

VISIONEERING WICHITA FOCUS GROUP NOTES

During June 21-25, 2004, Henry Luke interviewed 190 people in 20 sessions.

Quotes from Individuals:

The quotes from individuals were consolidated and arranged under the six foundations, which will provide a comprehensive community Vision for the future. Many of the statements are in conflict with each other. The role of the four Vision Task Forces in September 2004 is to decide, “what is the truth” when there is a difference of opinion on the facts and then to make the right decisions about the community’s future for the draft Wichita Vision. The Vision Task Forces will also use the input from the eight Community Meetings in August 2004 to help develop the draft Vision. The draft Wichita Vision will be circulated for input and comments between October 12 and November 22, 2004. The comments below are numbered for ease of reference only, not by any priority. Statements followed by an “HS” were from the high school group. Please e-mail *Visioneering Wichita* at suzie@wacc.org to report any factual error in these notes

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I. EDUCATION

A. Skills Training and Life-long Learning

1. Our biggest risk is the retirement of very highly skilled aviation workers who will retire in the next five years. At Boeing, 40% are eligible to retire. How do we replace these high-paying jobs if we lose them for lack of skilled workers?
2. The biggest problem is the business community and the educators not coming together on the skills requirement that business needs. We are destined to failure if this connection is not made.
3. We have focused on the supply of jobs. We must focus on the supply of workers that relates to education and a quality of life that retains and attracts people to Wichita.
4. Technical and skilled workforce training is our most critical need. We must find out how to fund this.
5. The businesses must identify their needs for training and skills. One problem is that requirements are changing so fast that business cannot keep up with what they need.
6. We need an adaptable, skilled, available labor pool.
7. There are 17% of Boeing workers who could retire today. This really applies to the entire manufacturing sector. There are 62% of those in education who are over 50 today, so it is across the board.
8. To change this, we must attract and train people to replace these retirees. Most of the people retiring are highly skilled and experienced.
9. There is great global competition for the jobs we currently have in Wichita.
10. We must create a new collaborative of competitive high quality training and education system. It must be focused as well as high quality.
11. The old model is a 1990's bureaucratic model with boundaries. This is obsolete and must change. It must be seamless and funded properly.
12. The funding formula must be output-based. The start-up cost is very high because of equipment purchases.
13. There is not enough industry specific training on a coordinated basis.
14. We must provide for the training of low-skill people who need "soft skills" such as reading, writing, and math.
15. Our educational infrastructure includes the Wichita Area Technical College, Butler Community College, Cowley Community College, and Hutchinson Community College (these four colleges have created the Kansas Institute for Technical Excellence...KITE), WSU, Friends University, Newman University, Baker University, Bethel College, Hesston College, Ottawa

University, Southwestern College, Tabor College, University of Kansas School of Medicine, Webster College, and Phoenix University.

16. Technical education must be demand-oriented and react to the marketplace. There should be a base line program that supplies the” soft skills” program.
17. The program must be funded properly.
18. World class facilities needs to be constructed that will attract people to technology training/education.
19. There should be a long-term board that provides the governance for technical training.
20. We need to understand more than what technology training has been, but what it must be to be competitive for Wichita.
21. We need a system that by its nature attracts young people for a career for the future. In the past, we have thought of technical training as a last resort for people.
22. Usual graduates of technical training have low knowledge of the technology required to perform their tasks, inability to advance and work with their team members. To offset this, our company has set-up our own specialized six-month training program to train the people we need.
23. In Georgia, their “quick start” program works to produce trained workers so that the company does not have to have its own training program. We moved a plant to Georgia for this reason.
24. Shortage of skilled labor causes us to steal labor ...probably from our supply chain. This just causes them problems and raises all our cost.
25. We have lost the corporate headquarters for our manufacturing plants. The local branches have to compete within their own company as well as against global competition for work. We must give our plant managers the tools to be competitive.
26. The Wichita Area Technical College has been spun out of the K-12 system and must stand on its own.
27. Sedgwick County student who goes to Butler County requires Sedgwick to reimburse Butler \$12 per credit hour. This needs to be eliminated and the money spent on Wichita Area Technical College.
28. From an employer prospective, I don’t care whether the training comes from Hutchinson, Cowley, Butler or Wichita.
29. Kansas First was designed after Georgia and South Carolina’s training programs. Kansas First is going to be the place to call for specialized company training programs. They are using the REAP region for coordinating this program in our area. The concept is that the technical training could come from anywhere in the state, but the weakness is that technical training in

Kansas is weak. Kansas First will direct the training required to the most appropriate college to meet the client's needs.

30. We must provide that training in the Wichita region. There are three options:
- 1) All four entities work together under a strong governance board...KITE. The three outside community colleges could invest in Sedgwick County.
 - 2) Let all four entities compete and may the strongest survive.
 - 3) Leave the barriers in place and fund Wichita Area Technical College properly and build its expertise over time.

31. This discussion should have been taking place five to ten years ago, but the urgency is absolute today.

32. Less than 1% of Wichita School District graduates go to the current technical college.

33. The only one of the three options above that can be implemented quickly with high quality technical training is #1. KITE has been formed and developed the following plan, and it is waiting to be implemented:

KANSAS INSTITUTE FOR TECHNICAL EXCELLENCE

Mission

The Kansas Institute for Technical Excellence contributes to the economic development of this region and the state of Kansas by engaging stakeholders in education and training that produces a world-class workforce.

Vision

*The Kansas Institute for Technical Excellence will become **the** national leader in meeting all workforce development needs through a collaborative endeavor that attracts and trains people at a world class level in a world class facility.*

Strategic Goals

- Ø *Define organizational structure to achieve collective workforce development vision for the region.*
- Ø *Garner and sustain stable sources of funding to deliver world class training.*
- Ø *Develop a world class workforce development training facility.*
- Ø *Define and produce demand driven deliverables.*

Strategic Outcomes

- Ø *World class level training for area business and industry.*
- Ø *Strategically located, nationally recognized world class training facility.*
- Ø *Expanded economic bases for Aviation, Health Care, Manufacturing, Information Technology and Assessment.*
- Ø *New economic bases for the region.*
- Ø *Retention and attraction of trained employees to support existing business expansion.*
- Ø *Retention and attraction of trained employees to recruit new business and industry.*

34. We need to be able to attract people to Wichita to access our training programs. Atlanta does this.

35. We need to stop thinking about vocational training and instead talk about technical training.
36. We need to define economic development and provide the training we need for these specific jobs.
37. We need to educate and train people who don't go on to college. We need to increase apprenticeships and other opportunities to improve their skills.
38. We must have the skilled workers to replace the retiring manufacturing and state employees.
39. We need more support of technical education, raise our level of expectation of the output and fund it appropriately.
40. Specialized training for skilled workers is an absolute essential. Some of the people trained don't work out, so the investment is lost.
41. We need to help adults understand how to be better managers of their income and assets.
42. We will soon find a skilled labor shortage.
43. Our future depends on our children's education. We don't emphasize the trades. We need reliability engineering and people who are machine mechanics. We push college, but these aviation jobs are very high paying jobs. We need to help Hispanic young people to get into the training schools that will lead to jobs in the aviation industry.
44. The limitation of Hispanics for trades, apprenticeships, or workforce development training is lack of a high school diploma. GED is of some help and there is a center for an adult to get a high school diploma. We need to encourage this in the Hispanic community.
45. Less than 150 of Boeing's commercial aviation division employees are under 30.

B. Higher Education

1. Under use of Wichita State University (WSU) is a major problem. WSU needs to grow in size, qualify, strength, excellence. Wichita should be a university town.
2. We need to create a dental school.
3. We need to focus on higher education. Wichita State University has a real impact. The relationship between Wichita Area Technical College, and the three community colleges and Wichita State University is important.
4. Education needs to expand past high school...at least two years.
5. A large percentage of India's young people study engineering while only a small percentage of ours.

6. Tuition is going up in higher education, so that it is hard to afford retraining and re-tooling.
7. I don't think we do a very good job of promoting our universities.
8. The aviation industry needs to identify the skills requirement they need.
9. We need to encourage people to learn to speak Spanish as a second language.
10. Our challenge is retention and expansion of our business community. How can Wichita State University respond to business and entrepreneurs and meet their needs?
11. Our state is putting no additional money in higher education.
12. We need financial education. It should be included in education, libraries and other locations.
13. Colleges in Wichita do not have resources to provide the nursing training for jobs that need filling today.

C. K-12

1. Wichita School District USD 259 serves a very poor set of students. The majority are minority students. Elementary school is 74% in poverty; high school is 54% in poverty. This is based on % of students qualifying for free and reduced lunch. A family with one child qualifies with an income of \$24,000/year or less. Higher income people move to the suburbs and lower income new people with students move into the Wichita School District. Despite this, we have a high school like East that has the International Baccalaureate School (IB) that produces very high academic scores.
2. Our Wichita USD 259 school system is 53% minority and the percent is growing. Soon, Hispanic students (now 14%) will pass African-American students (now 16%). Asian and others make up the difference. For three years in a row we have had to make cuts in the system. We are at tremendous risk.
3. Wichita USD 259 is also growing in students each year and that causes pressure on the school system budget.
4. In other countries, the young people are much more involved in tougher science, math and engineering courses. However, in the United States, we are letting our kids just skate through school without most people really learning what they need to know to compete in the global marketplace. They will not be able to earn a living wage. The problem may reside with the parents.
5. In our global competitors like India, education is number one in importance to parents and students. Teachers are held in high-esteem.
6. There is something wrong with our education system when 30% of graduates fail our apprentice tests. The ten questions are at the 6th grade math level.

7. Education is very important. We have a great superintendent. We are building great new facilities.
8. In Kansas, the small districts receive twice as much money per student as the larger districts like Wichita.
9. Public education has strong support here.
10. The dropouts are related to income levels
11. Concerning Hispanics...the girls take care of children and 15-16 year old boys quit school and go to work.
12. Education and Workforce Development
 - Ø In order to develop the skilled and adaptable work force desirable to business, workforce development must begin prior to graduation.
 - Ø Involve business in curriculum development to reinforce practical as well as theoretical, skill-set training.
 - Ø Add practical (as opposed to theoretical), age-appropriate business exposure to all levels of the curriculum (distributive education programs, internships, apprenticeships).
13. We have a lot of problems with drug and alcohol addiction in our education system. No one is accountable.
14. Eliminate the entire idea of grouping people by age and replacing it with a grouping by achievement level.
15. How education is funded is a real problem.
16. Education....cutting resources for the school system three years in a row.
17. Relationships of the teacher and parent is a real problem. Parents have to assume responsibilities that teachers used to provide. When parents cannot provide this support, we need mentors to help our young people.
18. Education...the state only gives so much money per pupil. Wichita has a high % of free and reduced lunch students. Kids come to school not ready to learn. The school district has raised the limit from local funding and the district is at the mercy of the state. The capital improvement fund can only be used for improvement and equipment, not building new buildings.
19. I am sick about our school-funding situation. Surely, we can figure out how to fund our schools locally and not depend totally on the state.
20. Many kids go to school from problems at home. We need to show them love.
21. Has anybody studied the effect on the school system, because of the flight to the good school systems in the suburbs? Many of the larger employers are outside the boundary of the Wichita USD.

22. How can we increase the tax base for Wichita USD 259 to give them more local money? Can we consider a sales tax to fund local schools? Can we create a foundation that helps supports the Wichita USD 259?
23. We are a multi-cultural school system and I like that.
24. We need to understand the school-funding better, because increasing the tax base may not help the local school system.
25. How much has the flight to private schools and home schooling hurt the school district as opposed to flight to the suburbs.
26. A strong education system should be a high priority.
27. We need to reach out to our young people to be better educated.
28. The Wichita USD 259 is the school of choice in our region for students with disabilities. Most of increased cost of funding must come from USD 259 funds.
29. The K-12 system is in chaos in USD 259.
30. The high percent of private schools may be hurting the public schools.
31. We need to improve the quality of our school facilities....like ensuring that air conditioning is in every classroom.
32. We need better funding for teachers and support staff. We need to address 1) the state funding formula, especially for special education, and 2) to address the tax base.
33. What do we have to do to educate the kids in USD 259?
34. The most efficient school districts are between 2,500 and 10,000 students.
35. We must increase minority graduation from high school.
36. We are not helping the Hispanic students advance through the grades with grade level skills. They get to high school and graduate and they don't know how to seek help to go to college and seek additional education. We need to take them to Wichita State University, Kansas University, and Kansas State and show them what college is like. We need to help the parents and students understand the value of education and how to achieve it.
37. I just left high school. Our USD 259 school system is in a very poor state.
38. Our schools reflect our community.
39. Too many of our middle and upper income families are insulating their children.
40. We need to provide our students an education.

41. The economy puts a lot of stress on families. The instability and cycles of the jobs market impact family life. I go to a smaller school and there is not much pregnancy. The school system tries to drum into you about avoiding drugs and pregnancy. We have a daycare center at East High School and also at Southeast. Teachers can use the daycare at both schools. HS
42. The quality of our teachers is very good. HS
43. The smaller school districts tended to be ranked higher. Kansas school funding affects school scoring. The economy influence school scoring. Smaller schools produce more support for students, and more connectivity. They are sought out and offered help. The bigger schools try, but it is hard and the students who don't actively seek help, get lost in the system. HS
44. At the freshmen year at my school, we had 400 students and 150 graduated four years later. HS
45. The school district tries so hard, but it really depends on individual responsibility and parental support. A lot of it is expectation, families, teachers and communities. At IB, all of this comes together to push graduation, homework and projects. HS
46. We put too much emphasis on athletics and its glorification. HS
47. At IB, we are grilled on preparing for college from the first year and on. My friend did not get that same support. It was just great to graduate from high school. There is a lot that students don't know about. I realize the support I have received is not available to everyone. HS
48. At Northeast, we get weekly progress reports and emphasis is put on graduation from high school. HS
49. What is the incentive for working hard in school? We have "student of the month" and other recognitions. It lets people know that they are important. HS
50. The alternative school is a reason for just skating through school. They don't have high expectations for these classes. The expectations need to be raised. HS
51. Learning is more important than just getting a grade. My elective outside the IB was a joke. These problems are unheard of in our private school. HS
52. One of the factors is the involvement of teachers in a student's life. Maybe teachers shouldn't give up on student so quick. HS
53. When we took the freshmen PSAT, it was a motivating factor. We took it at the IB school, but not at the regular schools. HS
54. My private school teachers push me harder than my parents. My entire class graduated from high school. I want to see more stuff downtown. We need more stuff around the water...restaurants, etc. HS

D. Pre-K

1. We need better understanding to help parents to get kids ready to go to school especially in kindergarten.
2. We need to make things better for little kids in childcare. We have lost some of the responsibility for children, whether it is by churches, schools, parent or others.
3. We need early childhood (Pre-birth to kindergarten) education so that the children can come to kindergarten ready to learn...reading, writing, and health habits. We need to help parents understand the importance of this training.
4. Early Childhood Intervention Possibilities:
 - Ø Quality early childhood facilities/programs that are affordable
 - Ø Parenting education programs

E. General

1. We need an entire system for comprehensive seamless education system from K through PhD and life-long learning.
2. See Quality of Life section on "Sense of Community" and "Diversity".

**II. QUALITY OF LIFE
(Issues about People)**

A. Healthcare

1. There is too much cost shifting in the health care system.
2. We have all these hospitals and surgery centers to fix people, but not much of a wellness and prevention program. We need to encourage people to make right choices. Teaching people about diabetics, a walking program, health clubs, etc. We need a comprehensive plan for wellness and prevention.
3. We need affordable clinics and free clinics to provide preventive health care to keep people out of the emergency rooms.
4. Most seniors are looking for jobs to help pay their medical expenses.
5. We need to control the cost of health insurance!
6. Westside needs better health care.
7. There is not enough coordination between the health groups. This is true across the board in Wichita. Everyone is sincere, but we are missing the opportunities that come from networking.
8. Health care is expensive in Wichita. We have fragmentation of services...three hospitals and many specialty clinics.

9. The specialty clinics provide no emergency service. The indigent go to the three hospitals emergency rooms. This is cost shifting that increases the total cost of health care.
10. Our infant mortality rate is very high.
11. Kansas University School of Medicine has 100 medical students and 250 residents with 50 full-time and 50 part-time and 800 volunteer physicians. The total is 250 paid staff. The economic impact is_____.
12. Funding is critical for Medicaid. We need ideas at the local level to better manage this program.
13. We need comprehensive mental health services.
14. We need more active lifestyles. We are paying the consequences in health.
15. Quality health care is very important.
16. Medical issues are important.
17. There are no restrictions on building medical facilities and providing new medical services.
18. My greatest concern is quality of life....health care, parks and recreation. I desire holistic healthcare and it is not available in Wichita except underground.
19. We need affordable health care, quality jobs and quality education.
20. We have excellent medical resources. But our growth has been too concentrated in health care, residential and eating places.

B. Recreation, Arts, Culture, and Entertainment

1. We need arts and culture and other things to attract our young people back to Wichita.
2. Arts and architecture that instills a sense of timelessness and pride Culture (sporting events, concerts, opera, art shows, fairs etc.)
3. Our cultural organizations are very good for a region our size. We must make a decision to expand the cultural opportunities to reach the next level. This means both public and private organization support. The former supporters of Arts and Culture are dying and the younger crowd has not picked up the funding.
4. We ought to rank higher than the “Places Rated Almanac” score of 52.13...based on what we have now.
5. We have something here for everyone.
6. We need to believe that we should create attractions for our citizens, not just for tourists.

7. We are losing our best-educated young people. The quality of life is important to keeping these people. It is bike paths, trees, the arts, public art, landscaping, and healthcare.
8. We need to make the celebration of the river very family-oriented.
9. We need sports facilities that are affordable. Wichita Park and Recreation Departments have created a lot of hard feeling in their management of youth sports programs.
10. The city is causing problems for the soccer programs in Wichita.
11. We are trying to start a new Air Museum. We need to concentrate on the Comosphere, Air Museum and Exploration Place and link the three together.
12. We had a company meeting at the Comosphere Meeting Room. It was a great place and great marketing for them.
13. What is it that makes Wichita unique? The river...its beautiful. The Art Museum, Indian Center and the Wichita Botanical Gardens make it unique.
14. Our community centers and art museums don't collaborate together. We need to improve this collaboration. Being close to Kansas City is important...a mid-west city that is well-developed museums, restaurant, shopping, and business. We can use them as a resource in learning to grow.
15. The arts and culture community just does not work together enough to develop the strength we should have. Each is trying to hoard its funders and resources. The city owned facilities needs to be more collaborative and less restrictive.
16. The arts and culture facilities should have events that are more inclusive of the diversity of the region. This needs to start with more diversity on the boards.
17. We need to keep a young educated creative workforce in Wichita. We need a vibrant arts scene, interested shops, make Old Town fill this role.
18. We need bike paths and trails, a regional park system.
19. We have a wonderful zoo that is the #1 non-retail visitor attraction in Kansas. They have about 500,000 visitors per year.
20. Kansas is 50th in acres of parklands.
21. Can we make the Arkansas River ready for boats to navigate down to Port Catoosa?
22. I was at Table Rock Lake near Branson, Missouri and every car had a Kansas tag. This is a four-hour drive.
23. Spending money in places outside Wichita is part of the "poor mouth syndrome". We have an emerging arts culture here, but we need to support it rather than going to Santa Fe.

24. We need to increase the awareness of what is going on. Now if you want to find out something, you have to search. HS
25. Exploration Place is great, but it is fairly expensive at \$15. HS
26. We need something that is targeted to children. HS

C. Diversity

1. Wichita is void of the knowledge that there is blatant racism and classism in Wichita. It is a fear of putting minorities in places of authority. People in power need to be aware that there is power in diversity. We need mentors for minorities.
2. We need minorities represented on decision-making boards throughout. There needs to be a broad diversity of minorities on boards, not the same select few. There will continue to be big demographic changes. Hispanic growth has been important to our growth.
3. We need to adjust to an increasing in-migration of Hispanic people. What do we need to do?
4. We need to be more tolerant and inclusive of minority young people and encourage them to remain or return to Wichita.
5. The Hispanic community must be assimilated into our community.
6. We must embrace our diversity. Companies that move here will need to be in an open and inclusive culture.
7. We need to attract minority professionals to this county.
8. There are not enough minorities in leadership positions. People who grew up in Wichita are afraid to allow the advancement of minorities. Employers want entry level minorities, but they don't want to hire professionals. The major companies have Hispanic executives, but they won't hire mid-level professionals. The local TV stations do not have a single Hispanic on-camera person. People say there are no qualified minorities, but there are Wichita companies who do not hire us.
9. In the military, we don't look at race; it is what is inside you. Minorities have many opportunities for advancement in the military. We need to recognize the diversity here and give them every opportunity for advancement. The Hispanic community does not have a voice in Wichita. We can do it! We need to pull together.
10. Hispanic's are not given an opportunity for advancement. They are afraid of us. They need to open the door and let us in. They are afraid of change. I have seen more fear of change here than anywhere. We give tremendous lip service to diversity, but then turn and put all our emphasis on aerospace. We need to diversify.
11. There is fear of change in state and local government. Workforce development in Kansas government has been moved to the Kansas Department of Commerce. Our South Central

Workforce Alliance in Wichita has three “one-stop” centers that need improvement. We have Spanish-speaking staff in these centers. We see over 900 per week seeking employment or retraining. We don’t have many Hispanic's in our database that are seeking employment.

12. The Hispanics don’t feel comfortable applying for employment through the telephone or computer. They want to talk to an individual.
13. Hispanics and Blacks are under-represented in management ranks in Wichita and Kansas.
14. Many of our minority children don’t have role models to show them the importance of education.
15. We need to create confidence in the Hispanic community. We need to help our minority children graduate from high school and college.
16. We have Hispanic illegal aliens here and they don’t have the opportunities we take for granted. Yet, we cannot operate in Wichita without them today. They have a good work ethic and people are pushing them down.
17. I hope to get out of Wichita and give my Hispanic daughters an opportunity to thrive in a receptive environment.
18. Big business needs to a better job of dealing with minorities
19. There are great opportunities in Wichita for Hispanics. We must persevere.
20. We have so much to offer to people who move here. They must take responsibility for accessing these opportunities. We must honor our diversity.
21. There is a void in resources available to the minority community. We do not work together, not enough minority companies, big problem with opportunity for minority professionals. They advance and then leave.
22. Old Town is not used by minorities.
23. Wichita has the advantage of having a small town atmosphere. I got my children out of town as soon as possible. The ones who left are very successful and the ones who stayed have failed. There are no opportunities here for young Black males and only for a small number of women.
24. I don’t think the majority of the community believes that there is a problem for minorities and if so, they don’t care.
25. Black people here don’t have high expectations. They say you can only work in aviation or health care. We have some minority leaders. But need more leaders.
26. Our actions about diversity must match our talk.

27. Minorities have to share some of the fault because of things like dropping out of school, babies out-of-wedlock, etc.
28. We have a lack of young minority professional opportunity in Wichita, so they move elsewhere.
29. Minorities need a success story here, so our young people and adults can start dreaming dreams.
30. Good jobs are not here for the minority. Without connections, no one can move up in Wichita. There are many opportunities in Wichita, but minorities don't know how to get connected. Yet we have a clean well kept community.
31. We need to diversify our industry and we need to give minorities an opportunity to advance.
32. There is a huge disconnect between what business says they want about diversity in hiring and their actions when it actually comes to hiring minorities.
33. Many Blacks in positions here are brought in from the outside. Why can't we grow them here?
34. We need to consider people with disability for jobs in Wichita.

D. Sense of Community

1. I left after college because I did not want to work in manufacturing, but I came back with a \$10,000 pay cut. I love the city and came back for my family. The people here are friendly. Our young people want to come back, but the economic issues are hard. How do you get people to slow down enough to want to be in this wonderful place?
2. It is all about creating community in our region to keep our young people.
3. Define character tied to our heritage
4. We put too much emphasis in the news on the school system & Boeing.
5. Wichita citizens believe we are a 2nd class city. It is the people who have always lived here that complain about Wichita. Those of us who moved here believe Wichita is great!
6. I have relocated a lot of people to Wichita this year and they love Wichita. The healthcare field believes there is great freedom here to practice. People from Kansas City and Houston are thrilled to be here.
7. Old Wichita needs to adopt a better attitude.
8. People see Wichita as an island several hundred miles away from our larger competitors.
9. I am excited about Wichita. It is great now and it is getting better. Much of these attractions are downtown and in Old Town.

10. We need a better marketing campaign internally and externally. People who have to move to Houston don't want to go.
11. One of the problems in keeping our kids is that they want to go to a bigger city. We need to market to ourselves.
12. I left here for Kansas City and come back because of my feeling of connectiveness.
13. Wichita is a great city and I am glad to live here.
14. I live in Mid-town, an older residential downtown area. I grew my children to think of leaving because of the lack of opportunity here. They have a great education and live in New York City. Now, I wish they could move back to Wichita.
15. There are so many ideas about who or what Wichita is. Who are we? We have an image problem.
16. We need to improve our image. The Grouse Creek Lake project would help with this.
17. We hear the phrase "there is not much to do around here". But in effect, there is a lot to do here that we need to market and promote internally. Our river is so much better than San Antonio's. We need to celebrate the river and use it. We need to develop its use while protecting it.
18. We need the quality of life by developing what we have and appreciating what we have.
19. We need to learn to behave and think as one community. Overland Park and surrounding cities say they are from Johnson County when asked where they are from. Historically, we have been very divisive.
20. We must become a more philanthropic community. As the state has withdrawn, we must step in.
21. I am always amazed how much people who moved to Wichita love the city. We have good traffic, relatively good safety, education, friendly, and relatively low cost of living. On the other hand, long-term Wichita residents are embarrassed about the city. There is division between city and county, school districts, downtown and suburbs.
22. I am concerned about our attitude about Wichita. I want my kids to come back to Wichita. Wichita is friendly, safe, high standard of living, with great opportunities but a city of chain stores and restaurants.
23. I am proud of Wichita. We have so much to do in Wichita...the arts, theatre, music and restaurants.
24. We have a hard time getting people to buy into civic and neighborhood volunteer activities. They want something done, but let someone else do it. We have worn out the same six people. Also, we have trouble getting people to agree on a course of action. For example, to

pave the common street in a neighborhood. Everyone is looking out for his or her own self-interest. We also seem to settle for second best.

25. We don't market to ourselves internally. We are always looking for negatives. When I interviewed here two years ago, over twenty people asked me why I would want to move here. Yet, I lived in Charlotte in a 1,400 sq. ft. apartment that cost \$200,000. Here I paid \$150,000 for a 2,500 sq. ft. house. What a step up, we love it in Wichita.

26. Is this because we market Wichita as a former "cow town" for tourism purposes and never marketed Wichita internally?

27. We could have moved anywhere in the United States and run our national business, but we chose Wichita to live in, in the early 1990's. We like being in a manufacturing, working class town. We like good value for our money, but because we work hard, we tend to be unavailable for volunteer work.

28. I moved here because I had family in the area and now I love Wichita. People who are here don't want to be bigger and lose their lifestyle. The alternative to growth is stagnation. The tax base stops growing and the tax rate goes up. This results in losing our best-educated kids. What do we want....to grow or lose our kids?

29. Keeping our youth here is my concern. I want to create the jobs so they can stay.

30. We have a "brain drain" of our best students seeking employment elsewhere.

31. We need to provide a quality of life that is inclusive.

32. The younger singles don't want to move here. Maybe they don't want to go to the bars in Old Town, so what do they do. There is nothing for networking with older singles. You can go to the bars or stay at home. We need to provide a network for these people.

33. We need to build on what we have, but we also need to be more inclusive.

34. Wichita does not have the visual impact of Kansas City.

35. Shopping in Wichita is just as good as the plaza in Kansas City, but it is the ambiance they have created.

36. I don't see us becoming Tulsa and Oklahoma City, but like Kansas City.

37. Kansas City is more spread out and is a larger city and has a corporate environment.

38. Create a network of young creative types that appeal to young singles and families.

39. We need to be more civilized to each other and less rude.

40. Many times cashiers don't greet us. They just start checking out my merchandise. Many cashiers and other personnel are not dressed appropriately. The major stores are just no longer customer-oriented.

41. We have two groups. One wants to grow, but the other does not want to change at all. We have not had the leadership to resolve these issues. We have tried to plan before, but there was never any follow through.
42. The new chamber CEO, new mayor and new city manager are a breath of fresh air.
43. We need to figure how to attract young people back to Wichita.
44. We need a networking community mobilization model.
45. We need more active lifestyles. We are paying the consequences in health.
46. We need to interconnect neighborhoods in this region.
47. We need a Wichita resource directory.
48. There is nothing for older young people to do.
49. We don't have a way to communicate all the things we can do here.
50. We have a real problem of connecting together.
51. There is a very negative attitude in Wichita. We need a creative way to improve our attitudes.
52. Our demographics are changing dramatically. We do not recognize the change and need to.
53. Wichita has an inferiority complex. When I came here from Dallas, fifty people asked me why I would move to Wichita from Dallas.
54. We need two newspapers. The one attacks too much.
55. We don't want to achieve the potential of Wichita. Strengths are low commute times, and good school systems.
56. I have been around the world and I wanted to come home to raise my family. We are not small, nor large; this is a strength.
57. I found that when I came back to Wichita that I could not use my knowledge gained in the outside world. My co-workers won't let me.
58. Wichita is a wonderful place to raise kids. I lived in Dallas and came home to raise my daughter for her to learn basic values.

E. Family and Youth

1. One in five of young ladies who enter high school will leave with a baby. The majority of these are unmarried & 80% keep their babies.

2. Our at-risk group in poverty is predominately in “families with female householder, no husband present”.
3. Quality of life, youth and senior issues, and public safety are very important.
4. There is nothing for kids between age 13 and 15 year olds. The children have been left alone and are getting in trouble. Why can't we create a 13-15 year old volunteer corporation?
5. We are providing a 12-18 age group with preventive type information about HIV-AIDS prevention. We have a control group that receives information about other health problems. HIV-AIDS is a problem here through sex and drugs.
6. We have three generations of women living on welfare with the grandmother being age 26.
7. About 8 out of 10 Black children in USD 259 are un-fathered.
8. We need more for our children to do.
9. We participate in “True Love Waits” at our church. Many of our youth made the pledge to save sex until marriage. HS

F. Social Services

1. Many of our social services agencies are providing fractured and uncoordinated services. This results from pride, ego and a short-term focus. This results in tremendous duplication of efforts. Some of this results from the funding mechanism and strings attached to the funding.
2. I work with mentally challenged people and the challenge is to find funding.
3. We need to improve social services, but we need strong economic development to create more income to support social services.
4. We need the support system in place to provide a safety net for our children & adults in need.
5. There seems to be an increase in the Wichita homeless population.
6. The single household families place a tremendous burden on the community.
7. People at the lower end of the economic scheme are hurting because of developing holes in the safety net. We need to be more responsive to the needs. I am particularly interested in the homeless.
8. The private sector needs to get more involved in the social service and not-for-profit sector. The issues are never going to be resolved without this involvement.
9. Our different age groups have very different needs.

10. We need to make people with disability feel like they are a part of our community and feel like they are an asset.

11. We need to try to include all kind of people in the Vision. We need adequate housing for people in Wichita. I work with people who get \$552 per month and it is very difficult to find them a safe place to live. When they go to work, for every two dollars they earn, they lose a dollar in benefits. However, they qualify for the state insurance plan “Working healthy”. We must not ignore these people in the Vision. Mother Teresa said, “Loneliness and the feeling of being unwanted is the most terrible poverty.” This applies not only to the disabled, but the elderly and unemployed. The system is set-up for the healthy. It is hard for the disabled and low-income people to traverse. After a while, they give up. For indigent health care, we must provide health care with a continuity of service.

12. The direct care staff at Ketch is paid so low that they cannot afford to pay for insurance. There is a lot of turnover. Why do we pay \$20 per hour for someone to clean your houses and pay \$8.00 per hour for nursing home care? The state does not provide enough money to pay these valuable care people. The same person could go to a state institution and receive \$12 per hour plus benefits. When the system was de-institutionalized around 1995, the money was supposed to follow the patient.

13. We must increase our tax base by increasing jobs. We need to determine what business needs to create jobs and provide that so we can afford to improve our social services. If we cannot find a job here for our children, how can we improve?

14. Child abuse and abandonment are both increasing in the community.

G. Public Safety

1. The county/city and the National Guard are considering a joint emergency management center that includes police and armory functions.

2. We need a safe environment, safe housing, and safe neighborhoods.

3. We have to keep Wichita a safe place. People from western Kansas are afraid to come and shop here.

4. Safety is great for middle-income people, but for low-income people, it is not so great.

H. Elderly

1. I run a Catholic Senior Center in Bel Aire. We have half-dozen senior centers in Wichita. The issue is communication and coordination.

2. Seniors need to be protected from abuse and their homes to be livable....affordable healthcare and medication. Make all the information available.

I. High School Youth Issues-From Focus Group of High School Students

1. Ten years from now:

Ø I will be a medical doctor, married, no kids and out of Kansas.

Ø I want to be a neurosurgeon, preparing for a career in research.

- Ø I hope to be out of school working with a magazine, traveling a lot before having a family, probably somewhere else.
 - Ø I want to be in the Air Force Reserves, working for NASA in Houston.
 - Ø I will be out of school, depending on the job market...probably in Wichita, but maybe in Houston.
 - Ø I am not sure.
 - Ø I want to be graduated from Howard Law School in Washington, and go to work for a law firm and become a partner.
 - Ø I want to go to college at Bethel and return to Wichita to live...that depends on the economy.
2. What do you like or dislike about Wichita:
- Ø There is construction everywhere. Why don't they focus on one project at a time? Wichita is safe. I love Wichita and I love the rural areas that are close. Wichita is becoming too spread out.
 - Ø I like being a bigger city. You can still get lost and don't know everybody. Part of the problem is to know what is going on, but I don't know how to find it.
 - Ø We don't know what is going on and that means we do the same things. I live on the edge of the city and enjoy going to a friend's farm. I love coming to downtown. There are neat restaurants, concerts, Tanya's Soup Kitchen, and antique malls. We need to build up Wichita downtown (three other students agreed with her)
 - Ø Wichita is large, but it has a small town feel. Many of the areas of the city have no sense of community.
 - Ø I don't live near downtown Wichita, there is no place close enough to walk and we don't have cars. This limits the sense of community...historical places like Old Town, Cow Town Museum, and Kansas Aviation Museum. We need to build this up.
 - Ø I like all the restaurants. There are a lot of locally owned, family-owned restaurants. I am not excited about all the growth. I love shopping at Wal-Mart, but don't like losing our open space. Our pool has run down, so we quit going. We need more parks and recreation, and more free stuff. I like the city overall.
 - Ø It is a large city with a smaller feel. When friends come to Wichita, they are surprised about how nice the people and the freedom of movement. The Kansas Aviation Museum is run down and needs to be improved. We care about where our city is headed. Sense of community is pretty good. There are connections between people.
 - Ø I am a big city person. Wichita is not for me. Our recreation centers are old and messed up. Parks need rebuilding. People are nice and there is not much violence. Neighbors will look out for you. I like Houston.
 - Ø Sense of community is a huge thing. I didn't know where the Aviation Museum was until today. We need better communications. I love big cities. One of my dreams is to move to New York. It does not have a diverse economy. We need to improve jobs. There needs to be more to do for kids. This is the cleanest city and people are friendly.
3. What would have to change so that I would live here in fifteen years:
- Ø I have always wanted to leave Wichita and explore. I don't know if I would miss Wichita. I may want the safety and assets of Wichita. It is a great place to raise a family.
 - Ø I am planning to come back here when I am ready to settle down. The job opportunities will determine this. The public school system will be a factor...the cost cutting is a factor.

- Ø I don't think Wichita can change anything...that will affect a decision about Wichita. It is a great place to start a family; there is stability and good education. The cuts are a problem.
- Ø The careers that I am looking at probably won't work in Wichita. I might retire here. The school system is pretty good, but facing cuts. I was a part of the IB East High School. There were 80 students who graduated out of 400 on all grades.
- Ø Jobs will make the difference. I was in the IB program. Wichita is a great place. The cost of living is better here. I could live here after college working at any job.
- Ø Housing is nice here. The IB program is great. It is all about family. My family may move after I graduate.
- Ø Education is the major decision factor. The school system should change. I will have trouble getting a job in law here. The safety is a good thing. I have felt safe my whole time here.
- Ø Wichita needs to be bigger. The options for school are good. We need attractions and job stability.

III. INFRASTRUCTURE (Facility and Physical Issues)

A. Growth Management-

1. We have become more conservative over the last 20 years. Therefore, for any initiative that uses tax money, there must be a strong justification.
2. We need better growth management.
 - Ø Economic development requires real estate- planned and developed
 - Ø Vibrant core or downtown developed as a business and government center by day and a cultural and entertainment center by night.
 - Ø Modernized and responsive infrastructure
 - Ø Planned growth
 - Ø Parks
3. Bel Aire purchased 2,400 acres for economic development. We need strong marketing programs.
 - Ø 1700 industrial/commercial
 - Ø 700 residential
 This doubled the size of Bel Aire.
4. The entire issue of urban sprawl is important.
5. An industrial park has been proposed between the airport and Goddard.
6. Create the Grouse Creek Reservoir in Cowley County for 1) water availability, 2) economic development around the lake and 3) recreation opportunities. A private developer in Wichita is helping to create the project.
7. The Comprehensive Plan proposed a bikeway and walkway plan, but nothing has happened yet.
8. We need to plan on a broad scale and work the plan.

9. Each new home occupant and business pays for the streets, lighting, water & sewer as a special assessment for 7 to 20 years.
10. We need new urbanism ideas in our new subdivisions that create connectivity and sense of community. We need more cul-de-sac streets that have the walking and biking trails at the end, without having to cross streets. We need to reduce urban sprawl and cookie cutter subdivisions.
11. We need a more structured look at development. We should produce a better esthetic look.
12. We need to improve our infrastructure.
13. We promote smart growth that has a plan in place for all growth...urban and suburban. The urban areas may require infrastructure and incentives to make it viable.
14. The League of Women Voters will soon do a study on urban sprawl and growth management.
15. There is an incredible growth in sprawl in the city.

B. Transportation

1. Economic development requires a transportation system described and implemented through a formal transportation master plan.
 - Ø Comprehensive affordable transportation system inclusive of road, rail, and air that unites a natural regional market area to function in solidarity and connects that region efficiently to world business and leisure markets.
 - Ø Strategic, multi-modal transportation facilities to achieve maximum responsiveness and economic stimulus.
 - Ø Opportunities prioritized by impact to economic development and tourism development, not political posturing.
2. Our mobility is very good in Wichita.
3. Public transportation
4. Continue the airfare subsidy.
5. We need to expand the Highway 54 corridor to Mexico. Many Fridays, a mule-train of a used car towing another used car leaves going down to Mexico on Highway 54.
6. Many of our roads are not well built.
7. Airport master plan
8. The city quit providing disability accessible buses several years ago. They used vans for those who qualify.

9. We need Southwest Airlines.
10. Transportation has to be available for people with disability and low-income people.

C. Water and Sewer and Other Utilities

1. Grouse Creek Lake would be 8,000 to 10,000 acres. The owner would be a Port Authority created by the state. This is a major asset to provide water for the growth of the Wichita Region. The cost would be \$150 million, plus water transportation cost. No public tax money required.
2. Availability of water is a limitation on growth.

D. Environment and Natural Resources

1. The river needs to be navigable between Watson Park South and Twin Lakes North. This includes the Water Walk area for water taxies.
2. My main concern is the rivers...the key to success for our region. It is a great source of pleasure, but it needs to be cleaner because it is polluted. We ought to be able to swim in it.
3. Environmental health is very important...air and water quality, day care and restaurant, licensing, and animal control. We get 200 calls per day for animal control.
4. We need to save the land around waterways and other important land for conservation. We don't have a plan for conservation and greenway land in Kansas. These greenways need to be connected all over our region.

E. Housing

1. I am concerned about affordable housing.
2. We have apartments that are less than \$300 per month, but unlivable. The disabled have a very difficult time with housing.
3. Major upscale, senior communities are developing in Tulsa and Oklahoma City....much more than in Wichita.
4. We need a grocery store downtown and apartments downtown. There are no apartments or incentives to make living downtown possible. The city must give incentives in infrastructure, parking and low-cost loans to make downtown housing possible. This provides a walkable downtown.
5. We need affordable housing with enough being accessible. We are building a lot of high priced apartments. Many of my clients live in deplorable housing because that is all they can afford.
6. How can we have creative people without lofts? We have lofts in Old Town where people live.
7. We need to address issues of affordable housing and remove the barriers.

8. I am concerned with the limited resources we invest in low-income housing.

G. Downtown

1. We need a strong downtown.

2. We need to improve the downtown.

3. I believe the arena would be a good thing for Wichita.

4. Oklahoma City and Tulsa are ahead of us in downtown development.

5. People are comparing Wichita to the much larger metro areas of Oklahoma City, Denver & Kansas City. Some people complain because we don't have what they have. We need to keep developing the downtown. We need the Bass pro Shop downtown.

6. We need to have the flexibility to use STAR bonds in downtown Wichita for a Bass Pro Shop and other downtown projects. It is not right that Kansas has restricted this use in Wichita.

7. We need to focus on downtown Wichita.

8. I have lived in eleven states. A lot of the growing pains are similar to many communities. Wichita needs to establish some self-respect. We drive to Tulsa, Oklahoma City, Denver or Kansas City to go to events that could be in a local arena.

9. Our firm needs a healthy economy to prosper and as a downtown firm, we need a healthy downtown. We want to stay, but have to evaluate that decision on a regular basis. The city and county seem to be placing their resources and infrastructure in the suburbs to make them more attractive to suburban users. The vacancy rate downtown is 21% and 16% in the suburbs. Much of this vacancy is in Class B & C buildings and obsolete buildings.

10. We need to decide whether downtown is worth saving. I think it ought to be saved because it is a center for business, and people have an opportunity to interact. What is downtown and why is it worth saving?

11. Downtown is a centralized community and it is a bridge between our diverse cultures. I feel strongly that downtown should be rebuilt.

12. Many of the buildings downtown are empty.

13. The arena should stay where it is.

14. The downtown of Wichita is at a crossroads. Our biggest law firm with three floors in the Bank of America Building is moving to the east. I believe it is vitally important for our region to have a strong downtown. Old Town is doing great...if downtown was doing as good, we would be okay. The Water Walk Plan should energize downtown. We decided to stay because it makes a statement.

15. Offices move east because of upscale restaurants, amenities, parking and proximity to where they live. The occupancy cost for office space is higher out east. We moved from Rock

Road to Old Town in a space designed to our needs at about ½ the cost per sq. ft. We moved because of the environment. We have 10 to 20 people at two-day meetings. It's great to be able to walk to a restaurant. Proximity to the courthouse building makes a difference for some lawyers. Maybe we need to focus on the Old Town area to help rebuild downtown. How can we tie the Water Walk to Old Town? Could a trolley that runs every 10 minutes from 11:30 to 1:30 help with this linkage?

16. We tried a trolley 10 years ago and it did not work, but there is more in Old Town now.

17. We wanted to be downtown, but after a two-year look, we could not find anything, so built a building in the near Westside last year near Carmel apartments.

18. We have to provide incentives to build downtown...maybe result in first-rate buildings. We are subsidizing movement to the east through the cost of infrastructure. All the big business is at the edge or in another city.

19. Since 1990, there has been \$465 million investment in downtown, \$156 million from the public investment, \$237 million from private sector and \$72 million from other sources like federal grants. Some of this is not expanding the tax base. We need to analyze the downtown tax base since 1990. We should create districts downtown to abate taxes. There must be incentives instead of disincentives as exists now. By comparison, we have spent \$227 million expanding Kellogg.

20. We need the Water Walk and the arena.

21. We need to redevelop the older neighborhoods.

22. We must redevelop our downtown.

23. Merchants of Old Town meet together to network to improve the area. We must improve downtown and fill those empty storefronts. We must provide incentives for housing, a coffee shop, and grocery stores.

24. We need an arena.

IV. ECONOMIC DEVELOPMENT

A. Aggressive Economic Development and Targeted Industry

1. I am willing to diversify into lower-paying jobs to provide insulation against the aviation cycles.

2. We must retain what we have and diversify. World economic opportunities are causing a shift in business models. How can we help our industry increase productivity enough to expand here?

3. There is a consensus that diversification of our industry must be accomplished.

4. We need to bring in value-added jobs...jobs that bring in cash from outside the region, even though they may be lower paying jobs.

5. We see people at Boeing making very high paying jobs and say they are not making enough. However, most people make less than ½ of what the Boeing people make.
6. We are not willing to spend the money in the city and county to produce jobs growth at greater than the United States average. We must get past this. My kids are gone and will never come back. We must determine that we will do what it takes to create jobs at a percentage rate higher than the United States.
7. Are we willing to build the base for long-term growth by accepting lower paying direct value-added jobs in the short term? This will require a concentrated effort to diversify our economy.
8. The Greater Wichita Economy Development Coalition (GWEDC) has recently been formed to focus like a laser on creating jobs in the Wichita region. The private and public sector have committed a total of \$6.2 million over five years to GWEDC. Targeted job sectors will be identified by consulting firm Whitaker & Associates by the end of July 2004 and targeted companies in those jobs sector by the end of August 2004.
9. The estimated total economic impact of the health care system to the eight-county South Central Kansas economy in 2001 was 88,187 jobs and \$2.7 billion dollars. This is direct and indirect jobs.
10. Most of our most educated young people are leaving Wichita MSA.
11. Our long-term risk is job creation and retention. With all the manufacturing, we are at extreme risk.
12. Companies in our county are turning to outsourcing to remain competitive in a global marketplace.
13. I would like to diversify our industry to remove the cycles from our economy.
14. One problem in trying to attract new jobs is our existing high paying jobs.
15. The cycle-nature of the aviation industry discourages new job entrants. Also our young people don't want to go to work in manufacturing.
16. Our children want to go to work in technology-related areas.
17. The manufacturing earnings per job are heavily impacted by higher wages at Boeing. Boeing is at-risk nationally, internationally & in Wichita,
18. We need to create alternative industry. We need to create biotech industry.
19. Our aviation companies need to be able to provide air taxi jet planes.

20. We have not developed the research & development segment of aviation here in Wichita. This would attract our kids into the industry.
21. How do we increase the productivity of our manufacturing sector to allow them to expand?
- Ø Education
 - Ø Competitive business tax & regulatory practices
 - Ø Transportation
 - Ø Available building sites
 - Ø Appropriate rewards and incentives
- Some strengths:
- Ø Our entrepreneurial attitude
 - Ø hard working attitude
- Some weakness:
- Ø This breeds a fierce independence and a reluctance to work together either as companies or as a region
22. Kansas does not sell itself as well as Oklahoma. We need to promote what we have. We have a lot of assets here....a good quality of life, a “can do” attitude that is very good.
23. It is all about economic development in the form of jobs, business expansion and business profits and quality of life in the form of community services, community amenities, security, culture, stable monetary policy, and less intrusive government.
24. We have a strong work ethic.
25. Three things most important in economic development....jobs, jobs, jobs.
26. We need to diversify our economy.
27. We are not growing fast enough.
28. I see ads for Kansas City, Branson and Oklahoma City on our TV. Why aren't we advertising the assets of our city, both in Wichita and in many other cities? People don't want to come to Wichita. The Cosmosphere in Hutchison is an example of what we need to promote.
29. Three keys to our economy in Kansas:
- Ø Aviation
 - Ø Oil & gas
 - Ø Farming
30. Kansas is trying to create 40,000 bioscience jobs in the next 10 to 12 years and we need to try to attract many of these jobs to Wichita. This is a new job sector.
31. We have a “brain-drain” in Kansas and Wichita. Wichita is a natural for the manufacturing, resulting from bioscience research.
32. I have six kids and none live in Wichita and only one lives in Kansas.

33. We need more jobs in downtown Wichita.
34. In 1967, Oklahoma City, Tulsa and Wichita were about the same size population, but now the other two are much larger than Wichita.
35. We have a lot of people unemployed.
36. Wichita is a favorable place to live in housing cost and other issues. The question is how we can emerge from the pack as we diversify from aviation.
37. I don't see that the aircraft jobs are going to rebound. So we must increase jobs in other areas.
38. Boeing was up to 23,000 workers and is now at 11,000 workers. Their supply chain also lost jobs as a result.
39. We must increase the productivity of all our employees.
40. Long-term care is a big help in providing jobs that bring people off welfare.
41. There are two blocks of people with competing visions 1) the people who want to stay a small town, and 2) the people who want to grow and be a bigger community, a place where their children can come back to.
42. We need to develop a brand for Wichita. It should be developed by many of the major organizations here. We could do this over a 12 to 18 month period.
43. I love Wichita and live here because I want to live here. But change has to come...the aviation industry is in dramatic change.
44. We are on our own here as a technology business. We have been successful for 30 years. We can hire senior managers here without too much trouble, and when they come, they want to stay.
45. We need to improve the job development process.
46. Create non-manufacturing business, especially non-outsourcable business or be the US outsourcing location.
47. What makes this community attractive and how can we promote ourselves to new business?
48. Quality jobs are the most important. We need excellent economic development.
49. We need a living wage.
50. We need to figure out how to keep our college graduates here in the region.
51. We are exporting our best-educated young people.

52. Boeing employee's average age is about 49 years.
53. The aviation industry controls the economy of Wichita. Manufacturing jobs are great, but they don't all have to be in aviation.
54. We are cutting government costs because we have lost jobs and business tax base.
55. If kids parents are employed it has an impact on the kids.
56. Companies have no loyalty to this community. They used to be loyal to our community.
57. Boeing built 70% of the last airplane type inside Boeing, but outside contractors are now building 70% of the next airplane type.
58. Raytheon and Boeing want out of the small parts business.
59. The quality of some of the products from offshore is not good enough.
60. Parents need to have a stable job situation to provide for their family.
61. We have to grow so our children will have an opportunity to stay here.
62. We need to diversify the economy.
63. Our business tax base is not growing fast enough. I believe we need business growth to grow our tax base. Then we could have the opportunity to increase services or cut the tax rate.
64. We are dominated and driven by aviation. We need new companies in our city that smooth out the aviation cycles.
65. We need to do a better job of marketing great things in Wichita. Especially in the quality of life and sense of community. This should be used to attract people to Wichita.
66. Many young people don't want to work in manufacturing so they leave.
67. We could grow up to be like Kansas City.
68. Wichita is looked at as a hub for 1,200,000 people for healthcare, employment and finance. This is about a 90-mile radius of Wichita.
69. Oklahoma City is more of a stockyard mentality.
70. We cannot control our aircraft manufacturers and their supply chains, so we must diversify into other manufacturing and other job types.
71. Our second largest job cluster is health care.
72. People are ready to see a new owner for Boeing.

73. College graduates other than engineering or accounting majors have a hard time getting a job here. We should become attractive to young people from all over the country.
74. There are professional associations here that may be the beginning of a creative network.
75. It is not as risky to come here in the aviation job cluster because they have other options. However that may be the only job cluster with enough critical mass.
76. Creative people push the boundaries in their business. They accept people who look different and are inclusive. This should be natural for Wichita because of Wichita's entrepreneurial nature. However, our independent streak may prevent us from adapting to a network environment.
77. Lack of job creation is a real problem. We need to focus on keeping creative people, innovators and entrepreneurs in Wichita.
78. The way to fix all our problems is to increase job creation. We must learn how to compete in the global economy.
79. I get press release and visits from Kansas City, Oklahoma City and Tulsa, but rarely from Wichita. We need to get in the game.
80. We need to understand why the net 2,300 people annually (2000-2003) are leaving and need to know how to turn this around.
81. When I was a recruiter for Koch, I had no trouble in attracting people from all over America.
82. A lot of my peer young people have left Wichita and are assets somewhere else. We need to attract them back to Wichita.
83. McConnell Air Force Base is a major economic impact on Wichita. Military retirees who come here to live are also a major asset. Will we be able to protect McConnell in the next round of base closures?
84. Unless we increase in-migration from the rest of the US, we are not going to have enough labor force over the next 20 year to match even recent modest job growth.
85. Who is going to sell our community? We must include the suburban communities.
86. Aviation needs a bigger source of engineering talents. We see ourselves as airplane designers and we need the engineering talent. There will be a high percentage of high-income people than in the past. We will be more involved in design, test and assembly. We will need the quality of life to attract higher income, higher skilled people. We must have a better source of systems engineers, aerospace engineers, design-engineering representative (DER's that are our employees, but act for FAA). We will need more global professionalism in Tier #1 and #2 suppliers. We need more Tier #1 and Tier #2 suppliers locally.
- Ø Tier #1-a large structural manufacturer that produces.. for example a wing

- Ø Tier #2-provides a sub-assembly for the wing
- Ø Tier #3-make a part for the sub-assembly

87. The airplane industry consumes a lot of cash flow. These subcontractors must be able to manage and finance this cash flow, and must be very deep in e-commerce. We need to attract e-commerce system designers and support people.

88. We need professional people with diversity and age differences. We need the infrastructure, quality of life, and inclusiveness here to attract people. We have 35,000 engineers and we have a difficult time getting any of them to move to Wichita, especially the young creative types. We have a great place here for 35 to 50-age families, but have to reach the young creative professional singles.

89. We need more Tier #1 and #2 companies in Wichita. If the work is done in Wichita, the process works better.

90. I don't understand the struggle with money in our school system. This has an impact on the desirability of Wichita.

91. We need the arena to make us more attractive.

92. The requirements are higher, but the quality of new workforce is less than in the past.

93. I came to Wichita State University from Boston, because I loved airplanes and went to work for Boeing. I began to want to go to a more exciting place to live, but stayed because this is a great place to build airplanes.

94. We have a lot of business outside Wichita, but we need to become a Tier #1 and #2 supplier to Wichita companies. We need strong "inventory management" technical people. The companies could use a tool in Wichita that provides "inventory management" for the Wichita aviation companies.

95. In the Boeing commercial division, there are less than 150 under age 30. This is a result of seniority-based cutbacks. I have been spending a lot of time with this young age group to understand their needs. Health care costs are higher in the mid-west. This is especially important to growth at Tier #1 and #2 companies in Wichita.

96. We need to move to more high tech production and materials to Wichita.

97. Wichita State University is a great asset for the aviation industry, but could do more.

98. Productivity increase at an absolute minimum must match or exceed the increase cost of wages and benefits. To remain competitive must be higher.

99. We need to stop the increase of the cost of the Family Medical Leave Act. We have to have an extra 150 people to provide for FMLA.

100. Our airline customers have lost more money in the last three years than they made in the past fifty years. Therefore, we have no pricing power and the competition is brutal.

101. The technology for our product in materials, e-manufacturing, integrated assemblies, and lean manufacturing has greatly increased.
102. We are looking for integrators of the process. Some of the benefits are their carrying the cost of the cash flow for the product, but this improves our overall productivity.
103. We have cut the number of suppliers from 1,500 to 500, but they deliver bigger assemblies for the planes...not individual parts. We need people who understand lean manufacturing, value stream mapping, and supply chain management. We need education locally for these skills.
104. We had a practice picket line yesterday.
105. We are determining what are our core procedures are and what are the context procedures that could be subcontracted? We have a big need for A & P mechanics.
106. Governments pay and support the placement of new plants. Because of our new owners, we must be able to prove that any site we improve has competitive government support.
107. I believe that we can work with KITE and KTTI to supply our workforce needs. We will continue to need a skilled workforce.
108. Maybe we need to focus on our niche: family, sprawl, traditional, and car-based. We should not try to become a Boston, Austin or Silicon Valley.
109. We cannot hire enough engineers, airplane mechanics, professionals in marketing and other skills. We increasingly have to look outside Wichita for higher income, talented, specialty skill sets. This will only increase in the future. Six Sigma is required by all level of the supply chain.
110. We are going to see more inventory management, just-in-time inventory, and lean manufacturing. We must do more of this to increase productivity to stay competitive. This is for all levels of the supply chain. We may move more to build to order.
111. Labor and management must be able to work together to stay in business in Wichita. Competition is so strong that we cannot raise prices. We have no pricing power. We have to look for help from vendors.
112. KTTI is helping train A & P mechanics with about 150 in training.
113. Anytime we talk to USD 259 people about anything except college bound people, they refer us to at-risk people. We are not into hiring parolees. We must get them to focus on helping train the best young people.
114. After being laid off for two or three years, the people may not want to come back or their skills may be obsolete. The skills requirement keeps increasing exponentially.

115. One of our key partners is the Moscow Design Center. We have to go where the skilled people are. However, their people are aging just as ours are.
116. What can we do to accommodate an aging work force? We are losing a lot of wisdom and knowledge. We don't have a choice, but to solve the problems.
117. We have to find a way to create what we need internally and risk becoming insular, or we have to provide the quality of life in Wichita to attract people and retain our best and brightest young people.
118. "Fly in Formation" was an initiative to recruit skilled people from all over the world.
119. "Grow your Own" is taking present employees and helping them advance their education. Companies spend million of dollars on this each year.
120. We need to increase the utilization of Wichita State University.
121. We need to offer more incentives to bring a wider diversity of business to Wichita.
122. The Wichita Business Community must fill the void left by becoming a branch office town. We need to return to our roots of entrepreneurship. We miss this part of the process. In the meantime, we have to learn how to make progress even with absentee owners.
123. We need to fight hard to retain business.
124. In 1948, Dallas was only a little bigger than Wichita. Now Dallas, Oklahoma City, and Tulsa have grown much bigger than Wichita. We are focusing on the little nit-picking items rather than the big picture.
125. We need to recruit Black and Hispanic companies to Wichita and to create new minority businesses.
126. Wichita has a serious challenge in creating wealth in anything except airplanes and Koch Industries.
127. When minorities graduate from college, they leave Wichita.
128. We have an aversion to bragging. So we don't let people know what we are doing.
129. Wichita needs to market itself.
130. Many of Wichita State University's foreign student graduates are having a hard time getting a job since 9/11.
131. We must not lose aviation and our strength in health care.
132. What can we do to make Wichita a place to move headquarters?
133. Bankruptcies, charge-offs and foreclosures are the highest in Wichita history.

134. Many people laid-off from aviation cannot get a good job because employers think they will be short timers.
135. There is an inbred fear that if I hire an aviation person that has been laid-off that they will leave shortly when an aviation opportunity returns.
136. I believe Wichita is in a crisis because: 1) we ignore minorities and 2) we will lose the middle class if aviation loses more jobs.
136. We must diversify our economy. Health care is a natural opportunity. Make it appealing for companies.
137. Diversifying our economy is most important. Kansas City has joined 18 counties together for economic development.
138. The chamber should run a campaign to spend money in Wichita instead of outside the area.
139. See the Quality of Life sections on " Sense of Community" and "Diversity."

C. Business Climate

1. Provide incentives or Partnerships for:
 - Ø Ready sources of venture capital
 - Ø Business-friendly environment (low tax rate, minimal regulations, right to work, entrepreneurial support system for business development, “hunger” for business expansion)
 - Ø Tax/incentives system scaled to stimulate targeted, business growth and employment expansion.
 - Ø Governments that work to remove barriers to business expansion
2. We need to study the *Forbes Magazine* ranking, which ranked Kansas #1.
3. People here are met with a smile and are given better service.
4. The Bio-science Research and Development Institute will likely be located near Kansas City. We need to attract some of the research to Wichita State University. Local government needs to be preparing to work with all aspects of the bioscience job cluster.
5. Taxes are a factor in attracting jobs.
6. Several companies have built buildings outside Wichita because it is too hard to get plans approved and through central inspection.
7. We are building a 24,000 sq. ft. shopping center. I have not had any problem with permitting.
8. Don't give incentives to companies who keep cutting jobs.

9. In the construction industry, many of the projects are financed by taxpayer dollars, but built by out-of-state contractors with goods supplied by out-of-state suppliers. The bidding procedure for taxpayer-financed project should be fair and should give fair and reasonable opportunity to Wichita vendors. The low bid is not the only issue that should be considered in awarding bids.

10. We need to stop giving incentives to companies who are transferring their jobs out of the United States.

11. We were sold a bill of goods when NAFTA was passed.

12. We need “clawback” clauses in all incentive provided to companies.

13. We need incentives to attract and keep businesses in Wichita.

14. We voted in the lottery to help economic development.

15. Is Wichita providing enough incentives and the right business climate to reach the job creation we need? Are we concentrating on helping existing business stay and expand? Should we have a cash pool to use as incentives for new jobs? We lose a lot of relocations because our incentives are not competitive.

16. I have companies with 300 employees and \$13 million in wages and benefits. The tax and regulatory burden is not conducive to our staying. In 10 of the last 14 years, the government has taken more of our income than the stockholders. We use the stockholders money to reinvest in our company’s growth. I don’t believe manufacturing can continue. My retirement is in my 401K. I don’t have a fixed pension, but have to depend on my own efforts. If we are better than all the other states, we will be okay. Otherwise we are in big trouble.

17. The relationship between labor, management and the community is important if the private sector is to survive.

D. Tourism

1. We need conventions and not necessarily more tourists.

2. Wichita needs to be the driving force for tourism in the entire state.

3. Exploration Place should have a large-scale model of the universe that is linked with the Comosphere. Wichita should be at the center of the model universe.

4. Bringing people into Wichita as tourists and conventioners is needed. We need more reasons for people to come here. Statewide tournaments, huge water park, Bass Pro Shops, maybe a huge shopping mall, Trader Joe’s grocery store.

5. Our bed tax may be being diverted from its proper source.

6. There are lot of African-Americans and Hispanic groups we could bring into Wichita, but will they be treated as guests like the Women’s bowlers. People want to come where there is diversity and it is accepted.

7. We need to have more diversity in our hospitality industry.

E. Entrepreneurs and Small Business

1. Wichita has a marvelous heritage of entrepreneurship, but in the last 15 years, we have let it fritter away. We ought to promote those who build businesses. Most of our entrepreneurs have cashed out and are not involved. We need to get them involved. Wichita State University had the third major in entrepreneurship. We got enamored with heavy manufacturing instead of continuing the emphasis on entrepreneurship.

2. I moved here 12 years ago and found a conservative thought process that you cannot do anything that has not been proven elsewhere. Has that changed entrepreneurship?

3. The entrepreneurship has really been in two waves...the aviation industry in the 1920s and the eight years during the Vietnam era. These guys had developed a motivation to stay alive first. The next wave of entrepreneurs is leaving Wichita and is not here to make it happen again.

4. We need a technology incubator here and a strong emphasis on value-added entrepreneur start-ups.

5. We need to encourage entrepreneurs in Wichita. The perception is that we are not doing as well in this today.

6. We need to push economic development, small business development and mentoring programs. Wichita grew out of a great entrepreneurial spirit. We have always gone through booms/busts. We have quit believing in ourselves. We distrust government and we don't think anything works. This doom and gloom is eating away at fiber. We have always had booms and busts, but this one feels different. Our young people are leaving because we don't provide the jobs they want.

7. We need to be looking at recruiting young potential entrepreneurs from all over Kansas and Oklahoma. Let's ask them what it would take to get them here. We need to talk with people in these areas and try to make them feel good about Wichita.

8. We need more opportunities for women-owned business. We need to help small business owners with incentive and procurement issues.

9. We are interested in policies that promote the existence of small business.

10. We need to diversify our economic base. We ought to really push entrepreneurship. Then we have to keep them here. Wichita State University needs to more involved in entrepreneurship and commercialization.

11. I believe that entrepreneurship is still very strong.

12. Minorities need to own our own businesses so we can hire minorities. It is hard because: 1) it is hard to get capital and loans, 2) there is no system to mentor minorities, and 3) we depress each other rather than encourage each other. However, it is going to depend on the minorities to

work together to move up. We must move some of the old leadership with a slave mentality out of the way.

13. We need the opportunity to grow minority businesses.
14. We need more economic development for smaller business.
15. Small business does not get enough help. The Chamber of Commerce does not help enough with small business.
16. See Quality of Life section on "Sense of Community" and "Diversity".

V. GOVERNMENT

A. Tax Base

1. There are many exemptions that allow organizations not to pay sales tax. This has shifted the load to the consumer.
2. Recently the state stopped returning the money it collected on behalf of the city and county. The city apparently sued over this, but the dollars are not coming back.
3. Does the county have a special tax on unincorporated property in Sedgwick County? No!
4. A township is a 6 x 6 sq. mile unless running upon some other boundary. Every bit of the county is in a township. So if you are in a city, you pay county tax, township tax, Fire department tax, school tax, special districts assessment and city tax.
5. Real estate taxes are too high because we put everything on real estate and sales tax. It is breaking the back of real estate development. Government has gone amok. We need to restructure the entire process of appeals of the property appraisals.
6. We need to get over the thought that taxes are a bad thing.

B. General

1. 1st tier-Vision
2nd tier-Empower the people
3rd tier-Unify our community
2. Government does not do enough to help economic development.
3. The media has raised a lot of questions about our city official's ability to manage the city.
4. We need responsible legislation.
5. We need legislators who care about our region instead of trying to be reelected.
6. I just want to understand how the government is spending our tax money.
7. Taxpayer money should be spent on the best value product or service.

8. We don't have a lot of good business people running for public office.
9. Leaders in the community need to aspire for public office.
10. Politics is stifling us. Every time I have tried to do business with Wichita, I have been rebuffed. If you are not on the inside, there is a brick wall separating the insiders from the outsiders. The city must create an atmosphere fair and open to all.
11. There has not been a new building downtown in 20 years, but they were not responsive to our approach to build downtown.
12. All the government meetings here are during the day. You cannot have open government without meetings that everyone can attend. I have no confidence in the city whatsoever.
13. The City Manager selection committee with one woman was a real problem. We need more young people on our City Council.
14. A recent fire chief retired from Wichita and will get \$2 million if he lives to 80. The only problem is if he dies after only one year, his family gets nothing.

C. Working Together

1. There is a big line between the eastside and west side, and then there is the northside. The southside gets no respect. We all need to get together as one. Who can pull us together...the Mayor, Chamber of Commerce or who? Talk is cheap, but action is what we need.
2. I want Bel Aire to be able to keep their identity and independence.
3. There has been a sense of division in our community, but now change has begun. For too long, we have had a blind spot that says we cannot change. I believe that this is a time of real hope for change.
4. Equity of representation in government is more important than government efficiency.
5. We have had lots of consulting and studies with limited action.
6. Sense of community...the elected leadership's involvement is very important.
7. Most citizens want more input. I don't like the strong city manager system, because it takes the politics out of the decisions-making process. We should have a strong elected Mayor and expand the number of city councilmen.
8. Communication and open government. The people need to have input before the decisions are made.
9. A big positive is our potential for growth. Do we want to claim that potential or stagnate. We need to work together to make it happen.

10. Involving the community resulted in our \$248 million school bond passing with 64% support. It starting off negative, but the open process resulted in a positive vote. Winston Brooks got people in a bus and took them to the schools and they saw the need. The School Board also came together and worked together.
11. What percentage of Sedgwick County's tax base is in Wichita City and what percent of services go to Wichita City?
12. The taxing authorities include cities, counties, school districts, and townships. Townships have taxing authority for the roads and cemeteries. Each one has a bush-hog, a grader and a shed. Township boards are paid.
13. Counties in Kansas are normally more powerful than cities.
14. Kansas is proposing a law that gives residents some control over annexation, while now a city council can annex by its own vote.
15. South Central Kansas needs to have a cohesive legislative delegation that has a plan to represent our region. We need a way to hold them accountable. If we get organized, we could best Johnson County in the legislature.
16. The majority of Kansas's legislators run unopposed.
17. The rural legislators in Kansas have the votes. We have to learn how to work in a participating way to get what we deserve. The metro areas have 1.7 million of the 2.7 million of the Kansas population. How can the rural areas dominate with 37% of the population?
18. I don't want to see our town isolated from other towns and the city, but learn to work together.
19. We need to be the best region in the mid-west.
20. We need to cut cost and eliminate redundant services. Our resources are being spent on large projects and we need to concentrate on small business development.
21. I love this town. I want more public/private partnerships.
22. I have visited every city in five states that is close to the size of Wichita. Wichita is behind all of these communities. We have huge problems here with politics. We have power plays and no one wants to save money. We need strong leadership.
23. We need for government to meet the basic needs of the public...the best of any city.
24. We must bury the skeletons in city and county government and work together better.
25. Wichita does not acknowledge that ¾ of our School District is in Wichita. Wichita City officials won't to come to our events.
26. The infighting among city officials and school system has been improving.

27. As the region goes up or down, our little town is impacted. We have to look at the entire picture and see what is best for all of us.
28. I am fed up with the performance of our legislature and the polarization on social issues.
29. Within the city government, there is duplication and they don't care.
30. We need to place great emphasis on efficiency of city government.
31. We lack Vision. We need to think big with a long-term view. Other peer communities have passed us because they have an exciting Vision and plan. We need real leadership.
32. People have to be more willing to compromise. I have lived in several states and this is the worse at that feature.
33. We need to encourage our best citizens to run for the legislature.
34. We need to take risks. We seem to be afraid to take them.
35. I never see Black leaders on the government channel.
36. Wichita is void of the knowledge that there is blatant racism and "classism" in Wichita. It is a fear of putting minorities in places of authority. People in power need to be aware that there is power in diversity. We need mentors for minorities.
37. We need minorities represented on decision-making boards throughout. There needs to be a broad diversity of minorities on boards, not the same select few.
38. We need to measure the involvement of minorities and set high goals. We had a fire department that had not hired a Black fireman in 9 years.
39. Wichita needs to think of itself as part of the global community.
40. Visioneering Wichita must be more than an economic development process.
41. Consolidation is a unique opportunity....either total consolidation or further consolidation of services. Our city council & city commission are not for consolidation.
42. Consolidation of city and county government would save money and make it easier to govern.
43. We need to consolidate city and county government. Visioneering Wichita needs a big bold idea as its centerpiece.
44. I sense a real switch to a cooperative effort between the city and county. It is very important to seriously consider city-county consolidation. They have tried functional consolidation by department, but this would take forever. The smaller communities oppose

consolidation because they fear a loss of control. But this could be worked out for their protection.

45. We need to achieve economy and efficiency through consolidating city and county government.
46. We need to consolidate city and county government to focus our efforts on economic development. We need a grand and glorious centerpiece for Visioneering Wichita.
47. City and county should consider consolidating their services.
48. We need to have consolidation of city and county government. If not full consolidation, much more consolidation of services.
49. Done properly, consolidating city and county government could save money.
50. We need a combined city and county government.
51. The duplication of government is a real problem. We need to consolidate city and county government.
52. We need to consider consolidating city and county government. However, we need to understand what consolidation would achieve. It will not reduce the costs.
53. City and county government seem to always be adversaries. The city has an elected Mayor and the county a rotating chair, this gives Wichita an advantage.
54. We need the city and county to better work together.
55. See Quality of Life section on "Sense of Community" and "Diversity".

VI. PRIVATE SECTOR LEADERSHIP

1. We have to concentrate on keeping our labor force, but you have to get new business here. We must work together. I see that starting to happen.
2. Our businesses need to be involved in creating the kind of Wichita we want to create.
3. We are having a generational rebirth of our region that causes the private and public sector to work together to create the future Wichita. We must get the private sector more involved and more private sector people working together.
4. We need business partners that embrace a strong corporate citizen role in community development efforts.
5. There is a different tone since 9/11. People are a little cranky because of the pressure for profits and from global competition. Coleman, Rent-a-Center, Pizza Hut, Beach, Cessna and other headquarters are gone; this preceded 9/11. This is a trend in most of the places in the

United States. It is not unique, but the mid-western independent streak hates the loss of control from losing headquarters. We need to go after fresh leadership when they come to branch operations in Wichita. Wichita is very good at this. If you work hard, you can get this leadership.

6. There are tremendous organizations and leadership in Johnson County that does not exist in Wichita.
7. 1st tier-Vision
2nd tier-Empower the people
3rd tier-Unify our community
8. We want to find the next generation of leaders.
9. We lack Vision. We need to think big with a long-term view. Other peer communities have passed us because they have an exciting Vision and plan. We need real leadership.
10. We have the rural vs. urban controversy in the state. People need different things at different periods of their life. We are a hardy stock who have to have things explained to them. Historically, three or four people in Wichita made decisions and made things happen. That does not exist anymore. The Vision can replace that. We need to talk up Wichita.
11. Policies and practices are in place that will limit our ability to draw people to Wichita.
12. *Forbes Magazine* says we are #1 in business, while the local and state chamber says we are in the bottom 15. I am stunned that business has not responded.
13. A lot of us are responding to the current economic stress.
14. We need Vision, Leadership and Investment.
15. Our city leaders have been stagnating. Other than aviation and health care, everything else is very hard to get in Wichita. Risk-taking is not rewarded in Wichita.
16. Wichita is a very complacent community.
17. We need more collaboration in the not-for-profit sector and eliminate duplication.
18. Visioneering Wichita must be more than an economic development process.
19. See the Quality of Life sections on "Sense of Community" and "Diversity".