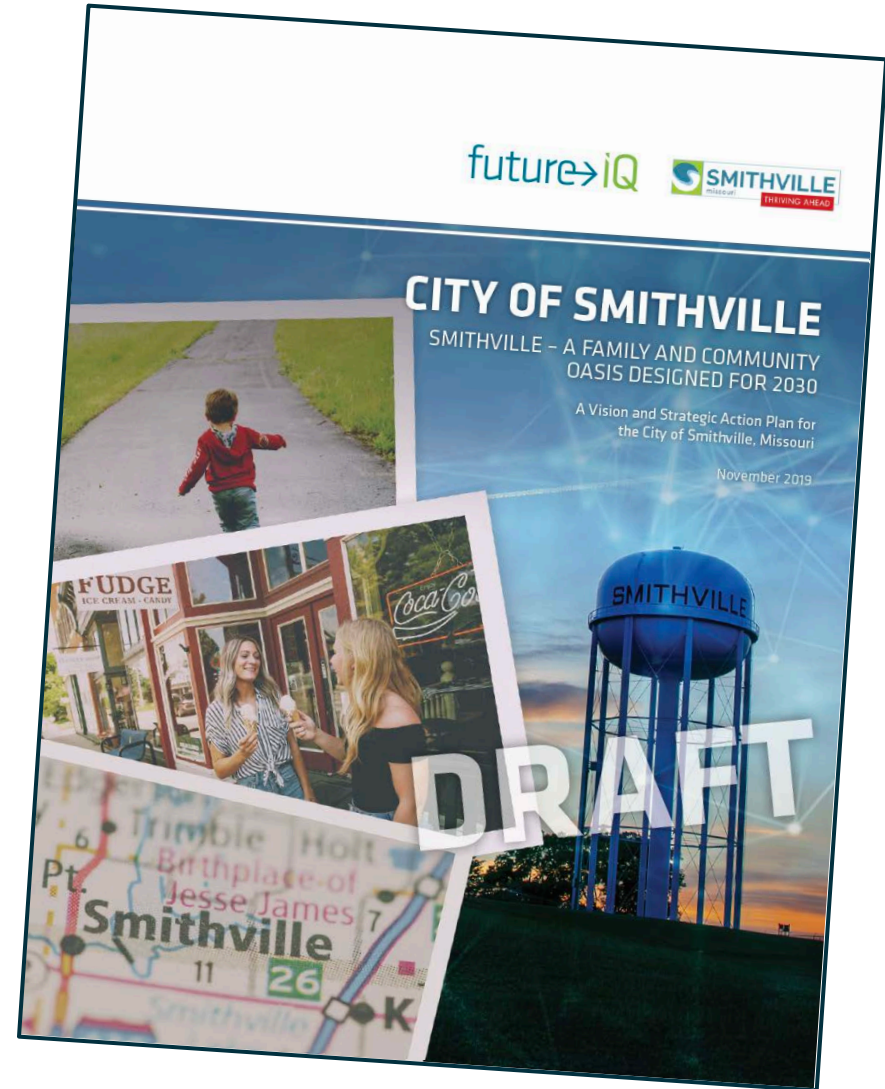


# Launch program

- **Step 1** – Recap on process
- **Step 2** – Strategic Pillars
- **Step 3** – Next steps



**Extensive Community Survey**

April - November 2019

**Scenario Planning Think Tank Workshop**

June 2019

**Community Engagement Sessions**

June and September 2019

**Reconvened Think Tank  
Workshop**

September 2019

**Youth and Focus Groups**

September 2019

**Data Driven  
Consensus-Based  
Vision**

November 2019



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Create Future Intelligence®



## HIGH SCHOOL YOUTH ENGAGEMENT

Over 350 students  
with 321 surveys completed **350+**

## FOCUS GROUPS

5 workshops;  
60 participants **60+**

## RECONVENED THINK TANK

40  
participants **40**

# CITY OF SMITHVILLE COMMUNITY ENGAGEMENT

## COMMUNITY SURVEY

**470+** Over 470  
responses

## THINK TANK WORKSHOPS

**70+** Over 70  
participants

## ENGAGEMENT WORKSHOPS

**67** 6 workshops;  
67 participants

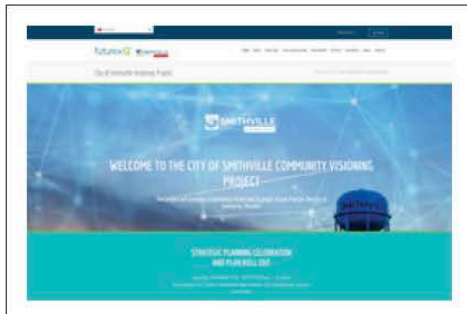
## ENGAGEMENT WRITTEN FEEDBACK COLLECTED

**111** 111 detailed  
responses



# Engagement and Research Results

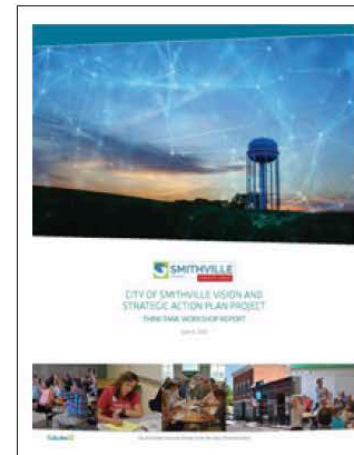
Benchmark Study  
Community Survey  
Youth Survey  
Think Tank  
Vision Survey



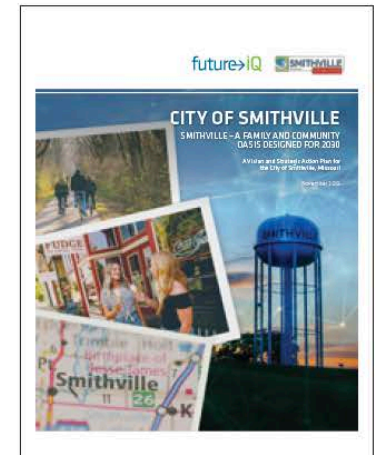
Smithville Community  
Engagement Portal



Smithville Community Profile  
and Benchmark Analysis  
Report



Smithville Scenario-Based  
Think Tank Report  
June 2019

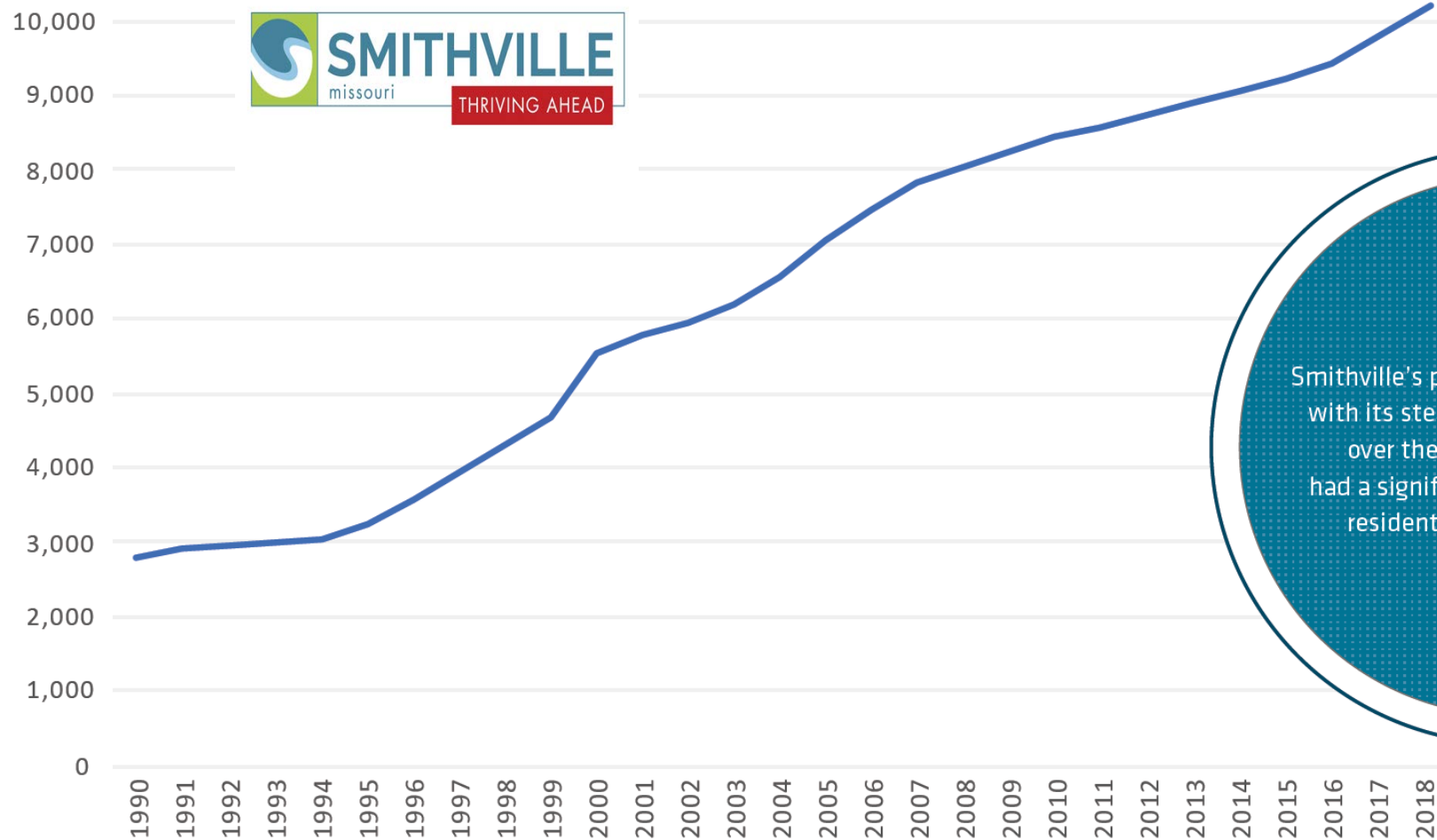


Smithville Vision and Strategic  
Action Plan  
November 2019

# City of Smithville Benchmark Results



# Population change for City of Smithville, Missouri (1990 - 2018)



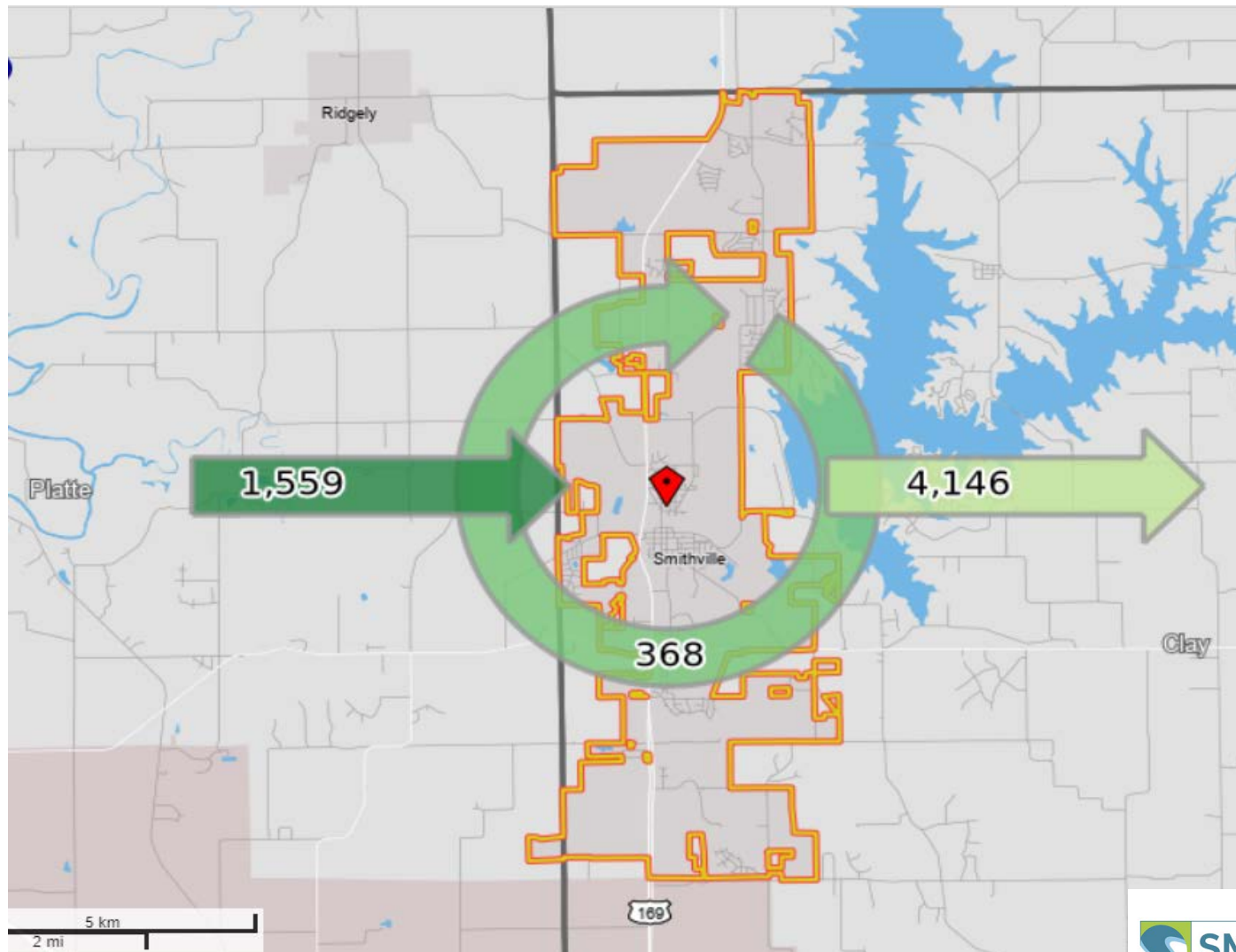
Smithville's population growth with its steady rapid increase over the past 27 years has had a significant effect on its residents and businesses.

# Residents age profile for Smithville, 2017



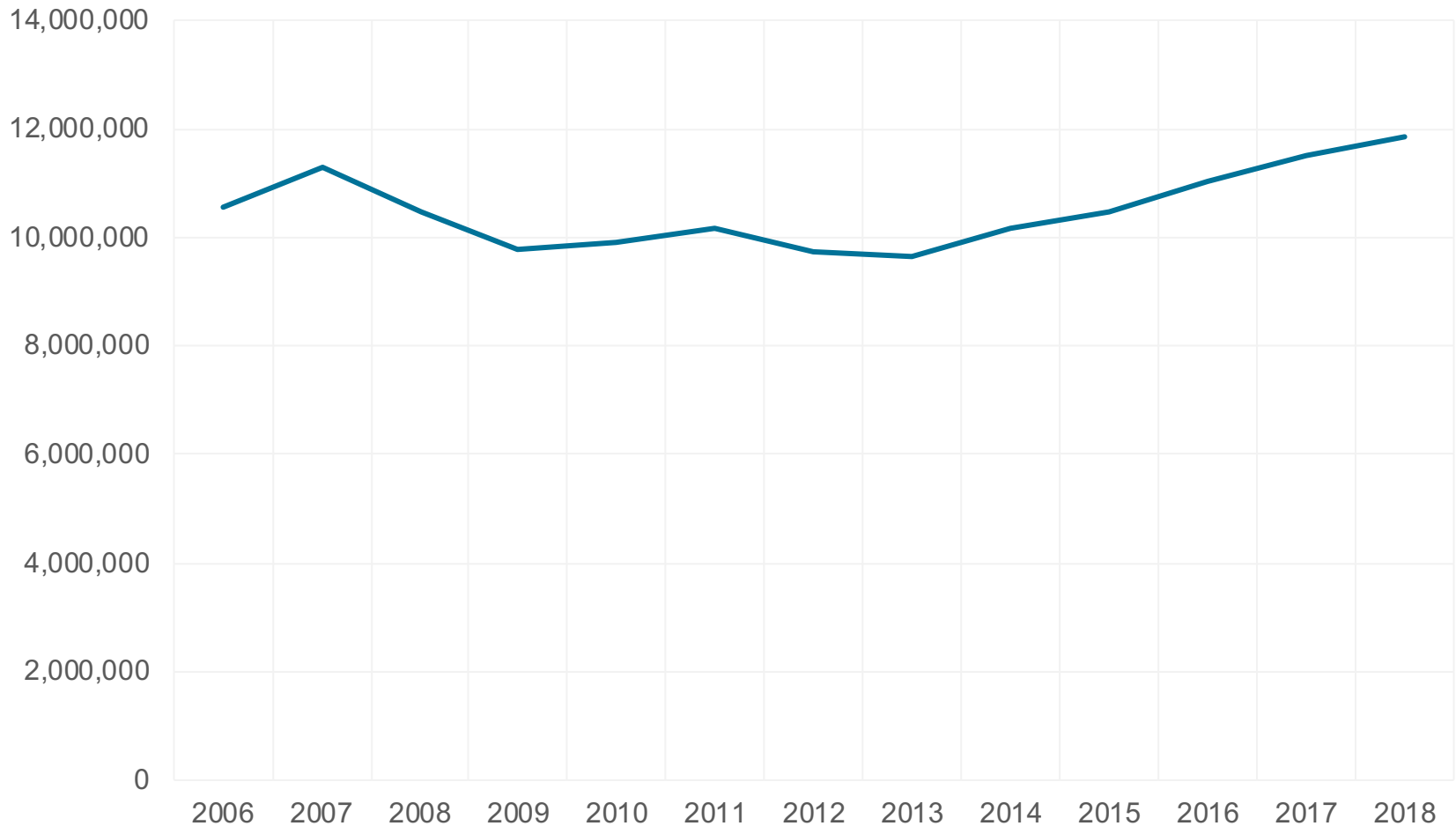


# Inflow and Outflow of commuters



Source: 2015 Longitudinal Employer-Household Dynamics: <https://onthemap.ces.census.gov/>

# Traffic data of Kansas International Airport (MCI) - Passengers per year



***Source: Kansas International Airport (MCI) Traffic Statistics***



# WELCOME TO THE FUTURE iQ® RESEARCH LABORATORY

## Exploring the Future - Community and Stakeholder Engagement Laboratory

The Future iQ research laboratory offers an interactive stakeholder and community engagement portal for our key projects and surveys. The laboratory aims to accelerate shared learning and gather key insights on emergent trends.

# City of Smithville Community Survey



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City of Smithville Visioning Project

Community Survey >

Vision Survey >

About the Survey

Respondent Age and Ethnicity

Residency and Years Living in Smithville

Respondents Affiliations and Interests

Interactive Charts >

Open Ended Questions >

Importance of a Shared Vision >

Project

Key Factors - Average Data

Key Factors - Residency Length Cohort Data

Key Factors - Importance in Future

Key Factors - Nature of Change

Key Factors - Preparedness



## WELCOME TO THE CITY OF SMITHVILLE COMMUNITY VISIONING PROJECT

This project will produce a Community Vision and Strategic Action Plan for the City of Smithville, Missouri

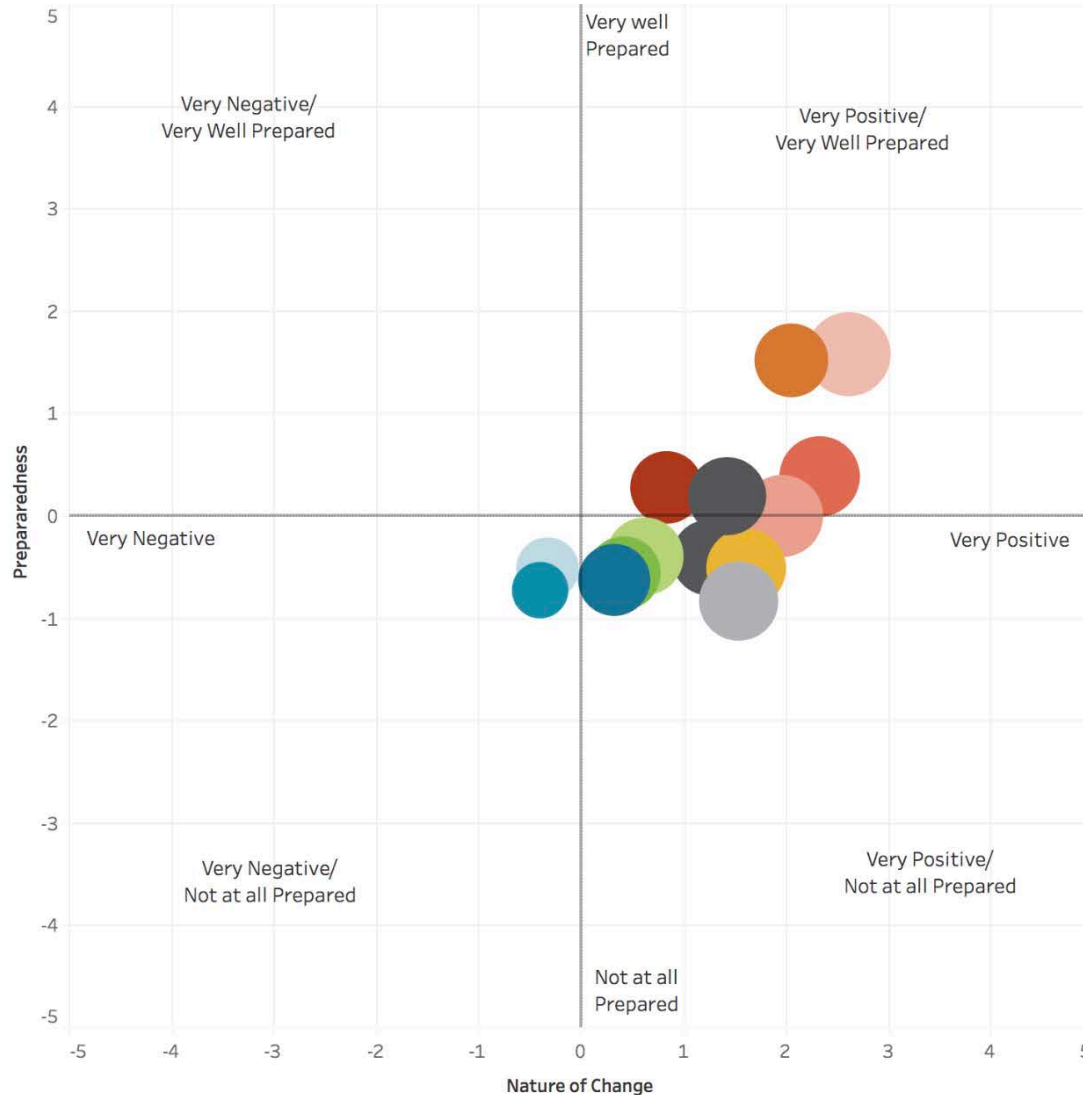


## Key Factors - Average Data

X-axis - Nature of change (Scale: -5 = Very negative; +5 = Very positive)

Y-axis - Preparedness for change (Scale: -5 = Not at all prepared; +5 = Very well prepared)

Size of circle - Importance in the future (Scale: 1 = Not at all important; 10 = Critically important)



Age Group

(All)

Ethnicity

(All)

How Long Lived/Worked in Smithville

(All)

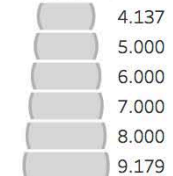
Interested In

(All)

Topic

- Aging population of the commu...
- Autonomous vehicle technology
- Changing long term weather co...
- Cost and access of eldercare
- Cost and access of healthcare
- Economic diversification such...
- Housing options and types of h...
- Job market and availability in S...
- Proximity to Kansas City airport
- Quality of education
- Quality of public infrastructure...
- Recreational opportunities
- Trends in agriculture
- Workforce and skills levels

Importance



# Smithville Youth Survey



English

Future iQ >>

LAB HOME

future→iQ®



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City of Smithville Visioning Project

Community Survey >

Vision Survey >

Youth Survey >

Lab / City of Smithville Visioning Project

About the Survey

Profile Information >

Interactive Charts >

Perception of Future Charts >

Open Ended Questions >

Categorized Responses >

Shared Vision >

Most exciting future trends

Most concerning future trends

How to be best prepared for the future

What does Smithville need to be doing to be prepared for the future

Advantages of living in Smithville

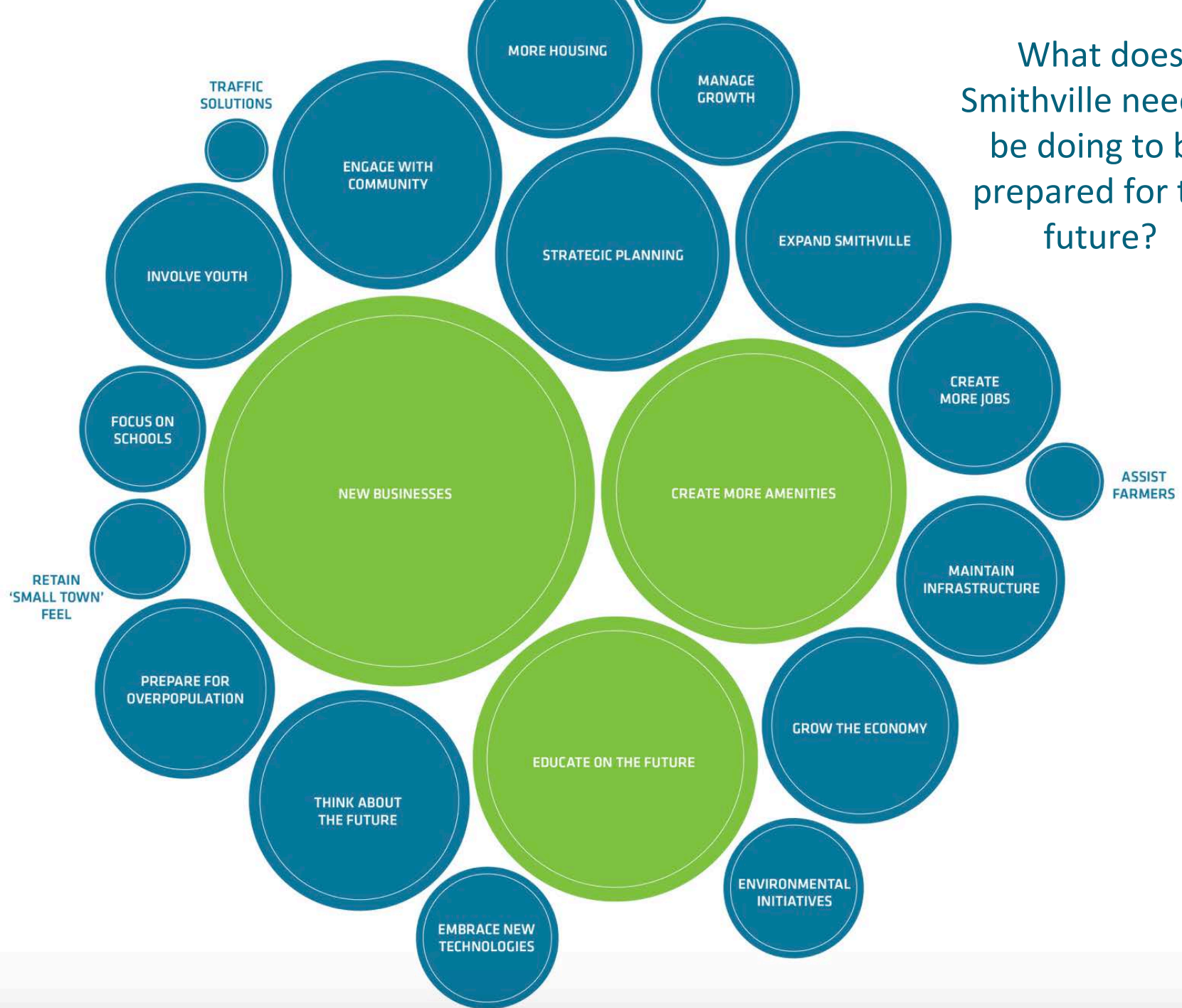
How should Smithville change over the next 10 years



## WELCOME TO THE CITY OF SMITHVILLE COMMUNITY VISIONING PROJECT

This project will produce a Community Vision and Strategic Action Plan for the City of Smithville, Missouri

What does  
Smithville need to  
be doing to be  
prepared for the  
future?





# City of Smithville Think-Tank 8 June 2019

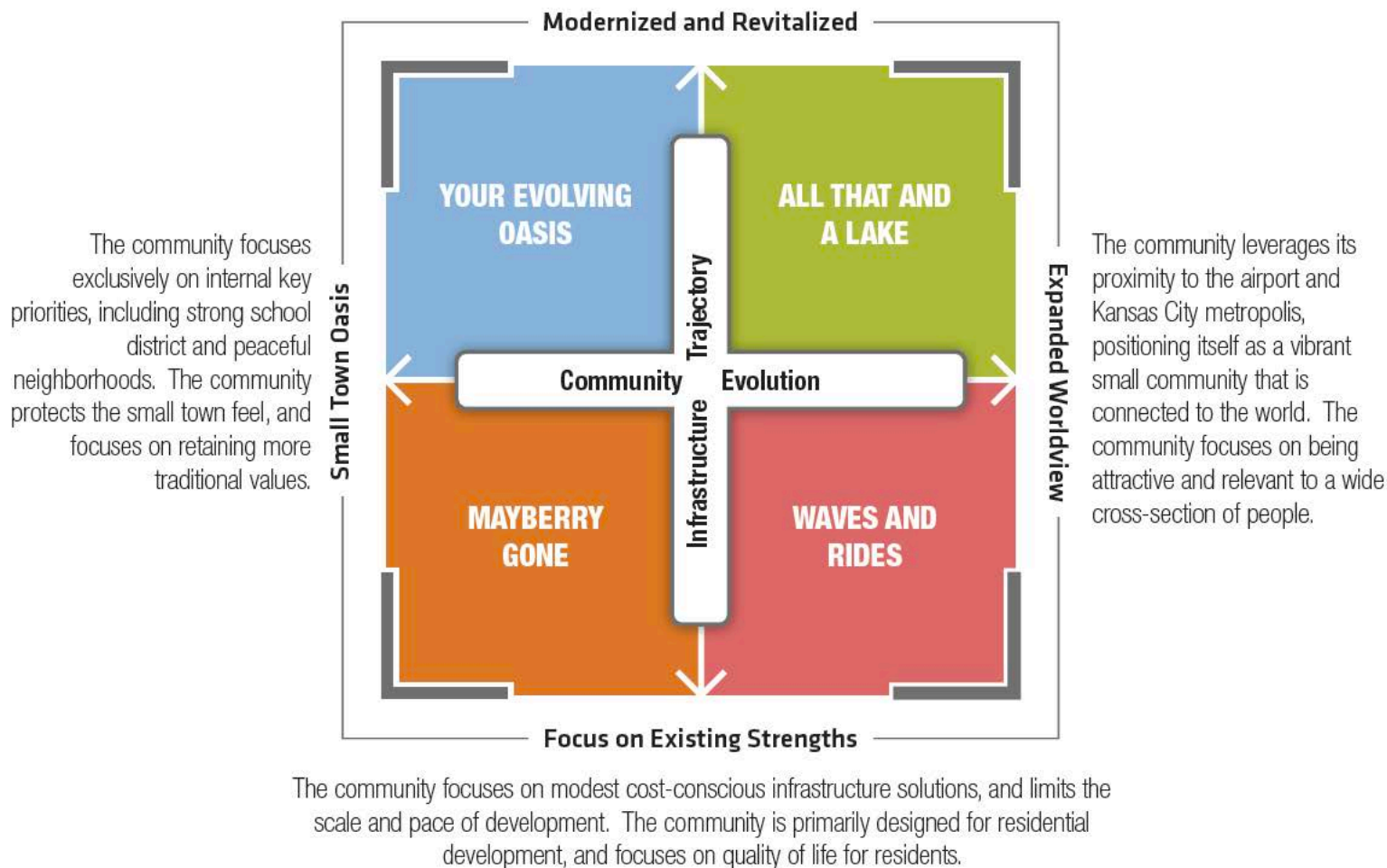




A

B

There is a focus on investing in infrastructure solutions that embrace new technology and offer quality amenities. The community invests in creating a range of innovation areas, such as downtown corridor, recreation zones and new business development.



A

D

B

C

D

C

# City of Smithville Vision Survey



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City of Smithville Visioning Project

- Community Survey >
- Vision Survey >

About the Survey

Respondent Age

Respondent Ethnicity

Residency

Relationship to Smithville

Affiliation

Interests

Interactive Charts >

Important Themes >

Written Responses >

Shared Vision >

Heat Map - Expected and Preferred Future - All Data

Heat Map - Expected and Preferred Future - Cohort Data

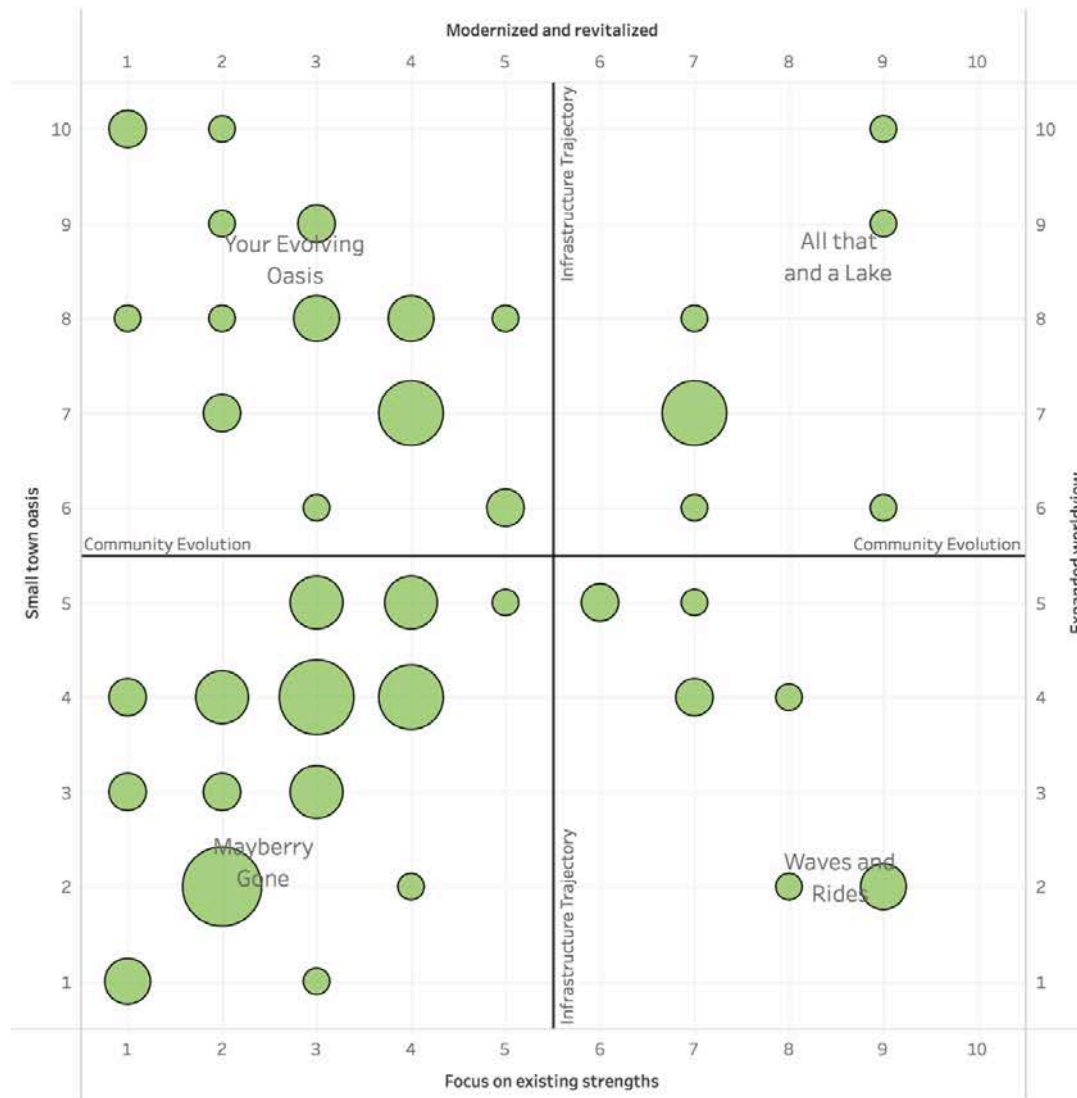
Heat-map - Scenario Matrix Validation Chart - All data

Heat-map - Scenario Matrix Validation Chart - Cohort data

## WELCOME TO THE CITY OF SMITHVILLE COMMUNITY PROJECT

This project will produce a Community Vision and Strategic Action Plan for the City of Smithville, Missouri

## Expected X Preferred - All Data



(All)

Ethnicity  
(All)

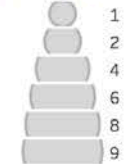
How Long Lived/Worked in...  
(All)

Relationship  
(All)

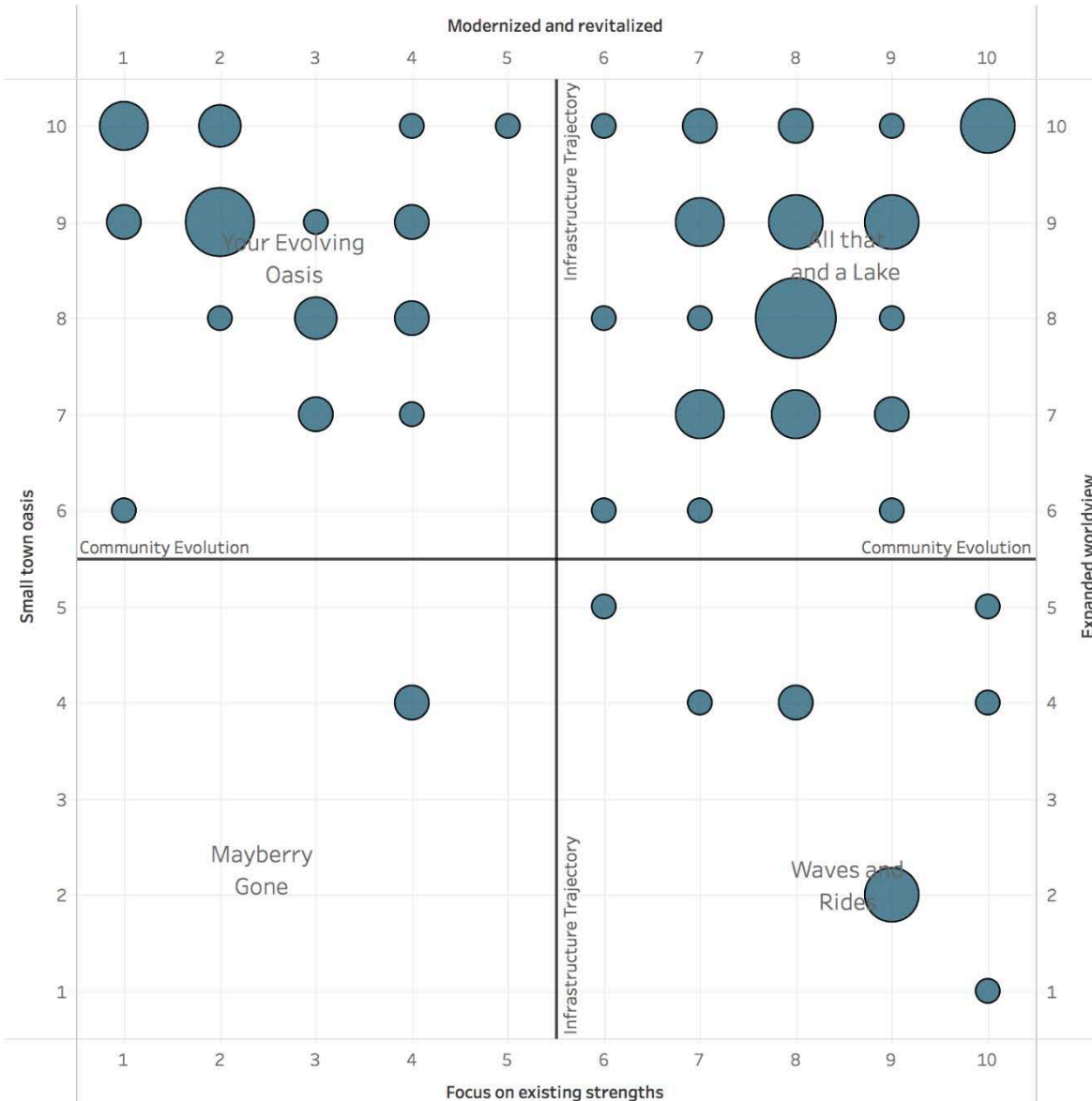
Most Interested In  
(All)

Future  
Expected  
☐ (All)  
☒ Expected  
☐ Preferred

Respondents



## Expected X Preferred - All Data



Age Group

(All)

Ethnicity

(All)

How Long Lived/Worked in...

(All)

Relationship

(All)

Most Interested In

(All)

Future

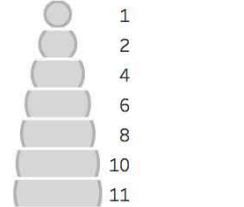
Preferred

☐ (All)

☐ Expected

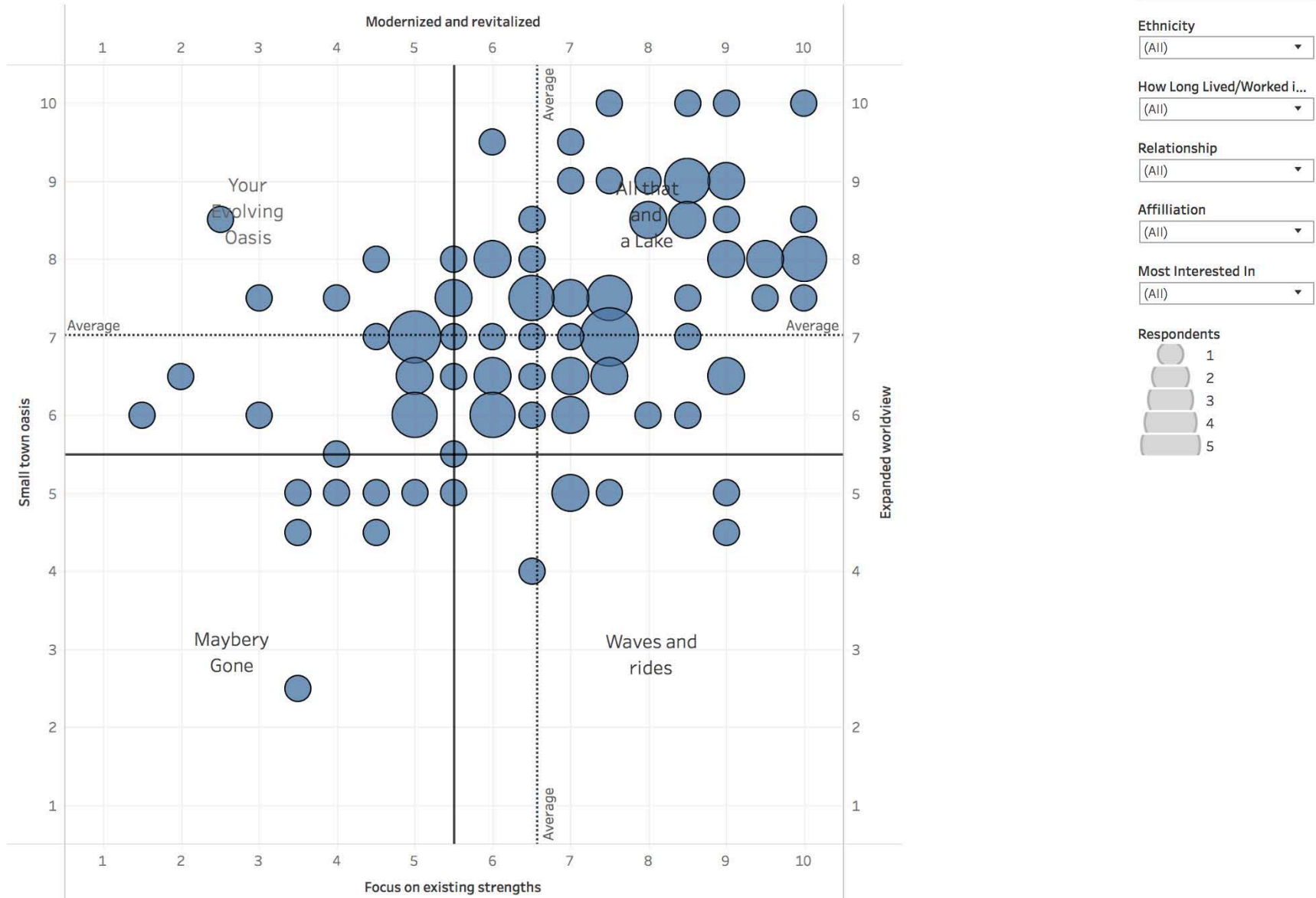
☒ Preferred

Respondents

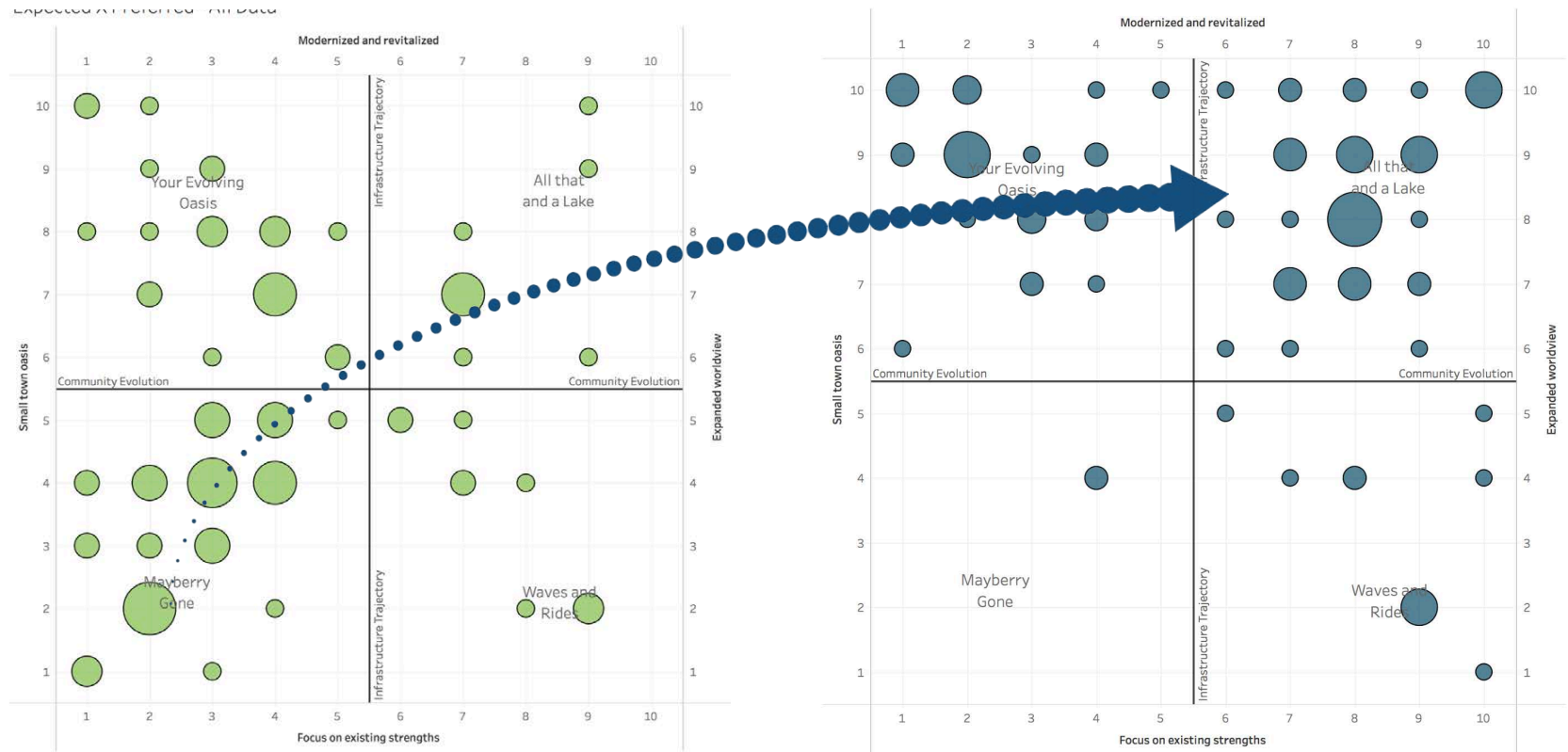




## Scenario Matrix Validation - All Data



# Closing the gap



# Importance of “Small Town Feel”

How would you define “small town feel” or “small town oasis” in the context of Smithville?



# City of Smithville Strategic Action Plan

## STRATEGIC PILLARS





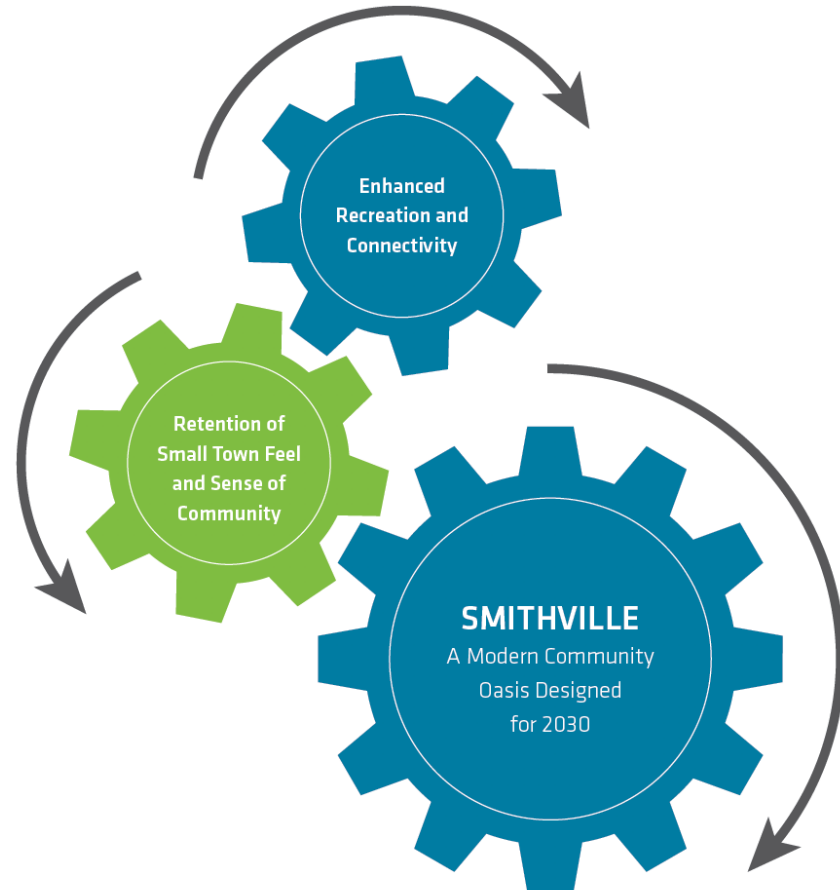
# Strategic Pillars



# Dynamic systems-thinking approach

## Multiple benefits:

- River-walk near the downtown
- Selective annexation of adjacent lands.
- Downtown live and work developments



## STRATEGIC PILLAR - CONTINUED COMMITMENT TO EDUCATION

### 7.1 CONTINUED COMMITMENT TO EDUCATION

#### 7.1.1 IMPORTANCE OF A CONTINUED COMMITMENT TO EDUCATION

The Smithville community places a high value on the local education system. The performance of the schools, and the quality of education, is a key value proposition of the community, and therefore a key economic driver for the city. This has resulted in community expansion, as school-aged families migrate into Smithville. The schools' expertise in innovative programs such as robotics also position it well for the future.

Smithville school systems is creating a high-tech learning and innovation environment. This offers considerable potential in terms of generating a skilled local workforce.



The community visioning process identified several new potential dimensions for education in the community. The population profile of the community is changing, with a larger retiree cohort now residing in the community. This cohort is generally active learners and seek life-long learning opportunities. In addition, much of the US is now in a highly constrained skilled labor market condition, and employers are interested in building connections to potential recruits, as far back as into the school system. This could build the attractiveness of Smithville as a business location, with the larger pool of skilled young students.



#### VALUE TO RESIDENTS:

- The high quality of the schools attracts families, and this is made even more appealing by the relatively low expenditure per student. This educational value for money scenario is a fantastic proposition for many people.
- High performing schools are often a source of great pride for communities, and Smithville is no exception. Leveraging this into a high performing learning community is an interesting and enticing concept.



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## STRATEGIC PILLAR - CONTINUED COMMITMENT TO EDUCATION

### 7.1.2 KEY ACTION AREAS - GOALS FOR 2030

#### 1. Create educational cluster

As Smithville grows, its student population becomes more significant. There is the potential to create a significant high performing educational cluster, and possibly seek to attract a community college campus.

#### 2. Forge strong partnership between School and City

The School District and City of Smithville represent two of the strongest institutions in the community. Both are instrumental in shaping the community and building critical infrastructure. There should be a very close collaborative partnership, to help shape important community discussions and direction. The School Board and City Board of Aldermen have already commenced regular meetings, and this should continue.

#### 3. Industry responsive educational pathways

Connecting students closely with vocational and professional careers pathways will make Smithville more attractive to companies seeking to locate close to talent. Building connection to emerging local technology firms will have multiple benefits.

#### 4. Build a lifelong learning culture

As has been discussed, Smithville is entering a phase where there will be more active retirees living in the community. As people live longer, research is showing that mentally active people enjoy a better quality of life. Programs that support this lifelong learning culture will deliver benefits at many levels. This topic was of interest to a number of participants in the community engagement work.



FutureInsight

#### FUTURE INSIGHTS:

- Smithville has the opportunity to position itself as a smart, learning and educated city with unique geographic positioning.
- The partnership between the School and City could lay the foundation for deeper collaboration in the community. This will help accelerate community progress and help coordinate funding initiatives.



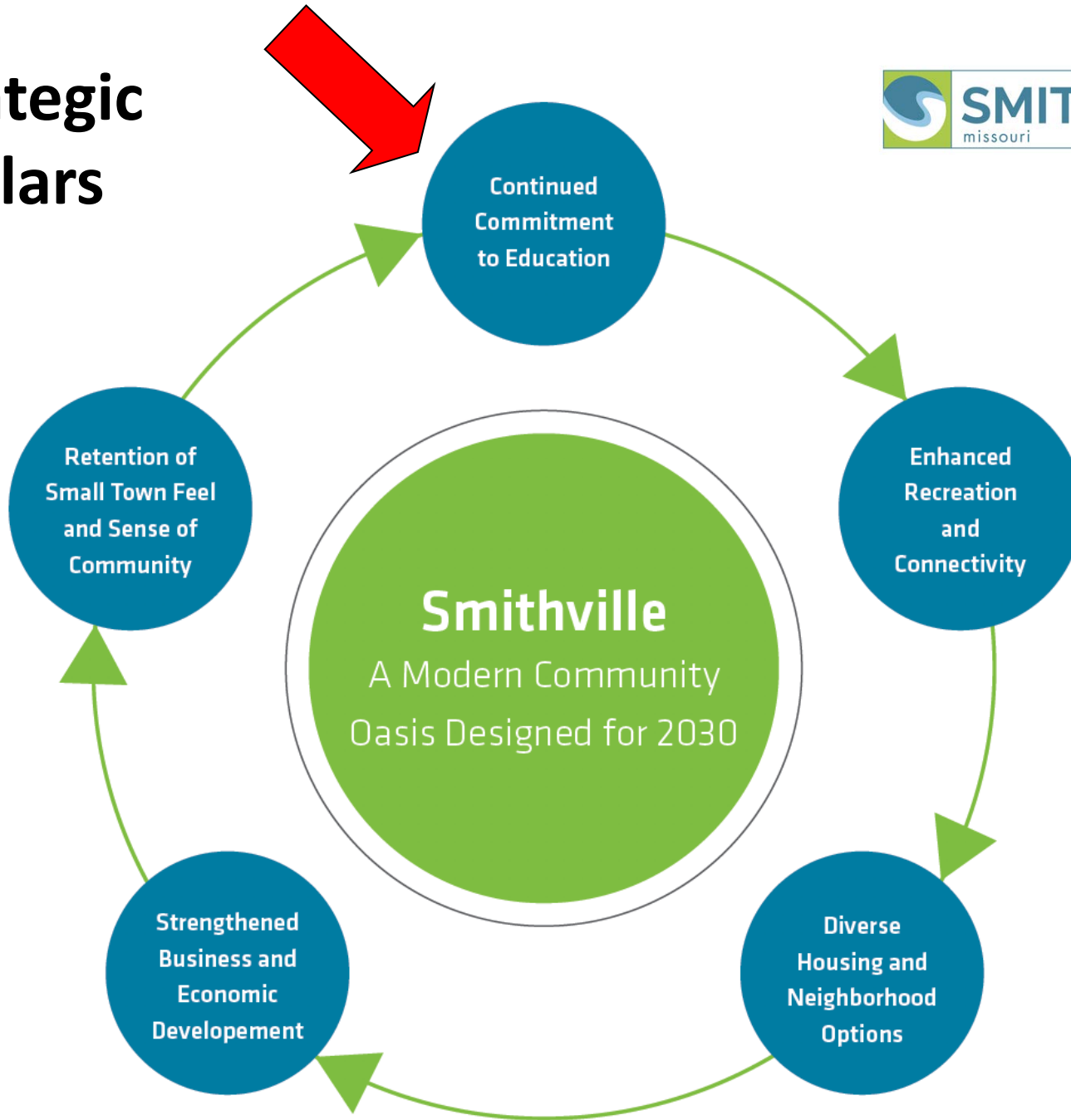
#### BOLD IDEAS:

- Seek to attract a community college campus to Smithville that would anchor a higher education cluster.



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# Strategic Pillars





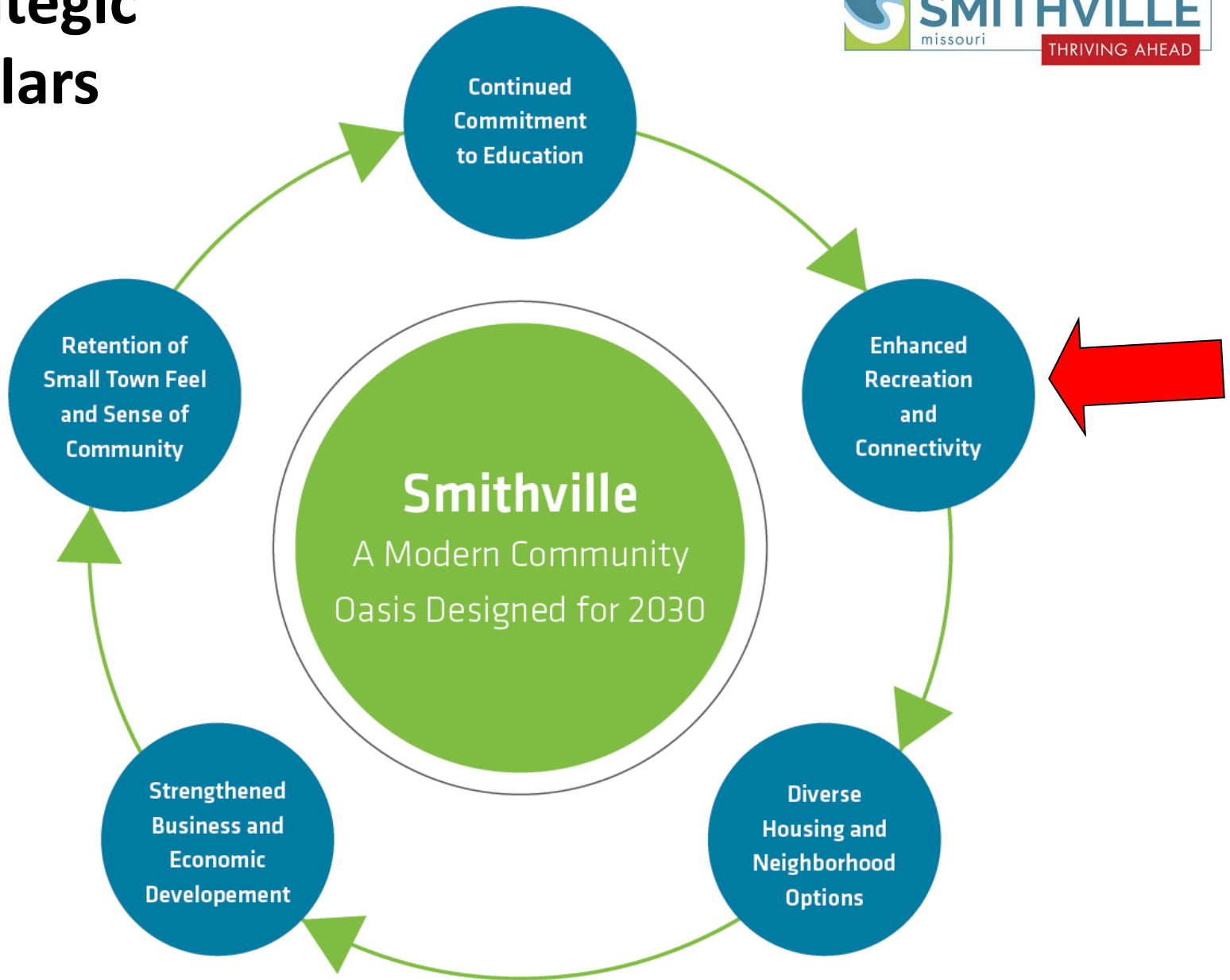
# Continued commitment to education



1. Create educational cluster
2. Forge strong partnership between School and City
3. Create industry responsive educational pathways
4. Build a lifelong learning culture



# Strategic Pillars



## A stylized green and blue graphic showing a cross-section of a city street with various activities and buildings, illustrating the concept of a '15-minute city'. The graphic features a central horizontal line representing the street, with buildings, trees, and people walking. Above the street, there are four circular icons: a person walking a dog, a person jumping, a person on a bicycle, and a person walking. These icons are connected by lines to the central street, suggesting a network of activities and services available within a 15-minute walk or bike ride.

- 
- SMITHVILLE**  
missouri
- THRIVING AHEAD



# Strategic Pillars





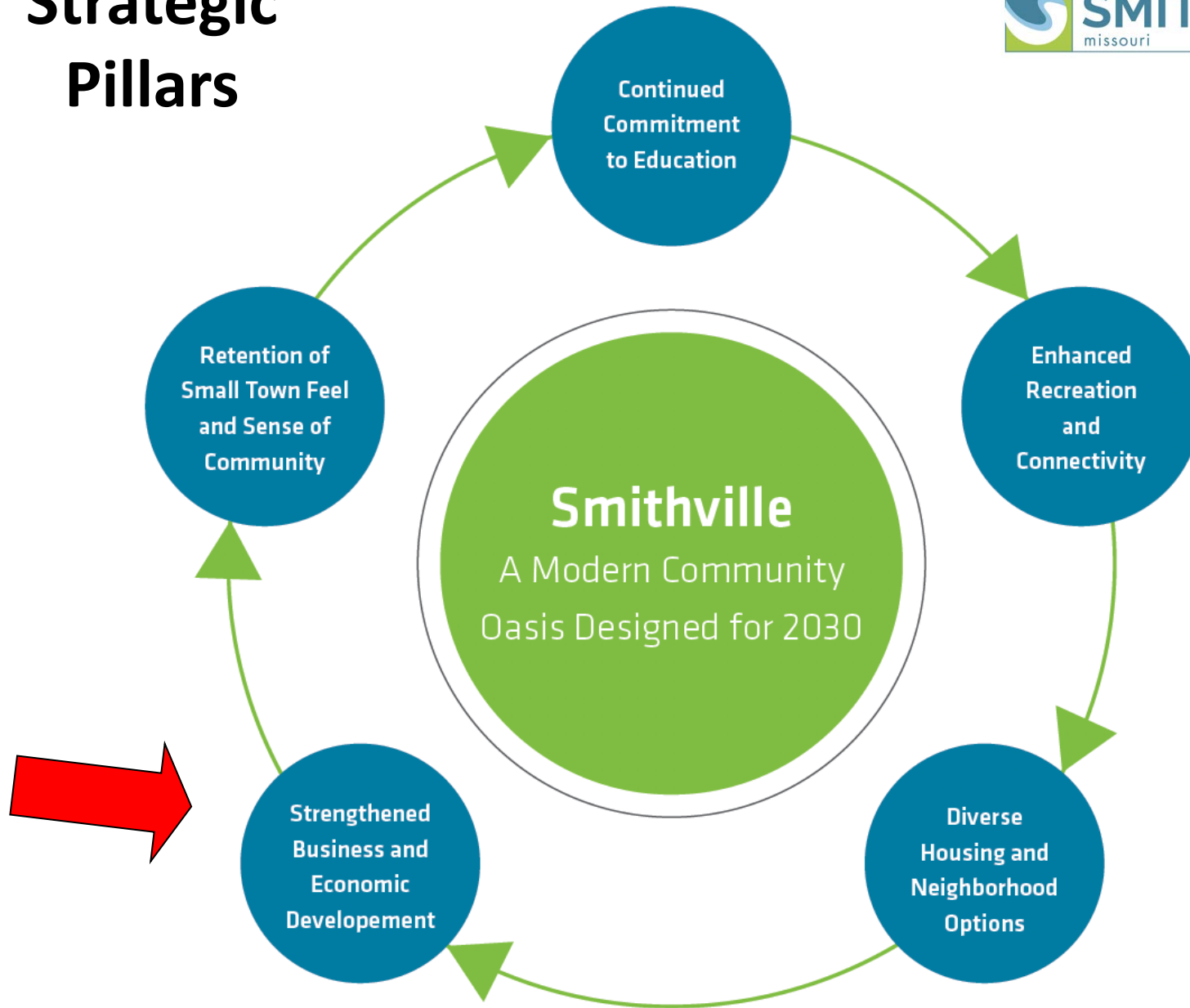
# Diverse housing and neighborhood options



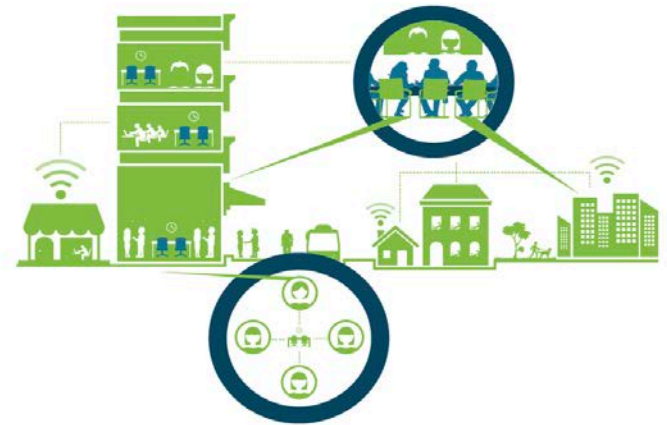
1. Initiate the Comprehensive Planning process
2. Facilitate the availability of more diverse housing options
3. Define and develop neighborhoods nodes
4. Preserve green space and rural feel



# Strategic Pillars



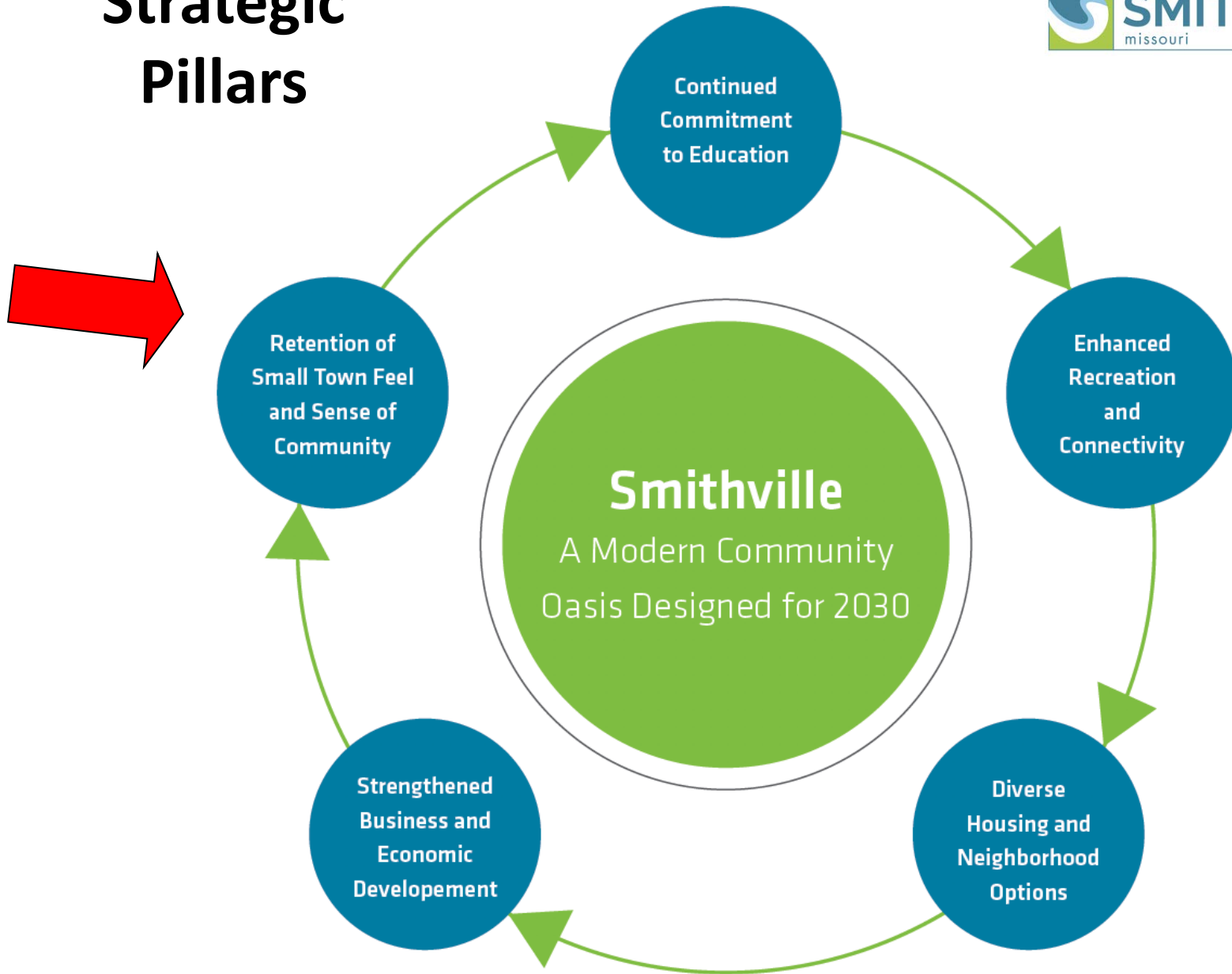
# Strengthened Business and Economic Development



1. Focus on technology and bioscience companies
2. Leverage off airport redevelopment
3. Pursue tourism related business potential
4. Create dedicated industrial zones



# Strategic Pillars





# Retention of Small-Town Feel and Sense of Community



1. Create “Smithville Community Oasis” area
2. Utilize unique signage and promotion
3. Apply design that fosters a small-town feel
4. Embrace environmental practices



# Immediate next steps



- **Forge strong partnerships.**
  - These initial partnerships need to be between City and other key institutional groups, such as the School District, Clay County, and City of Kansas City.
- **Comprehensive planning process.**
  - Provides the ideal mechanism to continue the community engagement and future planning. Allows a way to create the dynamic systems-thinking approach that maximizes the impact of future investments.
- **Recreation and connectivity masterplan.**
  - The recreational and connectivity masterplan is a critical building block for Smithville. This will occur as part of the Comprehensive Planning work and will help define future development patterns.

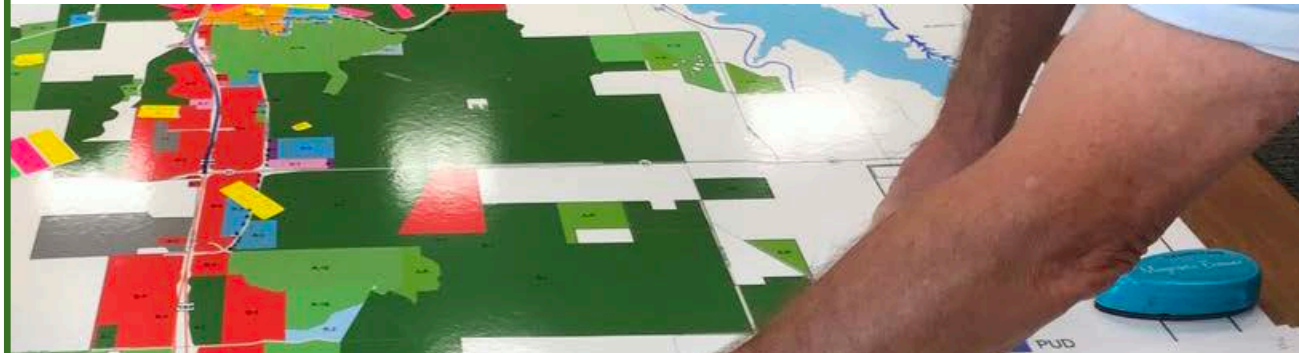
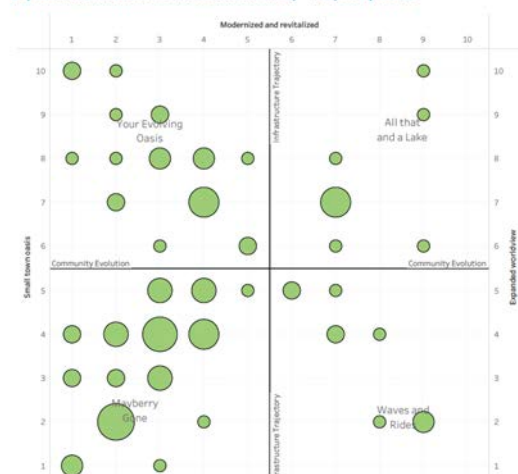


# IMPORTANT TOPICS FOR THE FUTURE

- How to avoid “Mayberry Gone”
- The impact of technology and speed / scale of change
- Community change – trade-offs

The issue of urban sprawl impacts many of the growing metropolises in Midwest USA. With no clear growth boundaries, the trend is for creeping sprawl on the urban fringe.

Expected Future results from vision survey - Mayberry Gone





**Your opportunity and future role:**

**Sign-up to stay involved**

**(Taskforce / working groups on strategic pillars)**

<https://lab.future-iq.com/city-of-smithville/>

