taxes, environmental safety, and corporate cattle or hog farming. Regulations/taxes were mentioned in 51 of the 93 responses. (Additional comments are contained in Appendix B, Questions 13.)

Table 12
Land Use Regulations

Would you support land use regulations to ensure quality development in the unincorporated part of Barton County?

<u>Yes</u>	<u>No</u>	<u>Maybe/Depends</u>
121	31	93
49.4%	12.7%	38.0%

TOTAL = N = 245

Source: *Barton County Citizen Survey, 1997.*

Improve Image. Actions to improve the image of Barton County and to make it more attractive to prospective industry as well as current residents were selected by respondents. Not surprisingly, considering the results and commentary captured by the rest of the survey, the creation of higher paying jobs was considered important by the most people (Table 13). The responses categorized as “other” predominantly fit four categories—business environment, quality of life issues, and infrastructure concerns which includes beautification and rehabilitation of housing and buildings, and the capacity or commitment of the community/government. (A more detailed summary of these responses is contained in Appendix B, Question 14.)

Table 13
Actions to Improve the Image of Barton County

<u>Action</u>	<u>N</u>	<u>Percent of Total*</u>
Create higher paying jobs	215	87.0
Improve recreational, cultural, and entertainment opportunities	123	49.8
Improve the physical appearance	120	48.6
Promotional campaign	105	42.5
Other**	78	31.6

TOTAL = N = 247

* The "Percent of Total Respondents" indicates the percentage of people responding who considered an action important; because some respondents selected more than one action, the sum of individual "Percent of Total Respondents" figures totals more than 100 percent.

** A detailed description of the responses categorized as "Other" is contained in Appendix A, Question #14.

Source: *Barton County Citizen Survey, 1997.*

Conclusion

The general theme revealed throughout the survey was the respondents' desire to improve the economic situation and quality of life in Barton County by increasing the number of better paying jobs. The frequency of comments received in this regard throughout the survey overshadowed several selected economic development priorities, including education, community attitudes, and work force training.

The Respondents also noted the need to expand and to diversify the local retail industry, in addition to creating more, better paying jobs, as a means of improving the quality of life. An aggressive economic development strategy was encouraged by the respondents, and they noted the importance of retaining and supporting existing industry as an economic development priority. Regarding industry that should *not* be expanded or recruited, large corporate farming was at the top of the list.

One point of view regarding expansion was expressed as follows: "I have heard that some businessmen in [Great Bend] don't want new industry because they'll have to raise their wages to compete; if that's the case [Great Bend] will never grow..."

The perceptions regarding the changes Barton County will undergo in the near future are mixed with the greatest number of respondents neutral. The remaining number of respondents are nearly equally divided between positive and negative outlooks. The survey also shows mixed opinion as to the changes the county has undergone in the last five years.

It is interesting to note that in 1992 a similar survey also showed that no consensus existed on whether or not Barton County had changed for the better, worse, or not at all.⁸ In 1992, the survey respondents were also interested in an aggressive economic development strategy and concerned about job opportunities (number and quality) in the county.

Strategic planning efforts enjoy greater success when a broad array of individual ideas, opinions and attitudes are utilized in the process. The 1996 survey was designed to allow for broad input from persons throughout Barton County. It is important to look at the results of the survey carefully and use the survey to assess commonly held attitudes and beliefs about the aspects of community life in the county. This should contribute to the success in developing and implementing economic development strategies that will enhance the county's future.

⁸ Ott, Genna M. *Barton County Citizen Survey: Survey Analysis*, Kansas Center for Community Economic Development, the University of Kansas, Technical Report No. 16, December 1992.

APPENDIX A

BARTON COUNTY CITIZEN SURVEY

We are conducting a survey of Barton County residents which will be used in revising the county-wide strategic plan for economic development. This survey is being sponsored by the Strategic Planning Steering Committee on behalf of the Barton County Economic Development Commission.

We would like your thoughts on what you like or dislike about Barton County as a place to live. Your answers will be confidential and will be used only for this strategic planning process. Please note this is an anonymous survey.

Thank you for your assistance. Check the end of the survey for where to return your survey.

- 1) In what town, city, or township do you currently live? _____
- 2a) How long have you lived in Barton County? _____
- 2b) How would you rate the changes in the county over the last 5 years?
- | | | |
|-----------------|----------------|----------------|
| ___ much better | ___ better | ___ no change |
| ___ worse | ___ much worse | ___ don't know |
- 3a) Age: ___ Under 21 ___ 21 - 34 ___ 35 - 49 ___ 50 - 64 ___ 65 and Over
- 3b) Highest level of education obtained:
- | | |
|---------------------------------|-------------------------------------|
| ___ less than high school | ___ some college |
| ___ high school diploma, or GED | ___ college degree |
| ___ vocational/technical school | ___ graduate or professional degree |
| ___ two-years associates degree | |
- 3c) Sex: ___ Female ___ Male
- 4) Our revised plan addresses the following twelve areas. Please rank in order, with 1 being most important and 12 being the least important.
- | | |
|------------------------------------|-------------------------|
| ___ Housing | ___ Work Force Training |
| ___ Community Attitudes | ___ Travel & Tourism |
| ___ Support for Existing Industry/ | ___ Health |
| Business Development | ___ Environmental |
| ___ Education | ___ Youth Opportunities |
| ___ Land Use | ___ Transportation |
| ___ Retirement/Aging | |
- 5) Are there any other areas that you would like to see addressed in the strategic plan? If so, please list.
- _____
- _____

- 6) How important is it for the economy of Barton County to develop an aggressive economic development strategy?
 very important important
 somewhat important not important don't know
- 7) Since the economic development effort has been redefined and coordinated, do you support the idea of additional funding for incentives?
 yes no don't know
- 8) Please rank the importance of these economic development strategies, with 1 being the most important?
 retention and expansion of existing business
 attraction of new business to the area
 help new business get started
- 9a) What type of industry or business should Barton County actively seek to attract or recruit?

- 9b) Are there any industries or businesses that Barton County should not try to recruit?
 Yes No
- 9c) If yes, please specify:

- 10) Quality of life covers a wide variety of social issues which affect economic development. It has been defined to include programs concerned with cultural, artistic, recreational, environmental, and historical activities. What do you feel are the most important quality of life issues facing Barton County?

- 11) What improvements are needed in your community to enhance its quality of life? Check all that apply.
- | | |
|---|---|
| <input type="checkbox"/> a. Schools | <input type="checkbox"/> h. Physical appearance |
| <input type="checkbox"/> b. Jobs | <input type="checkbox"/> i. Safety and security |
| <input type="checkbox"/> c. Retail stores | <input type="checkbox"/> j. Local government |
| <input type="checkbox"/> d. Services for the elderly | <input type="checkbox"/> k. Recreation, entertainment |
| <input type="checkbox"/> e. Services for youth | <input type="checkbox"/> l. The environment |
| <input type="checkbox"/> f. Day care for children | <input type="checkbox"/> m. Promotion of history and culture |
| <input type="checkbox"/> g. Medical services and facilities | <input type="checkbox"/> n. Other (<i>please specify</i>) _____ |
- 12) What business products or services would you like to see but are not available in Barton County?

- 13a) Would you support land use regulations to ensure quality development in the unincorporated part of Barton County?
 Yes No Depends

- 13b) If depends, state your conditions?

- 14) What can be done to improve the image of Barton County and make it more attractive to prospective industry as well as current residents? Check all that apply.
 a. Promotional campaign
 b. Improve the physical appearance
 c. Improve recreational, cultural, and entertainment opportunities
 d. Create higher paying jobs
 e. Other (*please specify*) _____
- 15) Which of the following best describes your outlook for the future of Barton County?
 a. Positive, optimistic regarding increases in population and employment opportunities
 b. Neutral, don't see much change in population and employment opportunities
 c. Negative, see continued declines in population and employment opportunities
- 16) List the major strengths of Barton County.
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
- 17a) Do you think the county needs more new housing construction? Yes No
- 17b) If yes, what kind is needed? Check all that apply.
 Single family
 Multi-family rental
 Senior housing
 Single family rental
 Other
- 18) Any other comments about Barton County's economic future?

Thank you for your time.

Please return your survey to: Strategic Planning Steering Committee
 c/o Barton County Economic Development Commission
 1300 Kansas
 Great Bend, Kansas 67530

APPENDIX B
BARTON COUNTY CITIZEN SURVEY

Detailed Responses by Question

Responses by Survey Source

<u>Survey type</u>	<u>N</u>	<u>Percent</u>
8 1/2 x 11	147	56.8
Great Bend Tribune	96	37.1
Ellinwood Leader	8	3.1
Hoisington Dispatch	8	3.1

TOTAL = N = 259

4. Our revised plan addresses the following twelve areas. Please rank in order, with 1 being most important and 12 being the least important. (unrequested comments).

Business environment

- local retail development

Infrastructural development/assistance

- roads/highways

Quality of Life

- public transportation
- personal property taxes
- medical
- low income assistance

- senior services
- housing (affordability)

Human Capital

- technical/computer skills in middle/high school

Business Environment

- no hog farms
- no more minimum wage jobs
- wages

4. Our revised plan addresses the following 12 areas. Please rank in order, with 1 being most important and 12 being the least important.

Strategy	Most Important				Average (weighted)	N
	1	2	3	4		
Support for Existing Industry/ Business Development	81	61	32	19		
Education	45	42	40	31		
Community Attitudes	56	29	27	34		
Work Force Training	13	39	21	23		
Housing	21	26	31	29		
Youth Opportunities	8	17	24	27		
Health	7	18	22	26		
Transportation	13	9	14	13		
Travel and Tourism	6	7	8	6		
Environmental	2	6	12	15		
Retirement/Aging	3	4	9	9		
Land Use	3	2	9	10		
...cont'd.						
	5	6	7	8		
Support for Existing Industry/ Business Development	17	13	5	7		
Education	27	14	13	10		
Community Attitudes	24	13	12	10		
Work Force Training	31	27	28	13		
Housing	20	22	20	24		
Youth Opportunities	25	28	23	26		
Health	24	31	34	18		
Transportation	18	17	15	20		
Travel and Tourism	15	16	14	27		
Environmental	22	28	29	30		
Retirement/Aging	12	27	22	27		
Land Use	12	15	19	27		
...cont'd.						
	9	10	11	12		
Support for Existing Industry/ Business Development	2	5	2	4	3.00	248
Education	10	4	5	4	4.17	242
Community Attitudes	6	10	12	9	4.58	245
Work Force Training	20	6	11	12	5.53	245
Housing	15	14	15	8	6.01	244
Youth Opportunities	24	14	11	15	6.09	245
Health	25	27	8	2	6.53	242
Transportation	28	30	29	39	7.41	243
Travel and Tourism	21	27	36	60	7.60	242
Environmental	16	30	27	27	7.87	241
Retirement/Aging	29	38	29	32	8.12	243
Land Use	33	35	41	37	8.86	244

5. Are there any other areas that you would like to see addressed in the strategic plan? If so, please list.

Business Environment (72)—*concerned with creating businesses, creating business opportunities or improving business competitiveness*

- Wages: 20
- New business: 19
- Retail development: 9
- New industry (for jobs): 5
- More manufacturing jobs: 2
- Get high tech professions: 2
- Tourism: 2
- Business retention/expansion: 2
- Youth entrepreneurship/retention: 1
- Youth detention facility: 3
- No hog lots/feedlots: 3
- Taxes: 1

Commitment/Capacity (7)—*provision of assistance and support for businesses and economic development*

- Government management: 4
- Local small business assistance: 2
- Communicate Economic Development/Governmental efforts: 1

Human Capital (6)—*addresses training, retraining and general education of the labor force as well as linkages between business and education*

- Educational system: 2
- Cooperation between civic/businesses and education: 2
- Worker training: 2

Infrastructure Development/Assistance (10)—*concerned with the development and maintenance of public infrastructure such as roads, utilities, and business/industrial sites/parks*

- Land use planning: 1
- Roads and highways and transportation: 5
- Rail: 1
- Water treatment system and sewage: 1
- Agricultural infrastructure: 1
- Educational infrastructure (school capacity/expansion, maintenance): 1

Quality of Life (40)—concerned with cultural, artistic, recreational, environmental, educational and historical activities

- Personal property tax: 7
- Community attitude, positive image: 6
- Housing: 2; low-income: 2; rental: 1
- Recreation: 3
- Medical/health: 3
- Law enforcement: 2
- Gang problem: 1
- Youth issues (activities, places to go): 2
- Cultural events/ethnic program: 2
- Low income: 2
- Senior (housing): 1
- Environmental (water): 1
- Gambling (opposed to): 1
- Churches (promotion): 1
- Community vision/goals: 2
- safety/emergency, emergency preparedness: 1

7. Would you support the idea of additional economic development. (Unrequested comments).

“Depends on WHAT the incentives are and for WHOM they are used.”

Yes: for...

- small business
- property tax abatement
- sales tax abatement(?)
- for companies that pay good wages
- 5 year property tax moratorium

9a. What type of industry or business should Barton County actively seek to expand or recruit?

General Responses (116)

- Good pay/decent wages/ “living” wage: 35
- All kinds/anything: 21
- small: 11
- medium: 4
- large: 6
- Depends on location: 1
- Retention/Expansion of what exists: 4
- favor a gradual expansion: 1
- Long term/ job security: 3
- Not entry level: 1
- For youth: 1
- private: 1
- With benefits: 2
- That provide training: 1
- That employ local people: 1
- Fiscally responsible: 1
- Environmentally friendly: 5
- Nationally known/history of success: 5
- labor intensive: 2
- many jobs: 4
- Don’t know: 5
- Nothing/none: 1

Specific responses (209)

Manufacturing (85):

- Industrial: 11
- Light industrial: 3
- Manufacturing/assembly: 39
- Manuf. ag. equipment: 4
- Manuf. small: 2
- Manuf. large: 2
- Manuf. auto: 2
- manuf. aircraft/support: 6
- Foundry: 1
- Technology: 7
- High technology: 8

Retail Trade (43):

- Retail: 28
- Shopping mall: 6
- outlet mall: 1
- antiques dealer: 1
- grocery: 4
- food: 2
- Downtown business: 1

Services (30):

- Professional services: 9
- Information technology: 1
- Travel and tourism: 5
- Recreation/entertainment: 9
- environmental safety: 1
- clerical: 1
- medical: 4

Agricultural (19):

- Agriculture/Ag service: 14
- Value added ag. industry: 3

- Cattle: 1
- hog farms: 1

Gov't/Gov't Services (9):

- government: 2
- Education (VoTech): 2
- Youth detention: 2
- Prison: 3

Utilities (5):

- Electrical industry(?): 2
- Utilities: 1
- Telecommunications: 2

Wholesale Trade (5):

- warehouse/distribution: 1
- wholesale goods/distribution: 4

Transportation (4):

- Transportation: 2
- Trucking services: 2

Mining (2):

- oil/gas: 2

Construction (1):

- Housing: 1

Other (6):

- NOT packing plants 2, manufacturing 1, feedlots 1, convenience stores 1, bars 1.
- Business: 1

9b. Are there any industries or business that Barton County should not try to expand or recruit? (unrequested comment)

Don't know: 1

No: 3

Yes: too many now: 1

Low wages: 1

DO RECRUIT: 24 hr/7day week pharmacy 1, juvenile prison 1, big employers)

9c. Please specify (are there any types of industries of business that BC should not try to expand or recruit?)

Large Corporate Farms (102):

- Hog farming operations: 50
- Cattle feedlots: 18
- Slaughter/meat packing: 17
- Corporate farms: 8
- Livestock/agricultural (general): 3
- poultry: 6

Adverse Environmental Impact (34):

- With adverse environmental impact: 25
- waste disposal: 2
- Toxic waste dumping: 4
- which threaten "community health": 1
- "nuclear": 2

Low Wage/Low Skill (22):

- Minimum/low wage: 17
- Anything less than 4x minimum/at least 12-15\$ hour: 2
- low skill: 1
- part time: 1
- employing "illegals": 1

Restaurants/Food (18):

- Convenience stores: 6
- Fast food: 10
- Restaurants: 2

Adverse Social Impacts (7):

- exploit the economically disadvantaged: 1
- illegal/immoral/unethical: 1
- that which encourages drinking/gambling: 4
- strip joints: 1

Other (20):

- manufacturing: 1
- warehousing: 1
- high tech: 1
- telemarketing: 1
- government: 1
- prison system: 1
- airplanes: 1
- retail: 1
- WalMart: 1
- House builder/construction: 1
- "industry" 1
- requiring tax incentives: 1
- Don't know: 2
- Case by case: 1
- Nonconventional: Mexican restaurants 1, "prefab housing for 3rd world countries" 1, Chinese restaurants 1, senior center 1, "ski resorts and deep sea fishing 1.

10. ...What do you feel are the most important quality of life issues facing Barton County?

Recreation (56):

- Recreation: 51
- municipal golf: 1
- race track/drag strip: 2
- parks: 1
- programs: 1

Cultural/Historical/Artistic (52):

- Cultural/ethnic programs: 31
- Museum and "Village": 1
- Historical: 12
- Anglo culture is "ignored": 1
- Artistic: 7

Wages/Cost of Living (41):

- Economy: 2
- tax base: 2
- taxes too high: 10
- living expenses (inc. utilities): 6
- wages: 20
- unions: 1

Environmental (38):

- Environmental: 30
- Water (and agri-chemicals): 6
- land use/support for protected areas, Cheyenne Bottoms Project: 2

Crime and Safety (23):

- Safety/security/crime: 16
- gangs: 6
- emergency response: 1

Community Image/Attitude (22):

- Community image/attitude: 13
- handling social diversity: 3
- religious intolerance: 1
- illegal aliens: 2
- racism: 1
- disabled issues: 1
- senior issues: 1

Retaining/Attracting Business (22):

- losing/attracting jobs and businesses: 19
- having the wrong industry: 1
- no loyalty to businesses: 1
- shopping: 1

Youth/Family (21):

- Family issues: 3
- Youth issues: 15
- Youth employment: 3

Health Care (16):

- medical/health: 7
- drug dependency: 7
- alcohol: 1
- anger management: 1

Educational (13):

- education: 10
- continuing education: 1
- educ. facilities: 1
- BCCC expense to county: 1

Housing (4):

- housing: 4

Community Facilities (5):

- facilities for large groups: 1
- multiple use auditorium: 2
- community center: 1
- new city hall: 1

Infrastructure/Transportation (4):

- highways: 1
- traffic congestion: 1
- Transportation/industry access to: 1
- Public transportation: 1

Capacity (2):

- not enough funding for quality of life projects: 1
- government/leadership: 1

Other (10):

- balance all: 1
- nothing to improve: 4
- Don't know: 5

**11. What improvements are needed in your community to enhance its quality of life?
Check all that apply.**

**Community Improvements to Enhance Quality of Life
Selected Improvement Strategies**

<u>Strategy</u>	<u>N</u>	<u>Percent of Total</u>
Jobs	209	14.1
Retail stores	155	10.5
Schools	151	10.2
Recreation, entertainment	123	8.3
Local government	121	8.2
Services for the youth	116	7.8
Medical services and facilities	108	7.3
Physical appearance	106	7.2
Safety and security	105	7.1
Promotion of history and culture	74	5.0
The environment	68	4.6
Services for the elderly	64	4.3
Day care for children	55	3.7
Other (comments described below)	24	1.6

TOTAL = N = 1479 SELECTIONS

**11. What improvements are needed in your community to enhance its quality of life?
("other")**

- hole on Main Street: 1
- reroute truck traffic off 10th street: 1
- family issues: 2
- medical health/ get doctors: 2
- improve government leadership: 1
- good wages: 3
- lower taxes: 2
- improve police force: 1
- better pay for police force: 1
- transportation (public): 1
- cultural, need community theater: 1
- cultural, need diversity education: 1
- improve educational system: 3
- housing: 1
- homeless issues: 1
- community image: 1

12. What business products or services would you like to see but are not available in Barton County?

Retail (111):

- Retail: 49
- Discount: 26
- Mall: 10
- Outlet shopping: 4
- Chain Department stores: 12
- Small specialty shops: 4
- electronics: 1
- Foreign auto dealers: 2
- Sporting goods 3

Food/Restaurant (28):

- Grocery: 17
- restaurant 7
- chain restaurant: 3
- Farmers market: 1

Employment/Wages (23):

- higher wages 3
- employment 3
- services 1
- industry 3
- manufacturing 3
- car plant 1
- aircraft plant 2
- Hallmark Cards 1
- Braum (ice cream?) 5
- AT&T phone construction(?) 1

Recreation (19):

- recreation: 2
- entertainment: 3
- golf course: 1
- mini golf: 1
- batting cages: 1
- RV park 2
- camping 2
- fishing 1
- hiking 1
- skating/rollerblade area 1
- fitness 1

- country western dance: 1
- youth program 1
- tourism 1

Services (10):

- daycare: 1
- medical 1
- doctors 1
- optometrist/eyeglass services 1
- low income/free health clinics 1
- electricians/heating/refrig 1
- technological: computer services 1
- auto repair 1
- banks (that are "more aggressive") 1
- education: beauty school: 1

Cultural/Artistic (9):

- Craft supplies/craft fairs: 5
- historical events 1
- concerts 1
- concert facilities 1
- community event facilities 1

Infrastructure/Transportation (8):

- for truckers 2
- transport (public) 2
- rail 1
- bus 1
- taxi 1
- air services (?) 1

Crime/Safety (7)

- law enforcement 1
- handling drug issues 1
- moral values 2
- youth detention 2
- adult prison 1

Other (8)

- don't know: 5
- Anything: 1
- Nothing: 2

13a. Would you support land use regulations to ensure quality development in the unincorporated part of BC? (unrequested comments)

- mandatory trash pick up in unincorporated area—attach bill to water bills
- no hogs.

13b. conditions for land use regulations:

Regulations/Taxes (51):

- No more regulations: 8
- Depends on situation/development/location/management/ financing 27
- if not raise taxes 2
- taxes too high 1
- with flexibility 3
- Not infringement on private property rights 3
- protect present uses (i.e. agri, feed yard, dairy) 2
- equitably protect property rights of less affluent population 2
- don't prevent business by type 1
- depends on landowner willingness, landowners should have a say 2

Corporate Farming (11):

- No hog farms 5
- No cattle feedlots 3
- No chicken 1
- No packing 1
- protect small farms 1

Other

- yes: 1
- don't know 1
- No need since there is no growth 1

Environmental Safety (15):

- be environmentally safe 9
- protect water 2
- protect health/safety 2
- get NW Passage highway 1
- protect open space 1

14. What can be done to improve the image of Barton County and make it more attractive to prospective industry as well as current residents? (“other”)

Business Environment (32)

- advertise GB/promo campaign 4
- need to improve in order to promote 2
- jobs 1
- reduce taxes 13
- expand retail 1
- improve job situation 2
- better wages 1
- get rid of monopolies 1
- attract more downtown business 1
- more industry 3
- foreign autos 1
- new retail/competition 1
- fill vacant stores 1

Quality of Life - 21

- maintain/improve cultural activity 1
- cinema 1
- recreation: municipal golf 1
- law enforcement 2
- petty crimes 1
- interaction of law officials with public 1
- punish juveniles 1
- Education 3
- edu facilities 4
- support bond issues 1
- homeless shelter 1
- more doctors 1
- work force development 1
- youth issues 1
- deport illegal aliens 1

Infrastructure (includes Beautification/Rehab) - 18:

- less money on streetscape 1
- public transport 1
- bus 1
- better streets 1
- clean up improve rural townships 1; edges of GB 1; subdivisions 1; litter 1; junkyards 1; oilfield yards 1
- rehab Zaiah Mall 1
- rehab abandoned buildings 1
- mobile home issues 1
- quality affordable housing 2
- increase housing stock 1
- improve available housing 1
- NW passage 1

Capacity/Commitment - 16

- have a community vision 2
- attitudes/encourage friendliness, including media 1
- make people happy 5
- consider current residents ‘first’ 1
- new/better government 4
- monitor government spending 1
- improve merchant attitudes 2

17a. Do you think the county needs more new housing construction? (unrequested comments)

- no 1
- don't know 2
- condo's 1
- too many houses for sale now 2
- population decline since 1980s 2
- business and industry first 4
- wages too low 3
- affordable 2
- not cheap 1
- 3-4 bedroom 1
- no tax incentives 1
- owners pay, not by taxes 1
- fair enforcement of construction regulations 1

17 (cont'd) "...what kind is needed?" (unrequested comments)

- not now 2
- market will take care of it 1
- good quality 2
- affordable 4
- town houses/duplexes 3
- for elderly 2
- for ADA 1
- inexpensive and nice 1
- apartments 1
- fix existing housing stock 2
- low income 2
- higher end