

Councilmember Cain asked what the envelope would look like and if the return address would be to ETC. She thought this might dissuade residents from opening it. Mr. Powell said the representative from ETC did not have any concerns about receiving the minimum number of responses. He said he would follow-up with ETC on what the envelope looks like. He said residents would receive a postcard in the mail if the survey was not completed after a couple of weeks. The postcard will have a QR code for them to take it online.

Councilmember Filla said it might help if the envelope said “on behalf of City of Leawood”. Mr. Powell said he would ask about the envelope. He said there will be a self-addressed-stamped envelope inside the mailing for residents to send it back to ETC. It will look like a standard business reply envelope. This is so that ETC can enter the responses into the database as residents return the survey.

Mayor Dunn said ETC works with cities across Johnson County and do not have any problems getting responses.

Councilmember Osman said he would look at the envelope closer if it if from WaterOne or Evergy. Otherwise, he may shred it. He would look at it much more closely if it said “City of Leawood”.

Councilmember Osman asked if the sample residents are randomly generated. What would a resident do if they did not get the survey but wanted to share their thoughts? Mr. Powell said the mailing would only go to the 2,500-sample group. Once ETC gets close to the 400-response rate, they would open a general online survey for anyone to take. Those responses would be kept separate from the statistically valid results.

Councilmember Osman asked if there was a minimum or maximum number of questions. Mr. Powell said there would be a maximum of five questions. Councilmember Osman asked if we could piggyback another question if there was something else the City wanted feedback on. Mr. Powell said ETC recommended keeping the survey narrowly focused. For instance, the City should not ask a question about animals and another question about developments. Mr. Powell said it might take longer to create the survey if we add unrelated question. He said staff will write the questions and ETC will provide advice on them.

Councilmember Cain said enough information should be provided so residents understand the survey question. She said she was able to find the information in the Leawood Municipal Code. She said Overland Park also included an open-ended question. Mr. Powell said one way we can provide some context to the issue through the cover letter.

Mayor Dunn asked if ETC was going to have an open-ended question on the survey. Mr. Powell said he discussed this with ETC. He said it was a good way to get additional comments on the topic but there is not much the City can do with the information. ETC will not analyze the comments. That would be up to staff to do. He would not recommend open-ended comments. There is not a lot that can be done with that information as it is subjective and sometimes is not related to the survey question.

Councilmember Rawlings said ETC has worked with many governmental entities. They are the experts. Let them do their work as they are the professionals and they know what they are doing. He asked if staff or ETC would write the questions. Mr. Powell said staff would write the questions. ETC will advise staff on wording and answer options.

Mayor Dunn asked who would write the questions. Mr. Powell said he would write them and have the Interim City Administrator and City Attorney look at them. Then he will work with ETC on finalizing the questions.

Councilmember Osman asked how many household there are in Leawood. Mayor Dunn said she thought there about 12,000. Mr. Powell said he would need to ask Mark Klein. Mayor Dunn said Chris Claxton would know because she sends the Park and Recreation brochure. Councilmember Osman asked if there was a way to see where the 2,500 survey are sent to ensure each ward is represented. Mr. Powell said he would send ETC a GIS file with the addresses. The sample will be random but it will represent the entire City. He said if there are any anomalies, ETC can do more targeted outreach.

Councilmember Harrison said she has issues with spending this amount on a survey when only one resident is asking for it. She said she keeps waiting for the day when she gets dozens of emails about his topic and it has not happened. She cannot justify spending this much staff time and resources on a topic that does not seem to concern more than a couple of residents. She said she is worried that social media and misinformation will play some role in how people vote. She said she has serious reservations about the survey.

Mayor Dunn said she was happy to know there is a cover letter.

Councilmember Azeltine said he agrees with what Councilmember Harrison said. There are not many people who are bringing up this topic. He said it sends the wrong message to spend staff time and resources. He said if there is a real uprising around this issue then it might be justified.

Councilmember Filla shared the feelings of Councilmember Harrison and Azeltine. She said surrounding cities addressed the issue already. She wants to handle it very professionally, where we are proving the information to the residents taking the survey and will use statistically valid data to make decisions. She reminded the Governing Body there were two professional representatives who addressed the Council in the past so she feels it is a valid question to ask. It allows the City to address the issue in an unemotional and nonreactive manner. She said she wished this topic had the same amount of public input as the crosswalk discussion. She does not want a divisive approach to this topic. She wants to control the narrative with the cover letter and have information on the City's website with additional information.

Councilmember Cain said she is proud of the level of citizen involvement in Leawood. She is worried about spending \$11,500 and then splitting hairs about the process, which might cause it to not be perceived as statistically valid. She also worries about what the questions will be, how the answer choices are structured, and what the Governing Body does with the information once the survey is complete.

Mayor Dunn asked what happens if someone accidentally threw away his or her survey. Mr. Powell said they would receive a postcard in the mail.

Councilmember Azeltine asked if there is a way to verify the respondents are Leawood residents on the online survey. Mr. Powell said there probably would not be a way to do this but they would have to enter an address. He said he could check with ETC. Mr. Azeltine cautioned the Governing Body about opening an online survey. He said he wants a facts-driven approach and feels as if the online survey opens a door that may not need to be opened. He worried about the next time a resident has an issue. They may want the Governing Body to do a survey to address it.

Councilmember Filla said the Governing Body need to focus on making the right decisions. We have well researched a statistically valid survey.

Mayor Dunn referenced the little free library issue where the Governing Body heard from people in other countries. She thought it would be best to be sure to ask online survey respondents where they live.

Councilmember Rawlings shared the concerns raised by Councilmembers Azeltine and Harrison. He said at some point in time they will have to vote on this issue. He said he would feel more comfortable knowing what the community says about the issue before he votes on it. It is a tool that would help the Council make the right decision.

Councilmember Osman asked how they would review the statistically valid survey and the online survey. Mr. Powell said the City would receive a brief report on the online survey but the results separate from the statistically valid survey.

Councilmember Harrison asked what if they hear back from residents and make a change based on the survey results, would the City still be able to have a dog park that is open to all breeds. Would it open the City up to liability? City Attorney Bennet said currently pit bull dogs are not allowed unless they are a therapy dog or service dog, which cannot have breed restrictions. She said other cities that changed their ordinance now allow pit bull dogs into their dog parks.

Councilmember Larson said in the interest of community engagement and public safety it is important that the City conduct the statistically valid survey. If the City is to proceed, it will be important for the Council and the City's elected leadership keep an arm's length distance from the process so there is no appearance that they were involved. It needs to be done in the most professional and objective way. She trusts ETC with the process. She said Leawood is an outlier in the region as other cities have repealed their bans. She said she only wants to hear form Leawood residents because this decision affects their neighborhoods and their homes.

Councilmember Azeltine agreed with Councilmember Larson. He stated the City has used ETC in the past for a parks survey. He said the Johnson County Parks and Recreation Board also used ETC. He said they are a good firm and the City should use them if they decide to move forward. He said the online survey is not something we should do because it clouds the water and it is not statistical.

Mayor Dunn said the item for discussion is whether to do the statistically valid survey. She did not want the free survey to take up a lot of Mr. Powell's staff time. City Attorney Bennet said ETC would administer the online survey and give that data back to the City. Mr. Powell said ETC would conduct both surveys. They will provide the tabular data for the online survey and a more robust final report on the statistically valid survey.

Councilmember Cain said the compliance rate for animal licensing is very low. She remembered other cities ending their licensing programs. There is no way to know if the dogs at the dog park are licensed and have rabies vaccination. She said it would be important to have information about all the animal rules and regulations from the Leawood Municipal Code on the website. She thought it might be best to eliminate the online survey since it will not be statistically valid.

Councilmember Rawlings asked if the survey could be structured to allow respondents to add additional comments. Mayor Dunn mentioned that Overland Park's survey had something similar. Mr. Powell said he would not recommend it because it is very difficult to filter out responses. He said those responses would not factor into the statistically valid results. He said it is a way to collect more information but it does not affect the statistically valid survey results.

Councilmember Filla said she thinks it is best to stick with the statistically valid survey with the cover letter and simple questions. She said the Governing Body would receive emails and letters about the topic from the residents.

Mayor Dunn said there is an item on the City Council agenda about the survey. She asked for clarification on if the Council wants the online survey too. There was a consensus to do the statistically valid survey and not the online survey. She said she agreed that no one on the Governing Body will be involved with the questions or letter and will keep an arm's length distance from the process.

Mr. Powell said if City Council approves the survey, he would expect a final report by the end of November 2022.

Mayor Dunn adjourned the meeting at 7:05 p.m. and reminded everyone of the City Council meeting at 7:30 p.m.