

**City of Goddard
Community Strategic Plan
2014**

**Wichita State University
Hugo Wall School of Public Affairs**



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Strategic Plan



Introduction

Over the last several months, hundreds of Goddard residents have volunteered their time, and input, to allow for the creation of a community strategic plan document.

This document represents community priorities. Now that priorities, goals and strategies have been identified and defined, this document will serve as a guide for both elected officials and the community. This plan, designed by the people of Goddard, outlines how best to move forward and continue to create Goddard's preferred future.

Thank you to those in the community who participated. And thank you in advance to those who will participate in all of the good community work laid out in this plan.





***Goddard: A vibrant community,
growing and accessible; the
destination for a family orientated,
active lifestyle.***

Expand access to entertainment amenities, including restaurants and retail options, for the enjoyment and convenience of all Goddard residents and visitors.

Strategy #1: Encourage further development of the US-54 corridor by attracting specific retail businesses (restaurants, convenience stores, etc.) that fulfill the needs of residents, visitors, and commuters

Action Steps

- Partner with County organizations working in economic development to identify resources and potential complimentary industries, businesses, food, and retail options
- Conduct interviews with current area industries and businesses to identify potential target businesses or complimentary industries
- Identify potential external resources to develop a recruitment plan for identified industries

Lead Agency

City of Goddard – City Administrator in partnership with the Chamber of Commerce

Timeline: August 1, 2014 - ongoing

Strategy #2: Establish a Community and Economic Development Committee

Action Steps

- Research and identify best practices for both Community Development and Economic Development Committees
- Identify resources available through partner organizations, particularly through Sedgwick County and the State of Kansas
- Identify potential programs available for assistance through the County and State
- Identify potential members for the committee
- Develop draft mission and purpose of committee

Lead Agency

City of Goddard – City Administrator in partnership with the Chamber of Commerce

Timeline: Formed by December 1, 2014

Strategy #3: Establish a Main Street Development and Improvement Committee

- Research and identify best practices for a Main Street Development and Improvement Committee
- Identify resources available through partner organizations, particularly through Sedgwick County and the State of Kansas.
- Identify potential programs available for assistance through the County and State

- Identify potential members for the committee
- Develop draft mission and purpose of the committee
- Work in concert with the Community and Economic Development Committee

Lead Agency

City of Goddard – City Administrator

Timeline: Formed by December 1, 2014

Strategy #4: Create a community marketing plan to assist in attracting new residents and businesses

Action Steps

- Identify external assistance for plan development
- Coordinate a stakeholder group of community partners involved in current community marketing and promotion activities
- Schedule monthly meetings of the identified stakeholder group
- Identify available resources of community partners to support plan development and implementation
- Coordinate City marketing efforts with county and regional marketing efforts

Lead Agency

City of Goddard – City Administrator; potential for external assistance

Timeline: January 2015 – June 2015

Strategy #5: Dedicate funding for the implementation of a community marketing plan

Lead Agency

City of Goddard – City Administrator

Timeline: January 2015

*Support a high quality park and recreation system,
focused on becoming a model community for
outdoor recreation opportunities*

Strategy #1: Conduct a community needs assessment for recreation programming and facilities.

Action Steps

- Research and develop an assessment to identify recreation and wellness barriers and needs of the community
- Determine most successful tools and methods for assessment process, such as: water bill insert, mailed survey, online tool, social media, etc.
- Conduct the survey/assessment

Lead Agency

The City of Goddard – City Administrator; potential for external assistance

Timeline: October 2014

Strategy #2: Continue to invest in the enhancement and marketing of the Prairie Sunset Trail.

Action Steps

- Develop a long range plan for the continued development of the trail
- Dedicate resources to allow for continued development and maintenance
- Coordinate marketing efforts with the Prairie Sunset Travelers
- Research and identify external financial resources available to assist with continued development of the trail

Lead Agency

The City of Goddard – City Administrator, in partnership with the Prairie Sunset Travelers

Timeline: Based on priorities identified through the community needs assessment

Strategy #3: Invest in the modernization of current recreation facilities: green space, parks, walking paths and trails, and equipment.

Action Steps

- Develop a capital improvement plan for the rehabilitation and replacement of recreation facilities and infrastructure
- Identify potential funding sources
- Develop implantation and funding plan

Lead Agency

City of Goddard – City Administrator

Timeline: Based on priorities identified through the community needs assessment

Strategy #4: Adopt codes and policies that require the creation of an outdoor space for recreation within all new residential developments

Action Steps

- Research and identify relevant codes and policies of peer cities
- Draft new codes and policies
- Present draft codes and policies to current HOA representatives and current/potential residential developers for review and input
- Present new codes and policies for adoption to the Goddard Planning Commission
- Present new codes and policies for adoption to the Goddard City Council

Lead Agency

City of Goddard – City Administrator

Timeline: January 1, 2015 – July 1, 2015

Strategy #5: Develop stronger partnerships between current organizations that coordinate recreation opportunities and community activities

Action Steps

- Create a stakeholder committee composed of representatives from existing community organizations working to provide community recreation and wellness activities
- Organize monthly stakeholder committee meetings

Lead Agency

City of Goddard – City Administrator in partnership with the Goddard Chamber of Commerce

Timeline: July 1, 2015 - ongoing

GOAL #3: Community Aesthetics

Support the beautification of City corridors, public spaces, and current and future neighborhoods.

Strategy #1: Support forestation and reforestation of City right of ways, medians, and public spaces

Action Steps

- Research and identify best practices of peer and model cities
- Identify potential funding sources
- Develop a forestation and reforestation long range plan (including funding plan) for the community's public spaces

Lead Agency

City of Goddard – City Administrator

Timeline: August 1, 2014 - ongoing

Strategy #2: Work with home and business owners to stop the deterioration of existing residential and commercial properties

Action Steps

- Identify and/or develop available assistance programs
- Provide information to residents and promote available resources

Lead Agency

City of Goddard – City Administrator; potential for external assistance

Timeline: January 1, 2015 – ongoing

Strategy #3: Dedicate funding to ensure the beautification of the community's public spaces

Action Steps

- Identify potential funding sources
- Include in annual operating budget and capital improvement plan

Lead Agency

City of Goddard – City Administrator

Timeline: January 1, 2015 - ongoing

Strategy #4: Create codes and policies that regulate the minimum forestation of future residential and commercial developments

Community Aesthetics Strategies

Action Steps

- Research relevant codes and policies of peer cities
- Draft new codes and policies
- Present draft codes and policies to current HOA representatives and current/potential residential and commercial developers for review and input
- Present new codes and policies for adoption to the Goddard Planning Commission
- Present new codes and policies for adoption to the Goddard City Council

Lead Agency

City of Goddard – City Administrator

Timeline: January 1, 2016 – August 1, 2016

Strategy #5: Invest in consistent and appealing way finding signage off of US-54 and throughout the City

Action Steps

- Coordinate efforts with results of the community marketing plan
- Seek input from community members through multiple avenues (community meetings, water bill insert, social media, etc.) regarding community signage needs
- Identify potential funding sources
- Include in capital improvement plan

Lead Agency

City of Goddard – City Administrator

Timeline: January 1, 2017 – August 1, 2017

Strategy #6: Improve the visual appeal of the community by establishing a Community Beautification Committee.

Action Steps

- Conduct a stakeholders meeting for those interested in the visual appeal of the community
- Identify potential members to start the beautification committee
- Develop draft mission and purpose of the committee

Lead Agency

City of Goddard – City Administrator, in partnership with the Goddard Chamber of Commerce

Timeline: January 1, 2017 – ongoing

GOAL 4: Community Connectedness

Support community connectedness through the enhancement of local government to citizen communication, public infrastructure and public spaces

Strategy #1: Create a Community Connectivity and Walkability plan to ensure the physical connectedness and walkability of the community

Action Steps

- Research and identify best practices for community walkability and physical connectedness (i.e. complete streets policies, sidewalk and trail connectivity, etc)
- Draft plan
- Identify funding sources
- Implement plan through inclusion in the City's capital improvement plan

Lead Agency

City of Goddard – City Administrator

Timeline: August 1, 2014 – July 1, 2015

Strategy #2: Conduct a feasibility study to consider options for creating a pedestrian passageway across US-54

Action Steps

- Identify funding sources
- Seek external assistance
- Conduct study

Lead Agency

City of Goddard – City Administrator

Timeline: July 1, 2015 – December 1, 2015

Strategy #3: Create and implement a community information and engagement plan to promote consistent dialogue between local government and community residents

Action Steps

- Research and identify best practices of peer and model cities
- Seek community feedback on preferred modes of community information dissemination and engagement opportunities
- Identify a method of measuring success; set benchmarks
- Draft and finalize plan, including deliverables and timelines
- Implement plan through ongoing community information dissemination and engagement efforts

Community Connectedness Strategies

Lead Agency

City of Goddard – City Administrator

Timeline: July 1, 2015 - Ongoing

Strategy #4: Explore continued partnerships between the City of Goddard, USD 265, community organizations, and businesses.

Action Steps

- Coordinate monthly meetings of city officials, USD 265 officials, the Chamber of Commerce, and additional identified community partners/organizations.
- Explore opportunities for sharing of resources
- Explore opportunities for shared marketing and communication efforts

Lead Agency

City of Goddard – City Administrator

Timeline: January 1, 2016 - ongoing

Strategy #5: Create and maintain a community calendar to assist with the visibility and marketing of community events

Lead Agency

Chamber of Commerce

Timeline: Available by August 1, 2016

Strategy #6: Plan for the future residential and commercial growth of Goddard through the creation of a long range plan for the community's infrastructure

Action Steps

- Assess current needs and future projected needs for water, sewer and street infrastructure
- Create long range financial plan to account for projected needs

Lead Agency

City of Goddard – City Administrator

Timeline: January 1, 2017 - ongoing

Assess the quality and quantity of current housing options to ensure the availability of quality affordable housing for all current and future residents.

Housing Strategies

Strategy #1: Invest in a façade improvement program to assist in the rehabilitation of the exteriors of current housing stock

Action Steps

- Identify and/or develop available assistance programs
- Identify funding sources
- Provide information to residents and promote available resources

Lead Agency

City of Goddard – City Administrator

Timeline: August 1, 2014 - Ongoing

Strategy #2: Conduct a housing needs assessment utilizing the State of Kansas Housing Assessment Tool (HAT)

Action Steps

- Contact the Kansas Housing Resource Corporation. Meet with State representatives about usage and application of the HAT tool
- Identify potential partners to assist with the housing assessment, such as: Sedgwick County agencies; graduate students or students from local universities; Chamber of Commerce and others
- Establish a process and confirm with the State of Kansas; develop an implementation schedule
- Conduct the assessment
- Convene a stakeholders meeting with local elected officials (City, County, State), business leaders, community members and others to evaluate the results

Lead Agency

City of Goddard – City Administrator

Timeline: January 1, 2015 – July 1, 2015

Influencing Factors Report



Purpose and Background

The City of Goddard is beginning a process to develop a community strategic plan. To assist in these efforts the Hugo Wall School (HWS) of Public Affairs at Wichita State University has prepared an influencing factors report, or an environmental scan of the community. This report includes important information that will help guide decision makers and advisors as the community's desired future is considered.

Protocol

As the City of Goddard considers its future, consideration must be given to the impact of a number of areas, including: 1) change of demographics; 2) housing trends; and 3) labor and employment trends. To assist in defining the impact of these four main areas, data was collected from a wide variety of sources including: federal and state government, academic research, local governments and other research/data collection agencies.

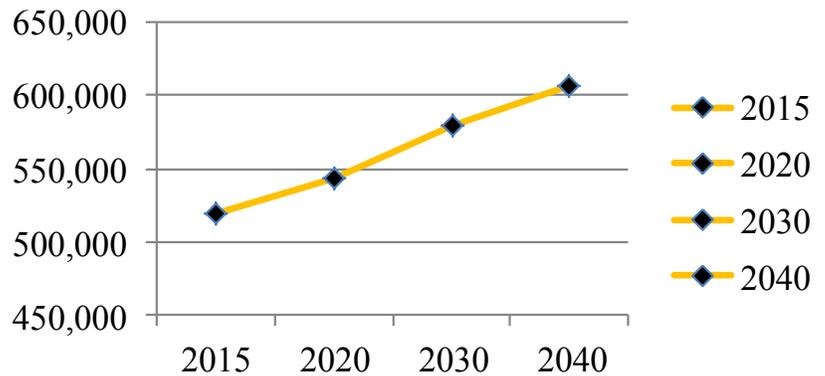
Within this report, data relative to Goddard is included as well as external national, state, and county data where appropriate. National, state and Sedgwick County data is used to illustrate how Goddard is responding to various influencing factors comparatively. In some cases, influencing factors have a greater, reduced, or differing impact locally compared to what is seen at the county, state and national level.

Age

From 2000 to 2010, the total Goddard population grew by one hundred thirteen (113) percent. All age groups, as defined by the US Census, grew in population. Goddard’s median age is significantly lower than that of Sedgwick County or the state of Kansas (US Census Bureau). Goddard grew at a faster rate than the state of Kansas, whose total population grew by 6 percent from 2000 to 2010.

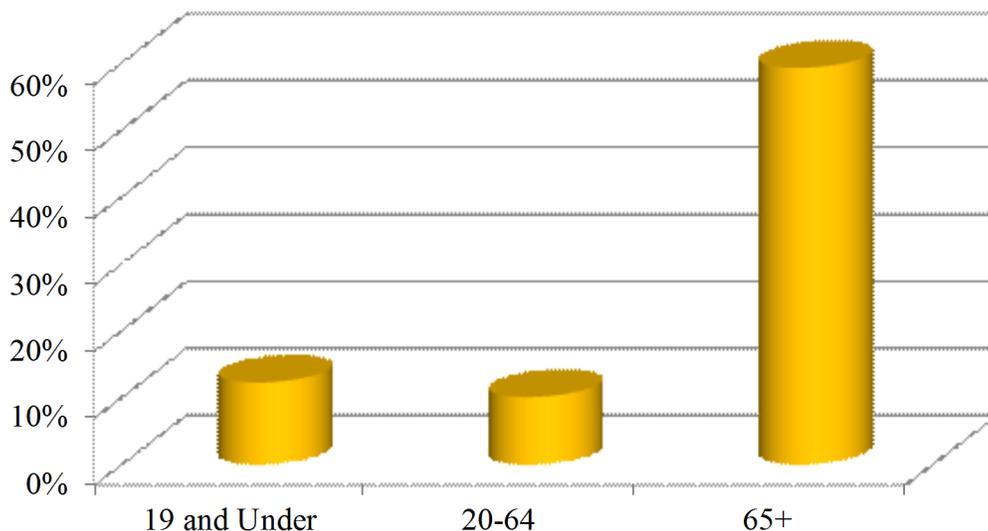
Urban counties, including Sedgwick County are projected to gain population over the next 25 years. The Center for Economic Development and Business Research (CEDBR) at Wichita State University projects that the population in Sedgwick County will increase by 17 percent over the next 25 years (Chart 1).

Chart 1: Total Sedgwick County Population Growth



CEDBR projects that the age demographics of Sedgwick County will also change over the next 25 years. The population 19 and under in Sedgwick County is projected to increase by twelve (12) percent by 2040, and the total population 65 and over is expected to increase by fifty nine (59) percent by 2040 (Chart 2).

Chart 2: Sedgwick County Population Growth by Age (2015-2040)



Trend Considerations

The Aging Population

The population nationwide is becoming older; more than 78 million “baby boomers” are nearing or have entered retirement. An aging population brings unique concerns for municipal planning. Issues impacted by the aging population include housing, caregiving, and transportation.

Housing

The aging population will create unique housing demands, including an increased demand for household renovations, as well as assisted living housing, nursing home facilities. This demand is illustrated in the following statistics.

- 89 percent of individuals age 50 and older want to stay in their home as long as possible and if that is no longer an option, they would like to reside in the same community.
- Approximately 70 percent of all households with a member over age 65 live in single family detached housing.
- 50 percent feel their home will accommodate them well as they age.
- 16 percent of families have made home modifications.

Caregiving

As the population ages and the financial burdens placed on family member caregivers increases, there will be an increased need for caregiving services.

- 47 percent of caregivers are employed
- 71 percent of employed caregivers work full time
- 65 percent of all caregivers are age 35 to 64

Nationwide there is an enormous cost to employers in lost productivity as a result of family member caregivers.

- Caregivers who work full time and perform personal care tasks: \$11.4 billion per year in lost productivity.
- Counting all caregivers including part-time workers and long distance caregivers: \$29 billion per year in lost productivity.
- Estimated costs to employers, as a result of caregiving issues, are also substantial; replacing employee who

quit: \$4.9 billion; workday interruptions: \$3.7 billion; dealing with eldercare crises: \$1 billion; partial absenteeism: \$488 million; absenteeism: \$397 million; not to mention increased health and mental health costs, leave of absence, and reduced hours of work.

A significant number of large companies, 25 percent, have implemented workplace programs for caregiver and elder care. These programs have seen positive results including:

- Increased retention of highest performers from 77 percent to 91 percent;
- Reduction of absences and decreased benefit claims;
- Decrease in turnover, lateness, and absenteeism; and
- Positive impact on employee health costs.

Transportation

As the population ages, transportation services accessible by less mobile seniors will be in higher demand. By 2030, one out of every four drivers will be over the age of 65, and the number of drivers age 85 and older will be four to five times higher than it is today. The issue of elderly transportation also impacts Kansas caregivers, 83 percent of whom provide help with transportation.

Potential options for senior transportation include:

- Traditional public transportation;
- Para transit service;
- Taxis; and
- Specialized transportation.

Life Expectancy

Individuals as a whole are living longer, and thus often needing senior services for a longer period of time. Overall, from 2010 to 2020, the average life expectancy is projected to increase to 79.5 years from 78.3 years in 2010.

Concerns of the “20 somethings”

Historically, it was common for individuals to move to a community where they could find a job, no matter the location. It is becoming more common, however, that young adults will choose the location they would like to live before the search for a job begins. Young adults typically search for a community to reside in that fits their desired quality of life. Although where they work is still important to young adults, where they live

Demographics Trends

is often more important. Young adults typically want to work in diverse communities that offer well-maintained parks and trails, outdoor recreation, and entertainment options. Young adults and professionals will move and stay to communities that offer the following qualities:

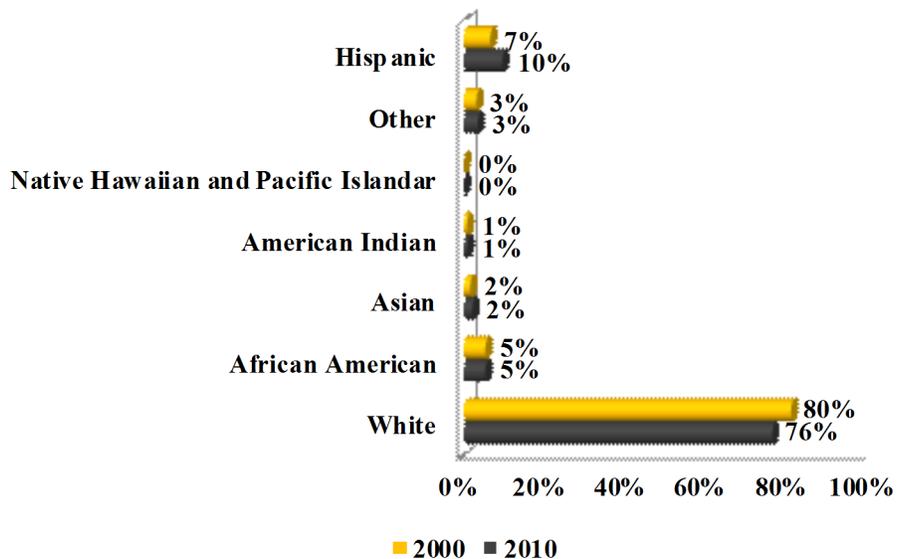
- Health: Clean air, water, and open green spaces
- Earning: Opportunity to develop a well-paying career in the future
- Learning: Higher education options
- Diversity: Opportunity to interact with diverse members of the population
- Cost: Affordability of housing and entertainment options
- Entertainment: Activities to engage in outside of work
- Transportation: Easy commuting options, walkability, and mass transit opportunities

Race

The racial composition of the Goddard community is becoming slightly more diverse. From 2000 to 2010, the Caucasian population decreased as a percentage of Goddard's total racial composition by 4 percent. The Hispanic population became a larger percentage of the total population through the same time frame, comprising five (5) percent more of the total population in 2010 than in 2000. The African American and Asian populations both grew as a percentage of the total racial composition of Goddard from 2000 to 2010, both seeing less than a one (1) percent growth.

The population of the state of Kansas was more diverse than the City of Goddard in 2000, and is becoming more diverse at a similar rate as the City of Goddard. As seen in Chart 3, the population of the state of Kansas de-

Chart 3: Kansas Population Composition by Race



creased from 80 to 76 percent white from 2000 to 2010. The Hispanic population composed 10 percent of the population of Kansas in 2010, up 3 percent from 2000. The African American population remained steady as a percentage of the total population in the state of Kansas from 2000 to 2010.

Nationally, in the 2010 census, people of Hispanic or Latino origin comprised 16 percent, 50.5 million, of the total population, an increase from 13 percent in 2000. More than 50 percent of the growth in the total population of the United States from 2000 to 2010 was due to increases in the Hispanic/Latino population.

As communities continue to become more diverse, it will be necessary to address certain potential challenges, including: communicating with immigrant populations in their native language, providing services to help better integrate immigrants into the population (such as ESOL classes), and determining the best way to communicate with and provide services for immigrant populations.

Education

The educational attainment of a community influences economic development, the prevalence of public safety concerns, and a number of other key issues. Understanding the trends of educational attainment and competitiveness of a region is an important factor in planning for the future.

Approximately ninety two (92) percent of the Goddard population 25 years and older have received a high school diploma or higher (i.e. some college, associate's degree). The composition of the Goddard population having received a bachelor's degree or higher increased from 2000 to 2010, approximately thirteen (13) percent in 2000 and thirty twenty one (21) percent in 2010.

Education is an important factor to consider for future planning because educational attainment and availability of education have historical been tied to economic growth in communities. Residents' education and income levels have been found to be consistent predictors of urban growth. Similarly, investments in education have been shown to increase labor productivity and reduce the incidences of social problems such as drug abuse, crime, welfare dependency, and lack of access to medical care, all of which can weigh heavily on the economy.

Higher levels of educational attainment in an economy often increases the human capital in the workforce, which leads to increased labor productivity and a higher level of output among workers. Higher levels of educational attainment also promote innovative thinking and exposure to new technologies, products, and processes which promote growth. Finally, education helps facilitate the diffusion of knowledge required to under-

stand and process new information and to implement the new technologies devised by others, again promoting an economy's growth.

Education not only impacts those earning the education, but also provides many positives for the communities at-large. Research shows that when a community's supply of college graduates increases by one percentage point, residents who did not complete high school earn wages 1.9 percent higher and high school graduates earn wages 1.6 percent higher than otherwise. Such findings suggest that education impacts have an indirect benefit on other labor market segments.

Income:

The Goddard community's median household income was \$69,660 in 2010, compared to the median household income for the state of Kansas and Sedgwick County in 2010: \$50,592 and \$49,451, respectively (US Census Bureau).

Median household incomes in regional peer cities (Maize, Valley Center, Park City and Derby) are less in 2010 than the city of Goddard: \$67,618, \$54,167, \$57,252, and \$65,837, respectively (Chart 4).

Chart 4: Median Household Income 2010 - Regional Peer Cities



National and State Trends in Housing Type and Size

According to 2000 census data, the majority of Kansas families live in single-family homes constructed before 1979 with 4 or more rooms. The following statistics provide additional information regarding Kansas housing:

- 72 percent of the population in Kansas lives in a single-family home;
- 61 percent of those units were built before 1979;
- More than 50 percent of the homes have 4 to 7 rooms;
- 71.5 percent use gas as their heating fuel;
- 17.2 percent use electricity as their heating source;
- 81 percent of homes are valued at a \$150,000 or less;
- The median home value from 2005 to 2009 was \$118,500;
- 65 percent of homes have a mortgage;
- In 1999, 75 percent of population paid housing costs under 25 percent of their income;
- 60 percent of the population is paying between \$300.00 and \$750.00 for rent;

For the first time in its history, the National Association of Home Builders reported at its International Builder Show in January 2011, an overall decrease in the size of new homes being built. Builders surveyed expect homes to average 2,152 square feet in 2015, 10 percent smaller than the average size of single-family homes started in the first three quarters of 2010.

The average new home of 2015 is likely to feature a great room comprised of the kitchen, foyer, and living room rather than individual rooms. In addition to floor plan changes, 68 percent of builders surveyed say that homes in 2015 will also include more green features and technology, including low-emittance windows; engineered wood beams, joists or tresses; water-efficient features such as dual-flush toilets or low-flow faucets; and an Energy Star rating for the entire house.

Trends indicate that multifamily housing, including garden apartments, condominiums and mid-rise apartments, will experience increasing demand during the next several decades. Multifamily living can be the preferred housing types for young people just starting out in their careers, senior citizens who cannot or elect not to maintain a full-sized home and others who do not necessarily want the burdens that come with single-family home ownership. Communities may want to encourage the development of multifamily housing struc-

tures for a number of reasons.

Multifamily housing choices provide economic vitality to the community, because they provide appealing options to residents.

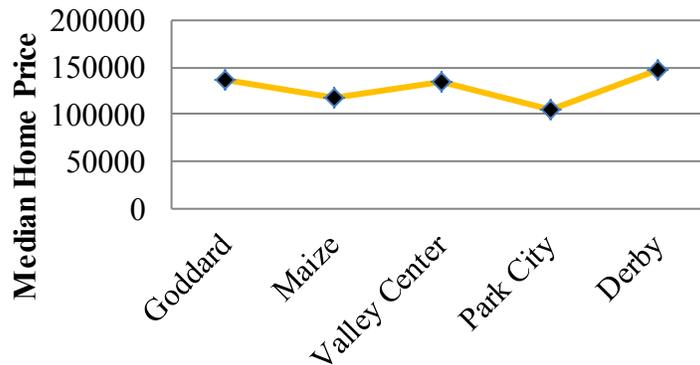
- Multifamily housing enables a community to provide housing options to a wide range of incomes.
- Multifamily development is often environmentally friendly.

An inadequate supply of affordable housing essentially limits economic growth, because residents who pay high prices for housing, including housing related expenses such as homeowners insurance, property taxes, and repair costs, have less disposable income to spend on other goods and services. Similarly, businesses cannot expand their workforces without enough housing available to workers and their families.

Goddard Housing Trends

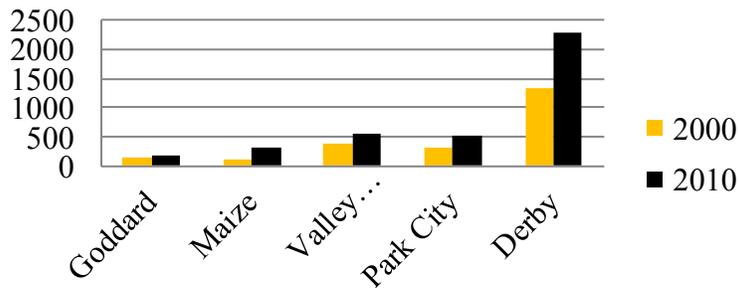
The number of housing units in Goddard increased by fifty one (51) percent from 2000 to 2010. In 2010, approximately 93 percent of housing available in Goddard was occupied. There was a slight increase in the number of rental properties from 2000 to 2010; 145 and 183 properties respectively. The median home price increased from \$85,000 in 2000 to \$137,000 in 2010; compared to regional peer cities, the median home price in Goddard was the second highest in 2010 (see chart 5).

Chart 5: 2010 Median Home Price



Compared to regional peer cities (Maize, Valley Center, Park City, and Derby) Goddard has seen the least growth in the number of rental properties within city boundaries from 2000 to 2010 (see chart 6).

Chart 6: Quantity of Rental Property - Regional Peer Cities (2000-2010)



Powerful trends at the national and state level influence the City of Goddard's economic viability. The labor and employment section investigates the impact of national and state trends on the City of Goddard. Economics drives growth, tax base and ultimately resources and needs for future investment; all critical factors for future planning.

Federal Trends

Some of the major trends at the national level, through 2018, as reported by the National Bureau of Labor Statistics, will include the following.

- Growing Work Force – anticipated total labor force growth 2018 of 8.2%.
- Aging Work Force – a 43% rise in the number of employees aged 55 or older, who will comprise 24% of the total labor market.
- Increasingly Hispanic Work Force – the total number of workers, who are Hispanic, will grow by 33%.
- More Service Jobs and Less Manufacturing Jobs – anticipated 12.5% growth in service sector jobs and a 9% decrease in manufacturing jobs.
- Areas of Growth – professional & business services, health care & social assistance, and small-box & boutique retail trade.
- Areas of Slow Growth or Job Loss – manufacturing, government, and large-box retail trade.
- More Education Required – positions requiring a Bachelor's degree will increase by nearly 17%, Associate's degree by 19%, and post-secondary vocational training by 13%.
- Growth in “Middle Market” Companies – In recent years, “middle market” companies have added 2 million workers, nationwide. The middle market businesses are defined as having annual sales between \$10 million and \$1 billion. There are approximately 200,000 “middle market” businesses, which are 3% of all companies. This 3% of all businesses provide close to 34% of all private employment or 41 million jobs. The vast majority of these “middle market” companies are expected to grow within the next year. “Middle market” businesses tend to be more stable, which enables them to focus on innovation.

Kansas Employment Trends (2001-2010)

Nationally, total employment in 2010 is 2.84 percent lower than it was in 2001, for a loss of 3.1 million jobs. This national decrease in employment levels has been based on job losses in manufacturing, information, and construction. The job losses in these industries have been offset by gains in educational services, health care, and mining.

These national trends are evident in the employment growth of the Kansas economy over the same period. The long term economic growth in Kansas has been driven by growth in five key industries: health care, professional services, administration and waste services, accommodation and food services, and educational services.

The growth in professional and technical services and educational services in Kansas has been due to both an increase in the overall employment levels in these industries nationally and an increase in the market share of these industries regionally. Statewide growth in health care and accommodation and food services is mostly attributable to national growth in these industries. Kansas has experienced a loss of market share in each of these industries over the last decade. So, although there has been employment growth, it has not been as strong in Kansas as the national trend. Employment in the administration and waste services industry has grown in Kansas over this time period despite overall job losses nationally.

The long term growth in total Kansas employment has been negatively impacted by employment in the information and retail trade industries, which are shrinking at both the national and regional level. The state has also experienced significant job losses in both construction and manufacturing. In both of these industries the contraction has been less dramatic in Kansas than it has nationally. However, the net result was a significant loss of employment.

Kansas Employment Growth (2008-2010)

The short-term state employment trends from 2008 to 2010 are very similar to the long term trends, with the exception of four industries that have been impacted to a greater degree by the recession of 2008 and 2009. These industries are mining, finance, professional services, and administration and waste services. Although these industries show long term growth from 2001 to 2010, they have not returned to their pre-recession employment levels.

Goddard City Council – February 10, 2014

Prairie Travelers – February 12, 2014

Goddard City Staff – February 20, 2014

Goddard Women’s Club and Senior Club – March 4, 2014

Goddard Library Board – March 10, 2014

Goddard Chamber of Commerce—March 13, 2014

Goddard HOA Presidents – March 18, 2014

Lions Club —March 20, 2014

Goddard Community Plan Open House—June 19, 2014

GODDARD 2014—NOW



GODDARD 2024 – VISION



Goddard Community Plan Open House

The City of Goddard is in the process of facilitating a *Community Strategic Planning* effort. A **Community Strategic Plan** is a way for the City Council to understand what "the people" really want. The purpose of the plan is *to create a roadmap for the City of Goddard to guide future policy priorities and decisions*. The plan will help guide the city's financial decisions, resource allocation, project priorities, and growth/development issues.

WE NEED YOUR FEEDBACK!

Please stop by an open house hosted by the **City of Goddard**, the **Community Plan Steering Committee**, and the **Wichita State University Hugo Wall School of Public Affairs** on Thursday, June 19th, from 5-9 pm to tell us your ideas for your community's future!

Snacks and refreshments will be served.

All those participating in the Strategic Plan Open House can also visit Tanganyika Wildlife Park for a reduced charge of \$5 per person on the evening of the open house. Participating in the community plan open house is free of charge.

What: Goddard Community Plan Open House

When: Thursday, June 19th, 5-9 pm

Where: Tanganyika Wildlife Park, Serengeti Room

Goddard Community Plan Open House

June 19th, 5:00 – 9:00 p.m.

Procedure

Community members were given round, colored stickers depending on whether they were Goddard residents or from outside the community; participants were given blue and green stickers respectively. Participants were then asked to review boards for each of five community goals. Each goal had a number of strategies that could be used to address the goal area. Participants were asked to take three stickers for each goal area and put one by each of three strategies that they believed best helped address the goal. In total, each participant posted three stickers for each of five goals; this added up to 15 stickers posted by each participant. Approximately 60 people participated in the engagement exercise at Tanganyika Wildlife Park

Results

Below are the top three strategies for each goal as chosen by participants in the community engagement event.

Goal #1: Amenities and Entertainment

Strategy 2 – Encourage Further development of the US-54 corridor by attracting specific retail businesses (restaurants, convenience stores, etc.) that fulfill the needs of residents, visitors, and commuters

Strategy 3 – Establish a Main Street Development and Improvement Committee

Strategy 4 – Create a community marketing plan to assist in attracting new residents and businesses

Goal #2: Parks and Recreation

Strategy 3 – Invest in the modernization of current recreation facilities: green space, parks, walking paths and trails, and equipment

Strategy 2 – Continue to invest in the enhancement of the Prairie Sunset Trail

Strategy 5 – Adopt codes and policies that require the creation of an outdoor space for recreation within all new residential developments

Goal #3: Community Aesthetics

Strategy 1 – Support forestation and reforestation of City right of ways, medians, and public spaces

Strategy 6 – Work with home and business owners to stop the deterioration of existing residential and commercial properties

Strategy 7 – Dedicate funding to ensure the beautification of the community's public spaces

Goal #4: Community Connectedness

Strategy 5 – Dedicate funding to ensure community walkability

Strategy 4 – Conduct a feasibility study to consider options for creating a pedestrian passageway across US-54

Strategy 3 – Create and maintain a community calendar to assist with the visibility and marketing of community events

Goal #5: Housing

Strategy 3 – Invest in a façade improvements program to assist in the rehabilitation of the exteriors of current housing stock

Strategy 4 – Develop local incentive programs to stimulate building and buying of single and multi-family dwellings

Strategy 2 – Pursue the moderate income housing program through the State of Kansas to stimulate building and buying