



WICHITA STATE
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PUBLIC POLICY AND MANAGEMENT CENTER

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Community Survey Report

City of Maize | January 2025

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Disclaimer

The PPMC at Wichita State University conducted this study. The PPMC is an independent research body unaffiliated with the City of Maize. The research team prepared this report, and data was collected from external sources. PPMC's findings are based on the assumption of data accuracy received from internal and external sources. The report represents the findings, views, opinions, and conclusions of the research team alone. The report does not express the official or unofficial policy of Wichita State University.

Executive Summary

The City of Maize conducted a community survey to gauge resident support for a potential municipal sales tax to fund community investments.

Key Findings

Community Connections:

- **Safety and Quality of Life:**
 - 97 percent of respondents believe Maize is safe.
 - 93 percent believe the quality school district attracts residents.
- **Infrastructure:** 83 percent agree that Maize is well-maintained with quality infrastructure.
- **Growth and Development:**
 - 69 percent support current growth and development plans.
 - 86 percent expect to live in Maize for the next five years.

Public Interest and Demonstrated Trust:

- **Community vs. Self-Interest:** 57 percent are willing to prioritize community interests over personal interests, but only 33 percent believe others would do the same.
- **Future Investments:** 54 percent are willing to make personal investments for Maize's future, while 40 percent think others would do the same.
- **Trust in Previous Investments:** High satisfaction with previous investments, such as the Wastewater Treatment Plant Improvements (92 percent) and City Park (88 percent).

Investment Preferences:

Overall, there was slightly more support for a sales tax to fund proposed infrastructure investments (Decision 1) compared to parks and recreation investments (Decision 2). Additionally, there was significant variability in the support for Decision 2. A relatively narrow range of 59 to 64 percent of respondents supported proposed infrastructure investment while support for parks and recreation investments ranged from 33 to 77 percent among respondents.

Sales Tax Support:

Respondents indicated a one-cent sales tax rate would be most appropriate (68 percent), compared to one-and-a-half-cent (48 percent) and two-cent (26 percent) sales tax.

The survey showed strong community support for maintaining and improving infrastructure and parks, with a preference for a modest sales tax increase. These insights will guide the City in developing a sales tax ballot measure that aligns with resident priorities and expectations.

Background

The City of Maize has never levied a municipal sales tax for community reinvestment. However, City leadership acknowledges this is an untapped revenue source. As Maize continues to grow and plan for the future, City leadership sought information about residents' willingness to pay an additional sales tax for investments. Specifically, what types of community investments do residents support? And what sales tax amount do residents consider most appropriate? The purpose of this community survey was to answer those questions as City leadership develops a sales tax ballot measure for the public vote.

Methodology

This community survey was mailed to a select sample of 3,474 registered voters living in Maize. The sample was proportional, representing each of the four primary geographic areas of the City (see Figure 1, page 8). With a total of 372 responses received between October 10 to November 8,¹ the survey had an 11 percent response rate. Respondents had the option to take an online version of the survey. Three-quarters (75 percent) of respondents chose to take the mailed version of the survey. Just 25 percent took the survey online. After cleaning the data, three online responses were removed because they were incomplete. This left 369 responses included in the analysis.

¹ Based on the size of the population and obtaining the desired 95 percent confidence level, the survey's overall margin of error is 6 percent.

Survey Results

The community survey is intentionally designed to get respondents thinking about their connections to the community before asking about investment strategies and support for a sales tax. The structure of the following survey results aligns with the instrument's design.

Connections to Community

First, respondents reflected on their connections to Maize as a community. The measures in Table 1 reveal why residents choose to live in Maize. Responses show residents overwhelmingly believe that Maize is safe, has an attractive, quality school district, and is a well-maintained community with quality infrastructure. Notably, just two-thirds (64 percent) of respondents agree residents choose to live in Maize because of connections to friends and family.

Table 1: Measures of Connection to Community

	Agree	Disagree
Maize residents choose to live here because of connections to friends and family.	64%	36%
Maize has a quality school district that attracts families to the community.	93%	7%
Maize is a well-maintained community with quality existing infrastructure (water, wastewater, streets, drainage, sidewalks).	83%	17%
Maize is a safe community.	97%	3%

As Table 2 shows, while 86 percent of respondents expect to be living in Maize five years from now, fewer (69 percent) said they support the current growth and development plans for the community.

There is a direct relationship between a respondent's support for current growth and development plans and whether they plan to be living in Maize in five years. Respondents who agreed with one statement were significantly more likely to agree with the other, and vice versa. Statistical significance means this relationship is not likely due to chance. Practically, this underscores the importance of community involvement in, and buy-in for, planning efforts since support for plans is correlated with long-term residency expectations.

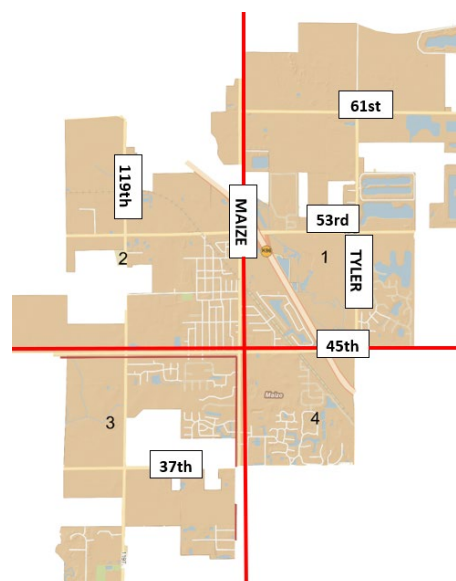
Table 2: Measures of Connection to Community

	Agree	Disagree
I support the current growth and development plans for our community.	69%	31%
I expect to be living in Maize five years from now.	86%	14%

Unsurprisingly, there is a small relationship between respondents' age and whether they expect to be living in Maize five years from now. Younger respondents (18 – 34 years old) were significantly more likely to disagree with the statement.

There are also significant relationships between the area of Maize a respondent lives in and whether they approve of current development plans and expect to live in Maize five years from now. Respondents living in Area 1 were significantly more likely to strongly disagree with both statements. Conversely, respondents from Area 4 were more likely to strongly agree with both statements. These differences may be explained, in part, by age, income, and housing status of residents living in Areas 1 and 4:

Figure 1: Map of Maize Quadrants



- Area 4 has significantly more residents 55 and older (67 percent compared to 40 percent) compared to Area 1 which has a significantly greater population of residents below 35 (15 percent compared to 6 percent).
- Area 4 has a significantly higher (97 percent) population of homeowners compared to Area 1 (90 percent).
- Area 4 represents the largest (75 percent) share of respondents making \$100,000 a year or more compared to all other areas (42-54 percent).
- Area 4 has the newest (40 percent) residents (0-5 years living in Maize).

Commitment to Community & The Public Interest

Insights about why residents choose to live in a given community and the connections they develop can help inform future investment decisions. However, community sustainability and growth potential require coproduction – continued support and investment – from residents. Coproduction depends on community members who recognize the value of investing in the community’s public interest. For residents and leadership to act in accordance with the public interest requires balanced concern for self- and community interests, and the wellbeing of current and future generations.

One way to understand residents’ commitment to their community is through measures of the public interest. The items discussed in Tables 3 and 4 have been used for more than 25 years to measure resident commitment to the public interest.

Balancing Self- and Community Interests

Communities are made up of individuals who are driven, to varying extent, by their self-interests. Community interests cannot always align with self-interest. Local government leaders, acting on behalf of residents, must be careful to balance self-interested demands with the community’s interests and needs. The survey encouraged respondents to reflect on their willingness, and the community’s willingness, to support community interest above self-interest, providing insight into Maize residents’ predisposition to act according to the public interest.

The first two measures in Table 3 show over half (57 percent) of respondents are willing to put community interests above personal interests, but just one-third (33 percent) think their fellow community members are willing to do the same. Historically, this analysis shows a typical community response to these items reflects a 70 percent (personal willingness) to 30 percent (perceived willingness of others) split. In Kansas communities similar to Maize in terms of geography and population demographics,² however, previous research has found that residents are less willing to make personal investments and perceive less willingness on the part of others, resulting in a typical response of 58 percent (personal willingness), to 33 percent (perceived willingness of others). This is in near-perfect alignment with Maize’s results. While the paradox – greater confidence in one’s own willingness compared to others – is consistent with previous research, it is notable that only 57 percent of respondents said they are willing to put community interests above personal interests. Coupled with a perception that their fellow residents will do the same, individuals may fail to act according to the community’s interests because the expectations of others can affect personal behavior.

Table 3: Self- vs Community Interests

	Agree	Disagree
I am willing to put community interests above personal interests.	57%	43%
Most people are willing to put community interests above personal interests.	33%	67%

Balancing the Well-Being of Current and Future Generations

A second aspect of the public interest, important for local government leaders and residents alike, is a balanced concern for the needs of current and future generations.

² Kansas communities averaged for comparison include Valley Center, Newton, Derby, and Kechi.

Given the reality of limited resources, communities may choose to defer costs and necessary investments to the future. For example, regular investment in public infrastructure is crucial to prevent system failures. Nonetheless, investments like these are often overlooked until repairs cannot be ignored. The survey asked respondents to reflect on their personal willingness, and the community's willingness, to make personal investments to improve the *future* of Maize.

Table 4: The Well-Being of Current vs Future Generations

	Agree	Disagree
I am willing to make personal investments to improve the future of Maize.	54%	46%
Most residents are willing to make personal investments to improve the future of Maize.	40%	60%

Previous research within other communities reflects another paradox: Respondents typically have greater confidence in their own willingness compared to others. Based on studies done in other communities, an expected response to the items in Table 4 is an 80 percent (personal willingness) to 40 percent (perceived willingness of others) split. However, in comparable Kansas communities, an average response is closer to 60 percent (personal willingness), to 40 percent (perceived willingness of others). While respondent perception of others' willingness (40 percent) is consistent with previous research in other Kansas communities, Maize residents scored lower (54 percent) when it comes to their personal willingness.

Public Interest Index and Classification of Respondents

Each respondent has been assigned a Public Interest score according to their answers to the four items in Tables 3 and 4 (1=Strongly Disagree, 2=Disagree, 3=Agree, 4=Strongly Agree). Based on that score, respondents are classified by their level of commitment to the public interest as either high (13-16), moderate (8-12), or low (4-7). A high score represents a resident who is more likely to prioritize the well-being of the community and its future interests. Conversely, a low score suggests a greater commitment to personal well-being and self-interest. Over two-thirds (69 percent) of Maize respondents were classified as moderate. One quarter (25 percent) of respondents had a high index score. Just seven percent were classified as low.

Respondents to this survey have the following Public Interest Index scores:

25% High
69% Moderate
7% Low

There were no significant differences between respondent scores based on demographics (tenure living in Maize, age, gender, education, race/ethnicity, housing status, total household income), except for the geographic area of Maize.³ Respondents from Area 3 were significantly more likely to score high and respondents from Area 2 were significantly more likely to score low compared to all other areas.

Years spent living in Maize may, in part, explain this difference. Most (47 percent) residents in Area 2 have lived in Maize for 20+ years. By comparison, just 19 percent of residents in Area 3 have lived in Maize for 20+ years. Most (31 percent) Area 3 residents have lived in Maize for less than five years. Additionally, respondents from Area 3 had the highest level of approval of previous investments compared to all other areas. This will be further explored in the next section of the report.

³ See Appendix C for a full breakdown of Public Interest Index scores by demographic categories.

Previous research has shown strong correlations between respondent support for a sales tax to pay for investments and the level of commitment to the public interest. Residents with high and moderate levels of commitment are instrumental to promoting community wellbeing since they are predisposed to working with other residents and local government, and to coproducing improvements through investment.

The rest of this report will note important differences based on these classifications of respondent commitment to the public interest.

Demonstrated Trust: Approval of Previous Investments

Resident perception of previous investments can influence their willingness to coproduce future improvements. Local government leadership must demonstrate they can be trusted to invest, rather than simply spend, tax dollars. To measure current levels of trust, the survey listed five previous investments made by the City. Each investment is a potential demonstration of trust. Respondents rated their level of satisfaction with each investment.

Table 5: Approval of Previous Investments

	Satisfied	Dissatisfied
City Park (including playground, skateboard park, splash pad, and community building)	88%	12%
Amphitheater	81%	19%
Academy Arts Street Project	71%	29%
Sidewalks along 119th Street, Maize Road, and 45 th Street	82%	18%
Wastewater Treatment Plant Improvements	92%	8%

Overall, respondents were highly satisfied with previous investments, with satisfaction ranging from 92 percent (Wastewater Treatment Plant Improvements) to 71 percent (Academy Arts Street Project).

Demonstrated Trust Index and Classification of Respondents

Like with the public interest, each respondent was given a Demonstrated Trust Index score of high (16-20), moderate (10-15), or low (5-9). Over half (58 percent) of respondents have a high level of satisfaction with previous investments. A third (33 percent) indicated they were moderately satisfied. This positive feedback regarding previous investments is encouraging for the City as it evaluates support for a sales tax to fund future investments.

Respondents to this survey have the following Demonstrated Trust Index scores:

58% High
33% Moderate
10% Low

Previous research indicates a strong correlation between resident levels of demonstrated trust, commitment to the public interest, and willingness to pay taxes. Each has the potential to reinforce the other. When local government leaders show they can be trusted to invest public funds, residents are more inclined to coproduce community improvements,

ultimately strengthening their commitment to the public interest.

There were no significant differences between respondent scores based on most demographics, except for the geographic area of Maize.⁴ Respondents from Area 3 were significantly more likely to score high on demonstrated trust. Respondents from Area 4 were significantly more likely to score low, and respondents from Area 1 were significantly more likely to score moderate. Both of these findings may be explained, in part, by how long residents in each area have lived in Maize. Most (40 percent) Area 4 respondents have lived in Maize for less than five years. Comparatively, Area 1 residents' years living in Maize is more varied, with 27 percent having lived in the community for less than five years and 30 percent with 20+ years living in Maize.

The rest of this report will reference important differences based on these classifications of respondent approval of previous investments as high, moderate, or low.

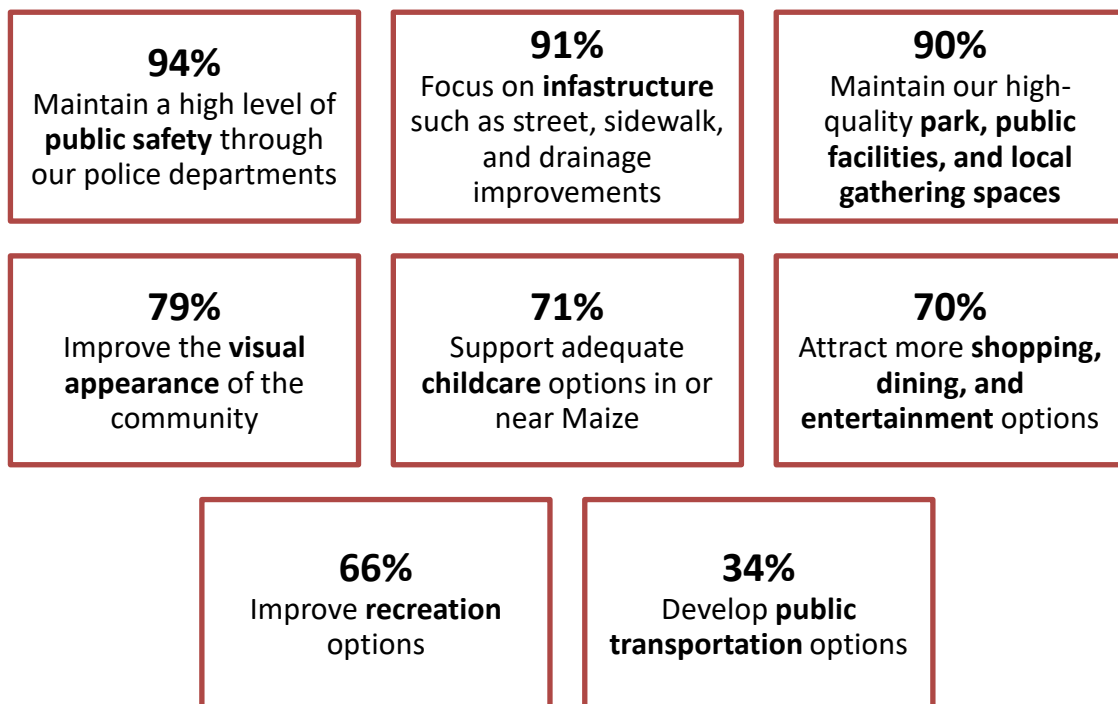
⁴ See Appendix D for a full breakdown of Demonstrated Trust Index scores by demographic categories.

Investment Strategies for Building a Better Community

Up to this point in the survey, respondents considered whether they and their fellow residents are willing to prioritize community interests and make investments in abstract terms. In this section, respondents were asked to rate how much they agree that the proposed investment strategies in Figure 2 will improve the long-term well-being of the community. Respondents were not asked to consider how to fund investments, which typically results in high rates of agreement.

Respondents indicate high levels of support for these investment strategies. Maintaining public safety, focusing on infrastructure, and maintaining parks, public facilities, and local gathering spaces received the highest approval. Improving recreation and public transportation options received the lowest approval.

Figure 2: Approval of General Investment Strategies



Specific Community Investment Decisions

Following the general investment strategies proposed in the previous section, respondents were provided with a list of specific community investment options and asked to rate how acceptable each investment was. The options were determined by the project's leadership team and presented as:

Decision 1: Infrastructure

- Widening of 119th between 29th & 45th and sidewalks to improve safety & traffic flow
- Modernization of the Tyler Road & 45th Street corridor to enhance walkability & safety
- New sidewalks in neighborhoods to improve walkability and connectivity

Decision 2: Parks and Recreation

- Buying land for new parks
- Maintenance of existing parks
- Senior center
- Additional amenities for the existing City Park:
 - Play structures accessible to kids with physical and cognitive disabilities
 - Dog park (fenced area for off-leash play)
 - Pickleball court
 - Community garden
 - Walking path

Decision 1 versus Decision 2

A straight comparison of average support for the two decision options reveals respondents find Decision 1: Infrastructure (average = 3.1) slightly more acceptable overall compared to Decision 2: Parks and Recreation (average = 2.8). However, certain items within each decision were rated more acceptable compared to others. The range of acceptability was more concentrated within Decision 1 (79 percent – 83 percent). Decision 2 had much greater variability in what respondents indicated is an acceptable investment (49 percent – 95 percent).

Overall, there are significantly strong relationships between whether a respondent rated an investment option as acceptable, their level of commitment to the public interest, and their level of approval of previous investments. This is consistent with previous research in other communities and given the reinforcing relationship between support for investments, commitment to the community's wellbeing, and demonstrated trust. There were a few significant differences in acceptability based on demographics:

- Renters rated investment options more acceptable than owners.
- Female respondents were more likely than male respondents to rate investment options as acceptable.

Decision 1: Infrastructure

Over three-quarters of respondents indicated that all three infrastructure projects would be acceptable. Street projects were rated slightly more (83 percent) favorably compared to sidewalks (79 percent).

Table 6: Acceptability of Infrastructure Investments

	Acceptable	Unacceptable
Widening of 119th between 29th & 45th and sidewalks to improve safety & traffic flow	83%	17%
Modernization of the Tyler Road & 45th Street corridor to enhance walkability & safety	82%	18%
New sidewalks in neighborhoods to improve walkability and connectivity	79%	21%

Decision 2: Parks and Recreation

Respondents had more varied responses to Decision 2. For instance, nearly all (95 percent) rated maintenance of existing parks as acceptable, whereas under half (49 percent) indicated buying land for new parks as acceptable. In the middle, about two-thirds (78 percent) of respondents rated a senior center as an acceptable investment.

Table 7: Acceptability of Parks and Recreation Investments

	Acceptable	Unacceptable
Buying land for new parks	49%	54%
Maintenance of existing parks	95%	5%
Senior center	78%	25%
Additional amenities for the existing City Park:		
Play structures accessible to kids with physical and cognitive disabilities	84%	16%
Dog park (fenced area for off-leash play)	50%	50%
Pickleball court	57%	43%
Community garden	51%	49%
Walking path	80%	20%

Respondents were presented with a list of five additional amenities for the existing City Park. An average of these options (64 percent) suggests respondents find these types of investments more acceptable than buying land for new parks, but less acceptable than all the other parks and recreation investments. When broken out by amenities, play structures accessible to kids with disabilities and a walking path were rated most acceptable, 84 and 80 percent, respectively. However, respondents were divided on the acceptability of other amenities like a dog park (50 percent), pickleball court (57 percent), and community garden (51 percent).

Decision 1 and Decision 2

Across decision options, the individual items that respondents rated most acceptable were:

- Maintenance of existing parks (95 percent)
- Accessible play structures for kids with disabilities (84 percent)
- Widening of 119th between 29th & 45th and sidewalks to improve safety & traffic flow (83 percent)
- Modernization of the Tyler Road & 45th Street corridor to enhance walkability & safety (82 percent)

Items that respondents rated least acceptable were:

- Community garden (51 percent)
- Dog park at the existing City Park (50 percent)
- Buying land for new parks (49 percent)

Support for a Sales Tax

On average, the proposed investment options were rated 71 percent acceptable and 29 percent unacceptable. The next section of the survey asked respondents to indicate their support for adopting a sales tax for each investment option. Previous research shows respondents in other communities indicate greater support for investments when they are presented as general options. When additional context about funding is added – in this case a sales tax – support typically decreases. As expected, average support for a sales tax to pay for investment options was less than the options themselves, just 54 percent.

Decision 1 versus Decision 2

Results from this section mirror the sentiment of those in the previous section, with less strength of support. Respondents indicated slightly more support for Decision 1 (average = 2.6) compared to Decision 2 (average = 2.4). Again, there was less variability in support for infrastructure investments compared to parks and recreation investments.

The strongly significant relationship between support for investment options and the public interest and demonstrated trust indices maintained. The same demographic differences were found:

- Renters indicated more support for paying a sales tax for investment options compared to owners.
- Female respondents were more likely to support a sales tax for investment options than male respondents.

Decision 1: Infrastructure

About two-thirds of respondents indicated support for paying a sales tax to fund all three infrastructure projects. Street projects received the highest support, 64 percent, and sidewalks the lowest, 59 percent.

Two of the three infrastructure investments in Table 8 are investments that would benefit all of Maize, but also the specific areas they are located in. Respondents seem to recognize this and report greater support for investments in their Area compared to others. For example, widening 119th between 29th and 45th would be a significant benefit to Area 3 residents, and, in fact, responses from Area 3 showed greater support for this item compared to the other infrastructure options. Similarly, modernization of the Tyler Road & 45th Street corridor would directly benefit residents of Areas 1 and 4. Respondents from Area 1 showed the greatest support for this investment option compared to others.

Table 8: Support for a Sales Tax to Pay for Infrastructure Investments

	Support	Don't Support
Widening of 119th between 29th & 45th and sidewalks to improve safety & traffic flow	64%	36%
Modernization of the Tyler Road & 45th Street corridor to enhance walkability & safety	61%	39%
New sidewalks in neighborhoods to improve walkability and connectivity	59%	41%

Decision 2: Parks and Recreation

Similar to findings from the previous section, responses varied when asked about a willingness to support parks and recreation strategies. Respondents were most likely (77 percent) to support using a sales tax for maintaining existing parks and least likely (34 percent) to support using a sales tax to buy land for new parks.

Table 9: Support for a Sales Tax to Pay for Parks and Recreation Investments

	Support	Don't Support
Buying land for new parks	34%	66%
Maintenance of existing parks	77%	23%
Senior center	58%	42%
Additional amenities for the existing City Park:		
Play structures accessible to kids with physical and cognitive disabilities	66%	34%
Dog park (fenced area for off-leash play)	34%	66%
Pickleball court	44%	57%
Community garden	33%	67%
Walking path	64%	36%

Decision 1 and Decision 2

The individual items respondents indicated most support of a sales tax to pay for stayed about the same:

- Maintenance of existing parks (77 percent)
- Accessible play structures for kids with disabilities (66 percent)
- Walking path at the existing City Park (64 percent)
- Widening of 119th between 29th & 45th and sidewalks to improve safety & traffic flow (64 percent)

Respondents were least supportive of the same items as in prior sections:

- Community garden (33 percent)
- Dog park (34 percent)
- Buying land for new parks (34 percent)

Tax Rate

By this point in the survey, respondents are aware that the City is interested in the type of investments residents would be willing to coproduce through a sales tax. Local government leaders decide what investments and sales tax rates go on the ballot, but residents make the ultimate decision. Respondents were presented with three potential sales tax rates. Over two-thirds (68 percent) of respondents indicated a one-cent sales tax would be appropriate. Less than half (48 percent) feel a one-and-a-half cent tax would be appropriate. Even fewer, just one quarter (25 percent), think a two-cent tax would be appropriate.

Table 10: Rating of the Appropriateness of a Tax Rate

	Appropriate	Not Appropriate
One (1) cent	68%	32%
One and a half (1.5) cent	48%	52%
Two (2) cents	26%	74%

There were significant differences between support for sales tax rates and respondent commitment to the public interest and approval of previous investments. As Figure 3 shows, as the proposed tax rate increases, support substantially decreases among those with low and moderate levels on the public interest index. Figure 4 highlights the direct relationship between previous investments and support for tax amounts. As approval of previous investments decreases, so does support for increasing tax rates. Interestingly, support for a two-cent tax falls to about one quarter (26-27 percent) regardless of the initial level of approval for previous investments.

Figure 3. Relationship Between Public Interest Index Score and Support for Different Tax Rates

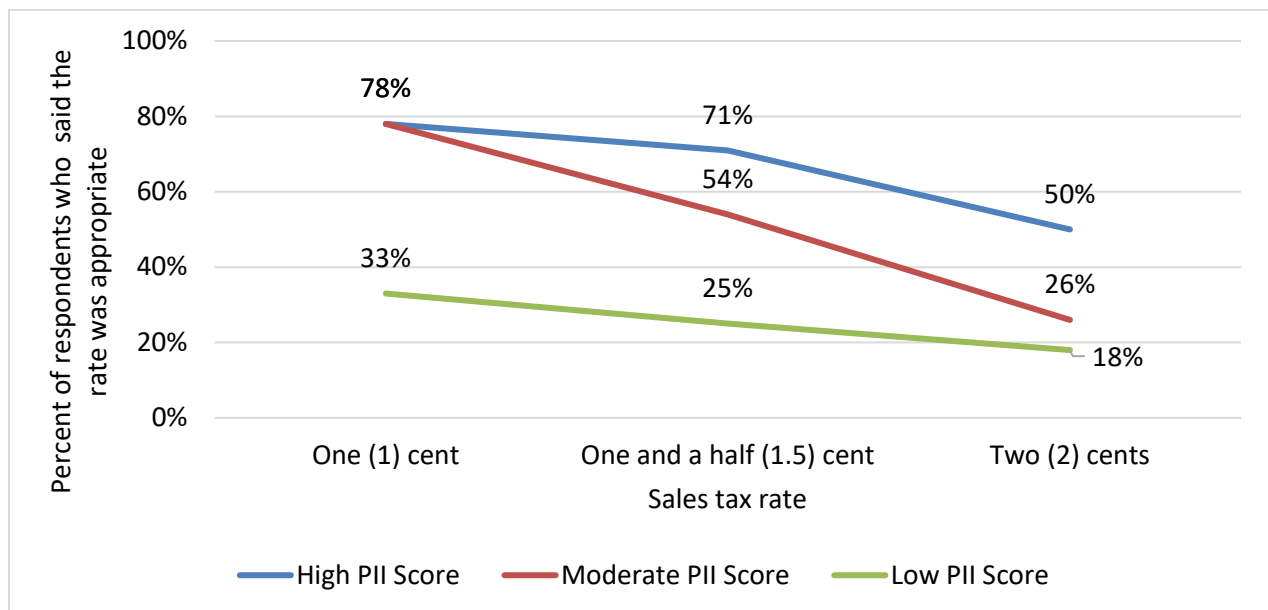
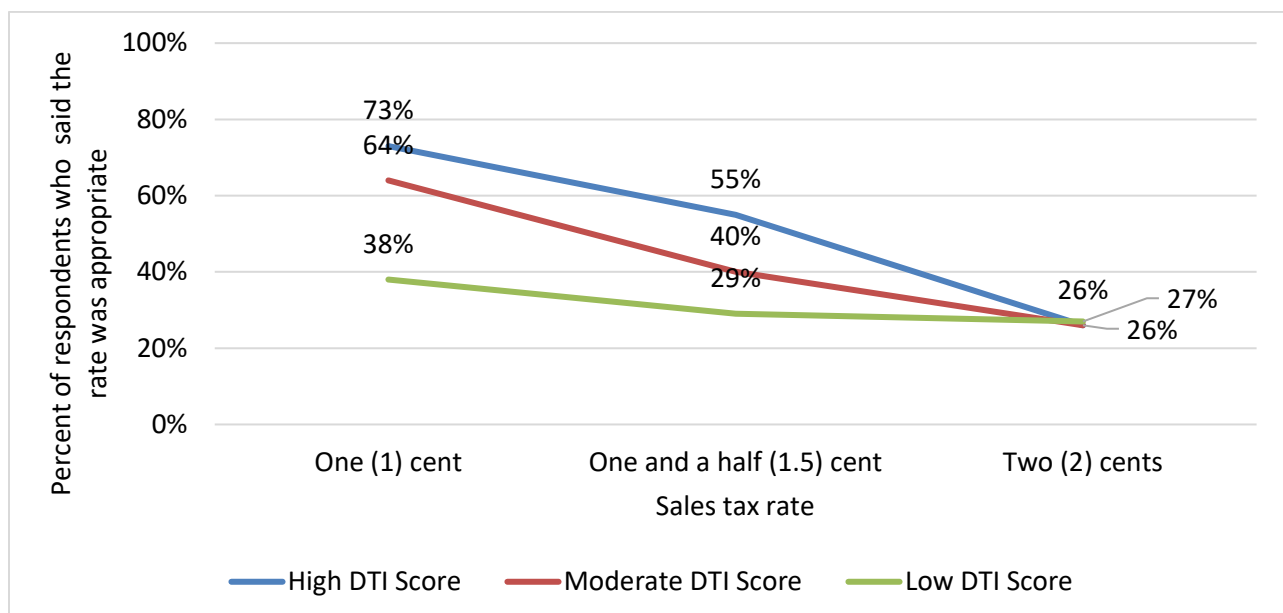


Figure 4. Relationship Between Demonstrated Trust Interest Index Score and Support for Different Tax Rates



There are significant relationships among support for tax rates, respondent age, and how long they have lived in Maize. Older respondents are significantly less likely to support one-and-a-half or two-cent taxes compared to other age groups. However, respondents who have lived in Maize for five to nine years are most likely to support a two-cent tax.

Finally, Table 11 shows the breakdown of support for sales tax amounts according to the area of Maize a respondent lives in. Only a small majority of Area 1 residents think a one-and-a-half-cent sales tax is appropriate. Similarly, Area 1 respondents demonstrated the most support for a two-cent tax.

Table 11: Support for Sales Tax Amounts by Area of Maize

	One (1) cent		One and a half (1.5) cent		Two (2) cents	
	Appropriate	Not Appropriate	Appropriate	Not Appropriate	Appropriate	Not Appropriate
Area 1	69%	31%	52%	48%	30%	70%
Area 2	65%	35%	46%	54%	28%	72%
Area 3	69%	31%	49%	51%	20%	80%
Area 4	72%	28%	48%	53%	25%	75%

Conclusion

This survey provides important insights into future City investments. As the survey shows, there is strong resident support for maintaining and improving infrastructure and parks and recreation, which should be prioritized in future planning. The high levels of satisfaction with previous investments indicate the City has demonstrated trust with residents. Going forward, the City should continue to communicate and be transparent about its decision-making process.

The moderate support for a one-cent sales tax, with decreasing support for higher rates, suggests that any proposed tax increase should be modest and clearly linked to specific projects. Any tax changes must be balanced against concerns over increasing taxes.

Additionally, the survey underscores the importance of balancing community and self-interests. While many residents are willing to prioritize community needs, there is skepticism about others doing the same. This highlights the need for inclusive and participatory planning processes to build broader community buy-in.

Appendix A: Respondent Demographics

Following are details about the demographics of Maize residents who answered this survey.

Area of Maize⁵

About one-quarter of respondents indicated they live in:

- Area 1: 26 percent
- Area 2: 27 percent
- Area 3: 29 percent

The fewest respondents live in Area 4 (18 percent). For more details about the demographic breakdown of each area, see Appendix B.

Years Living in Maize

The largest groups of survey respondents have lived in Maize for either zero to four (30 percent) or 20+ years (26 percent). Others indicated they have lived in Maize for:

- 5 – 9 years: 16 percent
- 10 – 14 years: 17 percent
- 15 – 19 years: 10 percent

Age

Typical of community surveys, many respondents were 65 years old or older (40 percent). A full breakdown of respondent age follows.

- | | |
|-----------------------|-----------------------|
| • 18 – 24: 2 percent | • 55 – 64: 18 percent |
| • 25 – 34: 9 percent | • 65 – 74: 22 percent |
| • 35 – 44: 15 percent | • 75+: 18 percent |
| • 45 – 54: 15 percent | |

⁵ For a refresher of the areas, please see page 8 (Figure 1) or page 41.

Gender

Slightly more respondents were female (53 percent) compared to male (45 percent). Just two percent of respondents said they prefer not to disclose their gender.

Ethnicity

Just five percent of respondents were Hispanic/Latino. The share of Hispanic/Latino respondents is notably less than the estimated Hispanic/Latino population, 19 percent.⁶ Compared to the general population, Hispanic/Latino residents are underrepresented in this survey.

Race

Nearly all (96 percent) respondents were white. Two percent of respondents indicated they are American Indian or Alaska Native. Another two percent said they identify as “other.” One respondent was Black or African American, and one identified as Native Hawaiian or Other Pacific Islander. These numbers align with Census estimates.

Educational Attainment

Survey respondents were highly educated with 61 percent holding a bachelor’s degree or higher.

- Did not finish high school: 1 percent
- High school graduate or equivalent (GED): 10 percent
- Some college credit, no degree: 20 percent
- Associate’s degree: 8 percent
- Bachelor’s degree: 40 percent
- Graduate degree: 21 percent

⁶ 2022: ACS 5-Year Estimates

Housing Status

A significant majority (87 percent) of respondents indicated they own their home. Eleven percent were renters. One percent said they have some “other” sort of housing situation. Notably, according to Census estimates, just 55 percent of the total Maize population owns a home, meaning compared with the general population, homeowners are overrepresented in this survey.

Total Household Income

Over half (55 percent) of respondent households earn \$100,000 or more, slightly higher than the general Maize population (40 percent). The breakdown of respondents earning other amounts is:

- Less than \$20,000: 2 percent
- \$20,000 - \$39,999: 6 percent
- \$40,000 - \$59,999: 8 percent
- \$60,000 - \$79,999: 15 percent
- \$80,000 - \$99,999: 14 percent

Appendix B: Demographics of Each Area

Being there were significant differences in responses depending on what area of Maize a respondent lived in, the following is a breakdown of each of the four areas of Maize according to all the demographic questions. The following tables should be read according to Area. For example, in the table below, the highlighted cell means that of all residents living in Area 1, 27 percent have lived in Maize for less than five years.

Years Living in Maize

	Area 1	Area 2	Area 3	Area 4
0-4 years	27%	25%	31%	40%
5-9 years	14%	14%	16%	219%
10-14 years	9%	6%	24%	29%
15-19 years	19%	7%	8%	6%
20+ years	29%	47%	19%	5%

Age

	Area 1	Area 2	Area 3	Area 4
18-24	50%	25%	12%	13%
25-34	39%	19%	32%	10%
35-44	38%	14%	28%	20%
45-54	51%	13%	28%	20%
55-64	39%	13%	25%	23%
65-74	16%	20%	39%	25%
75+	14%	27%	35%	24%

Gender

	Area 1	Area 2	Area 3	Area 4
Female	53%	60%	53%	48%
Male	44%	40%	46%	51%
Prefer not to say	4%	0%	1%	2%

Educational Attainment

	Area 1	Area 2	Area 3	Area 4
Did not finish high school	3%	1%	0%	0%
High school graduate or equivalent (GED)	7%	16%	10%	5%
Some college credit, no degree	21%	22%	21%	18%
Associate's degree	12%	8%	7%	5%
Bachelor's degree	40%	35%	35%	53%
Graduate degree	18%	18%	26%	20%

Hispanic/Latino Ethnicity

	Area 1	Area 2	Area 3	Area 4
Hispanic/Latino	11%	5%	2%	3%
Non-Hispanic/Latino	90%	95%	98%	97%

Race

	Area 1	Area 2	Area 3	Area 4
American Indian or Alaska Native	4%	2%	0%	1%
Asian	0%	0%	1%	1%
Black or African American	0%	1%	0%	0%
Native Hawaiian or Other Pacific Islander	1%	0%	0%	0%
Other	1%	1%	1%	0%
White	93%	95%	98%	97%

Housing Status

	Area 1	Area 2	Area 3	Area 4
Own	90%	86%	81%	97%
Rent	5%	13%	19%	3%
Other	5%	1%	0%	0%

Total Household Income

	Area 1	Area 2	Area 3	Area 4
Less than \$20,000	4%	1%	2%	2%
\$20,000 - \$39,999	6%	7%	5%	3%
\$40,000 - \$59,999	6%	13%	8%	3%
\$60,000 - \$79,999	14%	15%	22%	7%
\$80,000 - \$99,999	16%	21%	9%	10%
\$100,000 or more	54%	43%	54%	75%

Appendix C: Demographic Breakdown of Public Interest Index Scores

Although there was only one statistically significant difference between a demographic factor (area of Maize) and respondent public interest index scores, a full demographic breakdown of index scores can provide insight into who respondents are, particularly those who are moderately committed to the public interest and who may be swayed over time.

The following tables show a respondent's level of commitment to the public interest based on a demographic category. For example, the highlighted cell in the table below shows that Area 4 has the greatest share (76 percent) of respondents who are moderately committed to the public interest.

Area of Maize

	High	Moderate	Low
Area 1	5%	71%	25%
Area 2	4%	64%	32%
Area 3	0%	70%	21%
Area 4	6%	76%	18%

Years Living in Maize

	High	Moderate	Low
0-4 years	11%	77%	12%
5-9 years	7%	66%	27%
10-14 years	4%	68%	28%
15-19 years	0%	74%	26%
20+ years	4%	70%	25%

Age

	High	Moderate	Low
18-24	17%	75%	8%
25-34	5%	28%	67%
35-44	6%	85%	9%
45-54	2%	68%	30%
55-64	10%	72%	18%
65-74	5%	69%	26%
75+	9%	64%	27%

Gender

	High	Moderate	Low
Female	7%	74%	19%
Male	7%	70%	23%
Prefer not to say	0%	22%	78%

Educational Attainment

	High	Moderate	Low
Did not finish high school	40%	60%	0%
High school graduate or equivalent (GED)	9%	62%	29%
Some college credit, no degree	13%	64%	23%
Associate's degree	0%	81%	19%
Bachelor's degree	1%	78%	21%
Graduate degree	10%	68%	22%

Hispanic/Latino Ethnicity

	High	Moderate	Low
Hispanic/Latino	6%	71%	23%
Non-Hispanic/Latino	7%	72%	21%

Race

	High	Moderate	Low
American Indian or Alaska Native	0%	79%	21%
Asian	0%	100%	0%
Black or African American	0%	100%	0%
Native Hawaiian or Other Pacific Islander	0%	100%	0%
Other	0%	43%	67%
White	7%	72%	21%

Housing Status

	High	Moderate	Low
Own	5%	72%	23%
Rent	20%	72%	8%
Other	0%	56%	45%

Total Household Income

	High	Moderate	Low
Less than \$20,000	17%	83%	0%
\$20,000 - \$39,999	20%	53%	27%
\$40,000 - \$59,999	0%	86%	14%
\$60,000 - \$79,999	7%	63%	30%
\$80,000 - \$99,999	3%	77%	20%
\$100,000 or more	8%	75%	17%

Appendix D: Demographic Breakdown of Demonstrated Trust Index Scores

Like with the Public Interest Index scores, there was only one statistically significant difference between a demographic factor (area of Maize) and respondent Demonstrated Trust index scores. However, the following demographic breakdown of index scores can provide insight into who respondents are according to their approval of previous investments made in Maize.

The following tables show a respondent's approval of previous investments based on a demographic category. For example, the highlighted cell in the table below shows that Area 3 has the most (39 percent) respondents who are highly approving of previous investments.

Area of Maize

	High	Moderate	Low
Area 1	27%	68%	5%
Area 2	29%	59%	12%
Area 3	39%	53%	8%
Area 4	35%	51%	14%

Years Living in Maize

	High	Moderate	Low
0-4 years	34%	58%	8%
5-9 years	42%	47%	11%
10-14 years	30%	59%	11%
15-19 years	26%	68%	6%
20+ years	32%	61%	8%

Age

	High	Moderate	Low
18-24	51%	50%	0%
25-34	26%	68%	6%
35-44	51%	49%	0%
45-54	27%	65%	9%
55-64	33%	60%	8%
65-74	33%	54%	13%
75+	27%	58%	16%

Gender

	High	Moderate	Low
Female	39%	56%	6%
Male	28%	60%	12%
Prefer not to say	22%	78%	0%

Educational Attainment

	High	Moderate	Low
Did not finish high school	0%	100%	0%
High school graduate or equivalent (GED)	39%	54%	7%
Some college credit, no degree	31%	55%	15%
Associate's degree	34%	62%	4%
Bachelor's degree	36%	55%	9%
Graduate degree	30%	68%	2%

Hispanic/Latino Ethnicity

	High	Moderate	Low
Hispanic/Latino	52%	38%	10%
Non-Hispanic/Latino	33%	60%	7%

Race

	High	Moderate	Low
American Indian or Alaska Native	67%	33%	0%
Asian	50%	0%	50%
Black or African American	0%	100%	0%
Native Hawaiian or Other Pacific Islander	0%	100%	0%
Other	17%	67%	17%
White	35%	58%	8%

Housing Status

	High	Moderate	Low
Own	34%	58%	8%
Rent	41%	47%	12%
Other	22%	78%	0%

Total Household Income

	High	Moderate	Low
Less than \$20,000	30%	70%	0%
\$20,000 - \$39,999	34%	66%	0%
\$40,000 - \$59,999	27%	64%	10%
\$60,000 - \$79,999	41%	53%	7%
\$80,000 - \$99,999	30%	64%	6%
\$100,000 or more	38%	55%	7%

Appendix E: Results Compared to Public Survey

About a week after the survey was sent to a sample of registered voters living in Maize, a public survey was made available for respondents who were not selected to be a part of the sample or who were not registered voters and did not have a chance to be selected. The purpose of this public survey was to solicit input from the wider community while still capturing a statistically valid sample of responses from registered voters. The public survey was promoted on the City's social media and sent to the City's listservs. In total, the public survey received just 17 responses.

Overall, there were very few differences between responses to the public and the sample survey. Public interest and approval of demonstrated trust measures yielded similar results to the sample survey. Interestingly, public survey respondents were less likely (53 percent compared to 86 percent in the sample) to expect to be living in Maize five years from now but more supportive of current growth and development plans (82 percent compared to 69 percent in the sample). There were no notable differences in public respondent answers to questions about general or specific investment strategies. Public survey respondents were more likely (87 percent compared to 64 percent in the sample) to support a tax for widening 119th between 29th and 45th and adding sidewalks, but there were no other differences in support for taxes for specific investments. Public survey respondents supported a one-cent and one-and-a-half-cent tax at similar rates to the sample survey. However, 40 percent of public survey respondents supported a two-cent tax, compared to just 26 percent of sample survey respondents. Demographically, respondents to the public survey were younger than the sample survey respondents.

Appendix F: Themes from Comments

The PPMC used a qualitative coding method to analyze 148 open-ended comments made by survey respondents. The following are themes that emerged, presented in order of prominence, starting with those that were most mentioned in responses.

Streets

Over a third (35 percent) of comments mentioned streets as a top priority for investment. Safety, traffic, and sidewalks were the major subthemes. Many respondents discussed their concern for children's safety and traffic congestion around the schools and during peak school hours. Specific streets most frequently mentioned were 119th Street, 37th Street, and 45th and Tyler.

Investments

About a quarter (28 percent) of comments discussed their investment preferences. In order of response frequency, the subthemes were:

- Parks and recreation options (like more parks, a swimming pool, and bike paths)
- Water system and quality
- Visual appearance (landscaping, property maintenance, etc.)
- Infrastructure
- Focus on maintaining what Maize already has
- Senior center
- Sewer
- A central area
- Library

Housing

Housing was the third theme that emerged. Nearly all the housing-related responses expressed being upset with multi-family housing developments, like duplexes and apartment complexes. The majority of respondents felt homeowners take on a disproportionate tax burden through property taxes which renters do not pay. Some respondents believe attracting renters will have a negative impact on the quality of schools and the sense of community overall.

A much smaller housing subtheme was affordability due to property valuation increases and general inflation.

No Taxes – Sales or Other

Twenty comments explicitly said they do not support any additional taxes; sales tax or other.

Financial Burdens

Ten percent of respondents discussed financial burdens like fixed incomes and increasing taxes. Nine comments said property tax reduction should be a priority.

School District

Respondents discussed the quality of Maize's school district in comments. Interestingly, however, more comments said they felt the quality of schools was declining compared to comments saying the district was high-quality and attractive.

Disapproval of Previous Investments

Some respondents expressed disapproval of previous investments like the amphitheater, or a general lack of knowledge about how money is spent.

Sales Tax Over Property Tax

A small group (9 percent) of comments would support sales tax over property tax. Only one respondent left a comment in support of property tax over sales tax, citing the regressive nature of sales tax.

City Government & Administration

The three main subthemes that emerged from comments about City government and administration were a need for better planning, communication about investment and spending, and code enforcement.

Small Themes

Following are themes discussed in ten comments or less, still in order of most to least frequently mentioned.

- Maize needs more businesses
- Negative impacts of growth already
 - Higher taxes
 - Multi-family housing
 - Traffic
- Proximity to Wichita
 - Able to shop there
 - Would shop in Wichita (or other nearby cities) if there was a sales tax
- Concerns about a sales tax impact on businesses
- Improve street lighting

Appendix G: Full Survey Questionnaire



September 2024

Dear Maize resident,

You have been selected to participate in a community-wide survey. The primary purpose of this survey is to inform the Maize City Council about:

1. Your perceptions of the community, satisfaction with previous community investments, and priorities and expectations for future investments in City tax dollars.
2. Your willingness to pay a City sales tax to offset relying on property taxes and your preferences for how to spend sales tax revenue.

Survey results will be used to help guide decisions regarding a potential sales tax vote.

To ensure objectivity, the Public Policy and Management Center (PPMC) at Wichita State University will provide an independent analysis of the survey information. While overall results will be made public, your individual responses will remain strictly confidential.



PUBLIC POLICY AND
MANAGEMENT CENTER

Make sure to return the survey as quickly as possible. There are two ways to complete the survey:

1. Fill out this postage-paid paper survey and return it, or
2. Scan the QR code and fill out the survey online, on any device. —→



It will take about 8 minutes to complete. If you have any questions or concerns about the survey, please contact Isabel Ebersole at isabel.ebersole@wichita.edu.

Your response is *extremely* important. Thank you for your interest and involvement.

Sincerely,

Maize Community Survey Steering Committee Members

Pat Stivers, *Mayor*
Nick Gregory, *City Manager*
Joe Dessenberger, *Deputy City Manager*
Tristin Terhune, *Assistant City Manager*
Kelly Stephens, *City Treasurer/Finance Officer*

Section 1. Connections to Community

We want to understand why you and other residents chose to live in Maize. This can help us understand your connections to our community.

Please **circle the number** that best describes how much you agree with the following statements.

		Strongly Disagree	Disagree	Agree	Strongly Agree
1	Maize residents choose to live here because of connections to friends and family.	1	2	3	4
2	Maize has a quality school district that attracts families to the community.	1	2	3	4
3	Maize is a well-maintained community with quality existing infrastructure (water, wastewater, streets, drainage, sidewalks).	1	2	3	4
4	Maize is a safe community.	1	2	3	4
5	I support the current growth and development plans for our community.	1	2	3	4
6	I expect to be living in Maize five years from now.	1	2	3	4
7	I am willing to put community interests above personal interests.	1	2	3	4
8	Most people are willing to put community interests above personal interests.	1	2	3	4
9	I am willing to make personal investments to improve the future of Maize.	1	2	3	4
10	Most residents are willing to make personal investments to improve the future of Maize.	1	2	3	4

Section 2. Investment Strategies for Building a Better Community

The following are a variety of strategies for building a better community. We want to know which actions you feel will make Maize a better place to live and improve the long-term wellbeing of the community.

Please **circle the number** that best describes how much you agree with the following statements.

“The long-term wellbeing of the community can best be improved through investments that....”

		Strongly Disagree	Disagree	Agree	Strongly Agree
1	Focus on infrastructure such as street, sidewalk, and drainage improvements.	1	2	3	4
2	Add new recreation options.	1	2	3	4
3	Improve the visual appearance of the community.	1	2	3	4
4	Attract more shopping, dining, and entertainment options.	1	2	3	4
5	Maintain a high level of public safety through our police department.	1	2	3	4
6	Maintain our high-quality park, public facilities, and local gathering spaces.	1	2	3	4
7	Develop public transportation options.	1	2	3	4
8	Support adequate childcare options in or near Maize.	1	2	3	4

Section 3. Satisfaction with Previous Investments

We would like your feedback about how well you feel the City of Maize has spent public funds in the past.

Please **circle the number** that best describes your level of satisfaction with the following investments.

		Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
1	City Park (including playground, skateboard park, splash pad, and community building)	1	2	3	4
2	Amphitheater	1	2	3	4
3	Academy Arts Street Project	1	2	3	4
4	Sidewalks along 119th Street, Maize Road, and 45 th Street	1	2	3	4
5	Wastewater Treatment Plant Improvements	1	2	3	4

Section 4. Specific Community Investment Decisions

We need your input on community investments and how to best use limited city resources.

Please **circle the number** that best describes whether you find a particular option below acceptable.

		Definitely Unacceptable	Probably Unacceptable	Probably Acceptable	Definitely Acceptable
Decision 1. Infrastructure					
1	Widening of 119 th between 29 th & 45 th and sidewalks to improve safety & traffic flow	1	2	3	4
2	Modernization of the Tyler Road & 45 th Street corridor to enhance walkability & safety	1	2	3	4
3	New sidewalks in neighborhoods to improve walkability and connectivity	1	2	3	4
Decision 2. Parks and Recreation					
1	Buying land for new parks	1	2	3	4
2	Maintenance of existing parks	1	2	3	4
3	Senior center	1	2	3	4
4	Additional amenities for the existing City Park:				
4a	Play structures accessible to kids with physical and cognitive disabilities	1	2	3	4
4b	Dog park (fenced area for off-leash play)	1	2	3	4
4c	Pickleball court	1	2	3	4
4d	Community garden	1	2	3	4
4e	Walking path	1	2	3	4

Section 5. Support for a Sales Tax

This section provides a better understanding of your investment priorities for improving the community and your support for adopting a sale tax to pay for them.

Please **circle the number** that best describes your support to adopt a sales tax to pay for each of the investments listed below.

		<u>Definitely DON'T Support</u>	<u>Probably DON'T Support</u>	<u>Probably Support</u>	<u>Definitely Support</u>
Decision 1. Infrastructure					
1	Widening of 119 th between 29 th & 45 th and sidewalks to improve safety & traffic flow	1	2	3	4
2	Modernization of the Tyler Road & 45 th Street corridor to enhance walkability & safety	1	2	3	4
3	New sidewalks in neighborhoods to improve walkability and connectivity	1	2	3	4
Decision 2. Parks and Recreation					
1	Buying land for new parks	1	2	3	4
2	Maintenance of existing parks	1	2	3	4
3	Senior center	1	2	3	4
4	Additional amenities for the existing City Park:				
4a	Play structures accessible to kids with physical and cognitive disabilities	1	2	3	4
4b	Dog park (fenced area for off-leash play)	1	2	3	4
4c	Pickleball court	1	2	3	4
4d	Community garden	1	2	3	4
4e	Walking path	1	2	3	4

Section 6. Tax Rate

Overall, we want to better understand the level of investment you're willing to support. A potential benefit of a sales tax is the ability to broaden the revenue base. Unlike property taxes, which are paid only by residents, a sales tax would generate revenue from everyone who shops in Maize, including non-residents. This additional revenue could help fund community investments and reduce the City's reliance on property taxes.

For example, a 1-cent sales tax is estimated to be a 6-mill equivalent in property taxes. By implementing a sales tax, the City could lessen the need for higher property taxes or expedite funding for necessary or wanted projects.

Below are the estimated annual revenues for the City of Maize from various sales tax rates, based on Sedgwick County's sales and use tax collections.

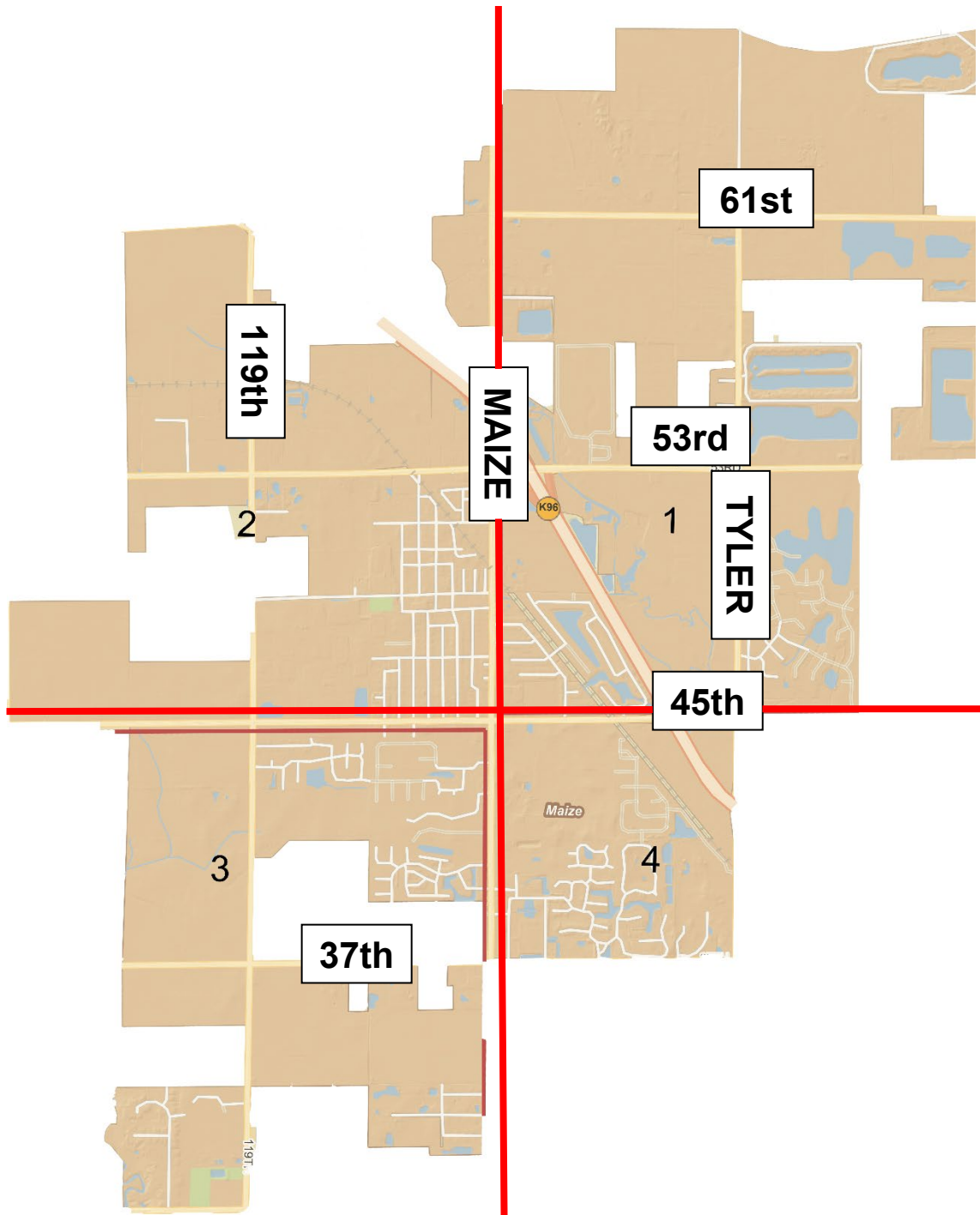
- 1 cent ≈ \$500,000
- 1.5 cents ≈ \$750,000
- 2 cents ≈ \$1,000,000

Please **circle the number** that you feel is an appropriate amount that we should ask residents and visitors to pay for community investments.

Tax rate		<u>Definitely</u> NOT appropriate	<u>Probably</u> NOT appropriate	<u>Probably</u> appropriate	<u>Definitely</u> appropriate
1	One (1) cent	1	2	3	4
2	One and a half (1.5) cent	1	2	3	4
3	Two (2) cents	1	2	3	4

Section 7. Resident Profile

The following information is very important to help us understand differences in values and priorities between groups of residents. Your individual responses will remain **strictly confidential**.



According to the map above: Which area of the City of Maize do you live in?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ I don't live in Maize

How long have you lived in Maize?

- ☐ 0-4 years
- ☐ 5-9 years
- ☐ 10-14 years
- ☐ 15-19 years
- ☐ 20+ years
- ☐ I don't live in Maize

What is your age?

- ☐ Below 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75+

What is your gender?

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Prefer to self-describe (please specify): _____
- ☐ Prefer not to say

What is the highest level of school you have completed?

- ☐ Did not finish high school
- ☐ High school graduate or equivalent (GED)
- ☐ Some college credit, no degree
- ☐ Associate's degree
- ☐ Bachelor's degree
- ☐ Graduate degree

Are you Hispanic or Latino?

- ☐ Yes
- ☐ No

How would you describe yourself? (Select all that apply)

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White
- ☐ Other (please specify): _____

What is your housing status?

- ☐ Own
- ☐ Rent
- ☐ Other (please specify): _____

What is your total household income?

- ☐ Less than \$20,000
- ☐ \$20,000 - \$39,999
- ☐ \$40,000 - \$59,999
- ☐ \$60,000 - \$79,999
- ☐ \$80,000 - \$99,999
- ☐ \$100,000 or more

COMMENTS: