



WICHITA STATE  
UNIVERSITY

# Budget Simulation Analytics and Previous Year Comparison

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June 2026*

# Purpose of the simulation

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- Communicate budget information to residents
- Help understand residents' budgetary priorities
- Improve the budget process
  - Design
  - Implementation
  - Engagement

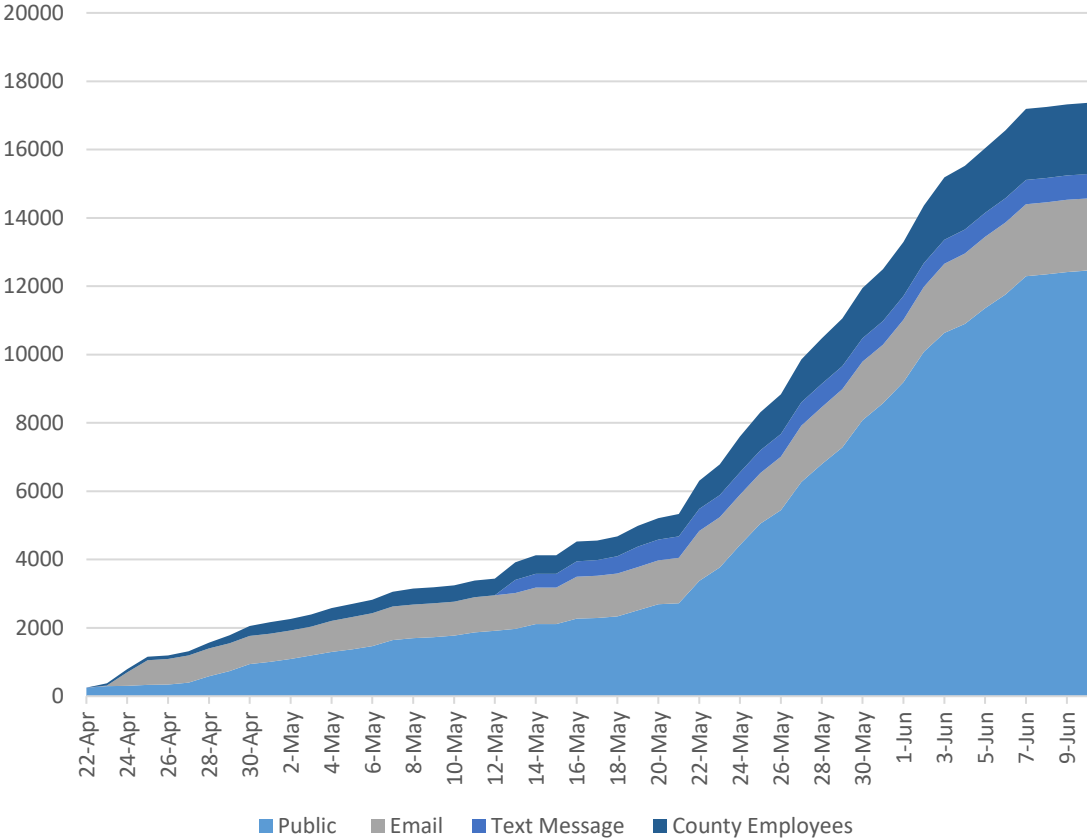
# Overview

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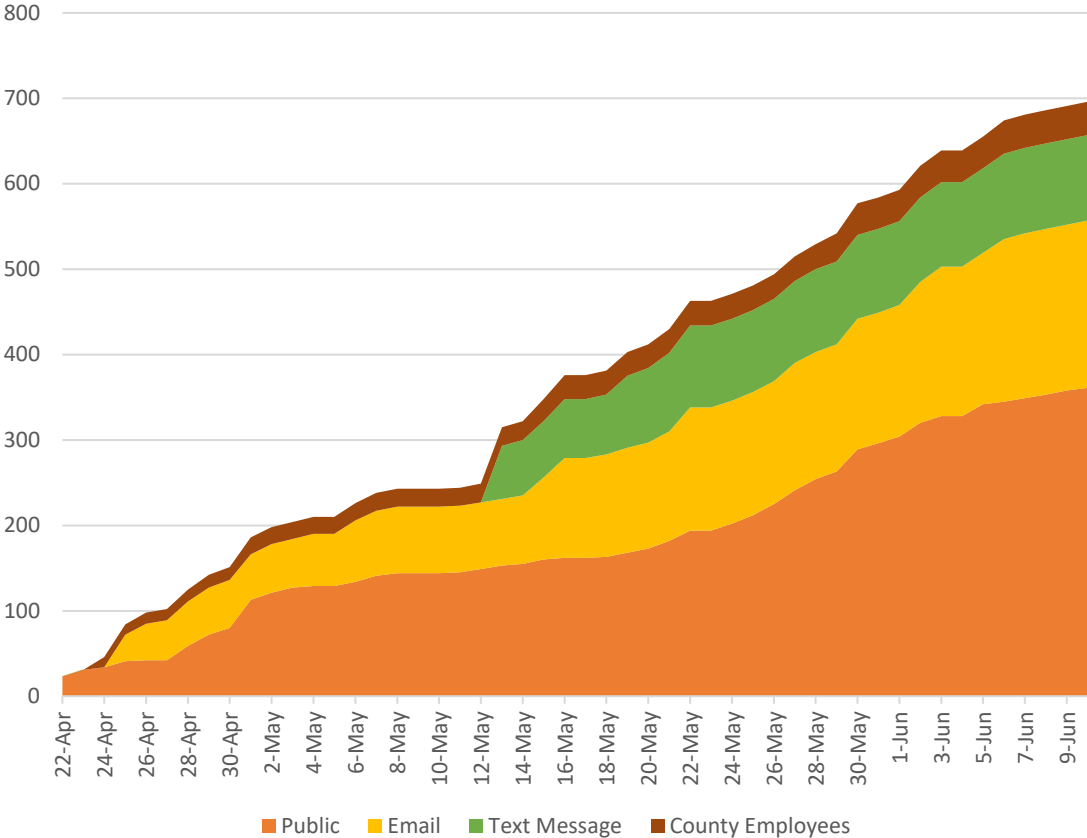
- Increase in Total Page Views—17,370 (vs. 14,809 in 2025)
  - 12,457 Page views for public, 2,829 for email and text
- Increase in Total Submissions—696 (vs. 294 in 2025)
  - 361 public, 196 email, 100 text, 39 county employees
- Average Time Spent on the Page— 4 minutes and 41 seconds (vs 4 minutes in 2025)

# Page views and submissions

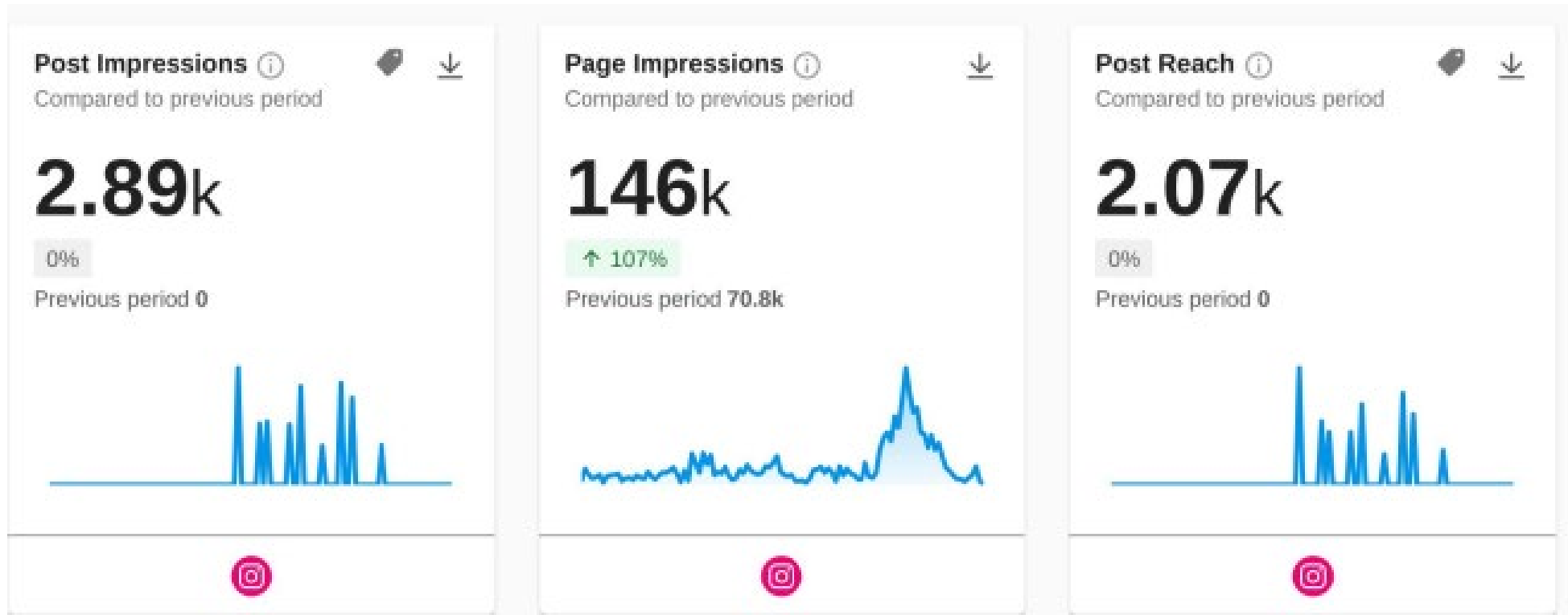
Simulation Page Views



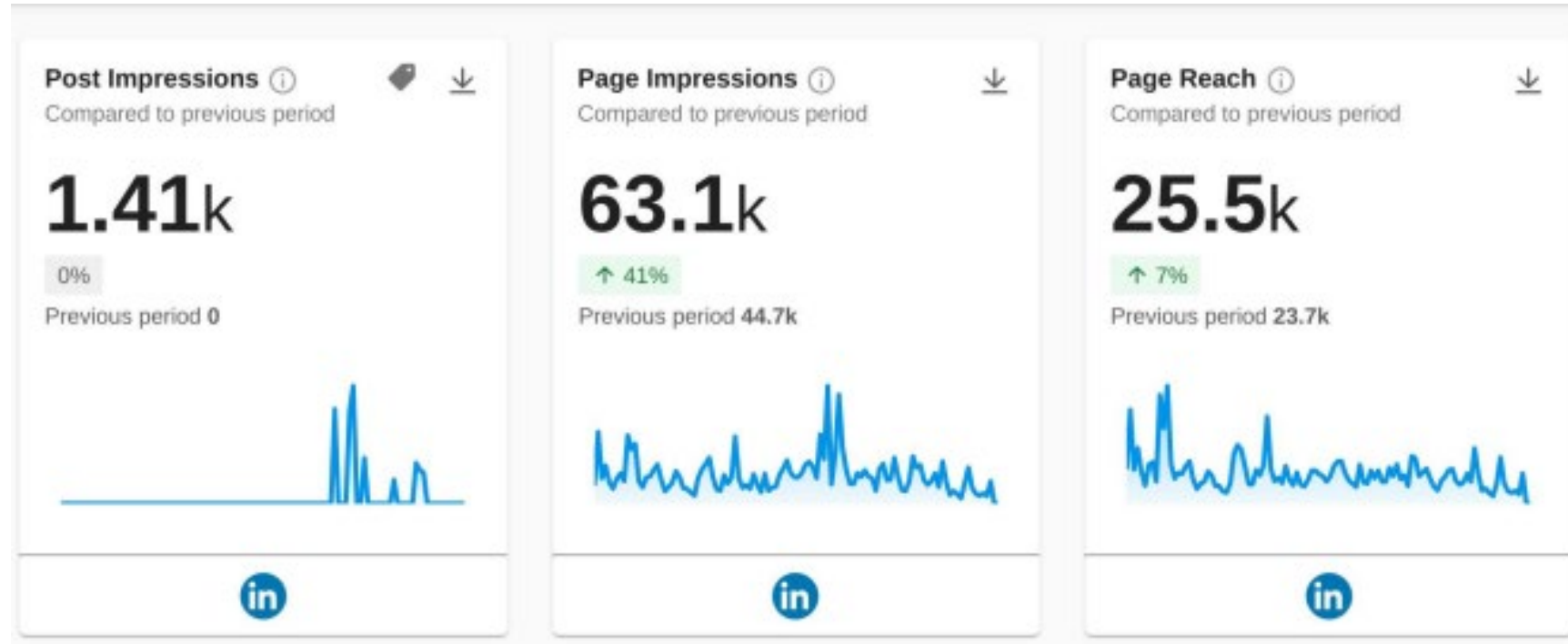
Budget Simulation Submissions



# Instagram Analytics



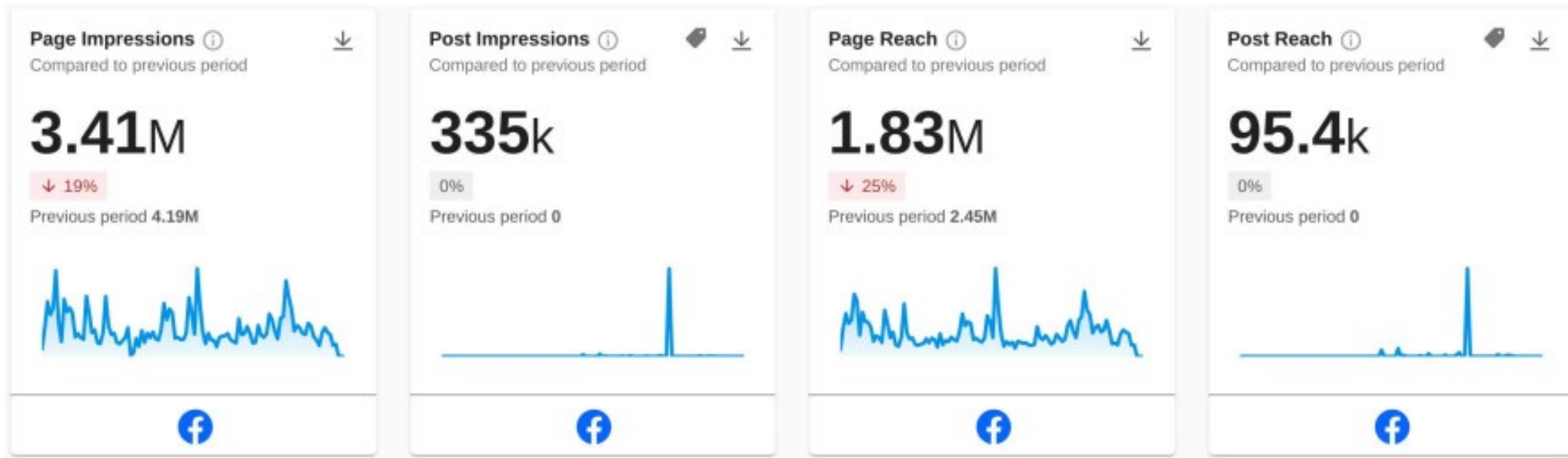
# LinkedIn Analytics



# Twitter (X) Analytics



# Facebook Analytics



# Email and Text Message Response Rate

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- Email

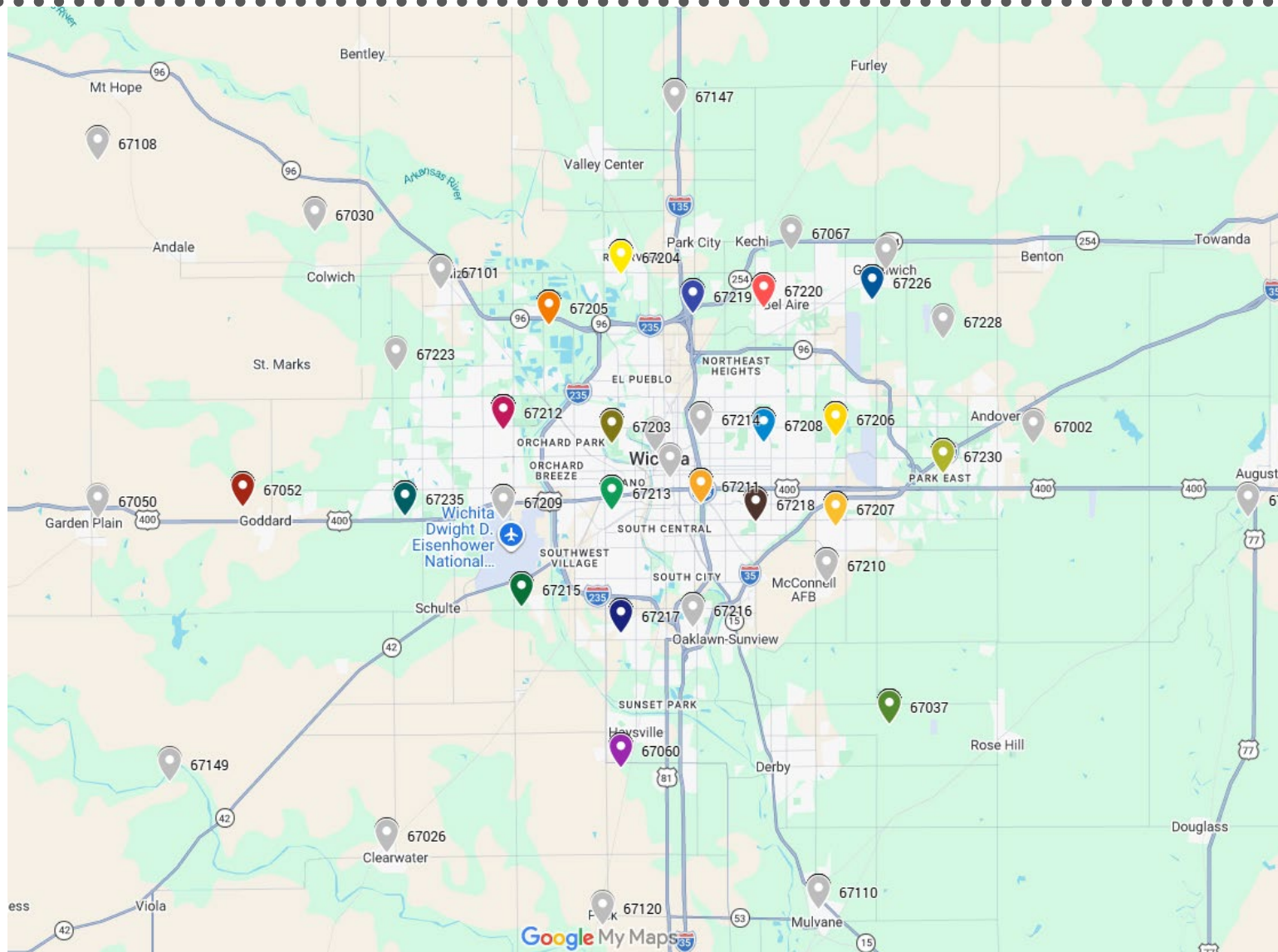
- Sent to 50,000 randomly selected residents
- Three rounds of send and resend
- 45,020 still subscribed
- 9240 opened
- 773 opened and clicked
- Total 196 submissions

- Text Messages

- Sent to 25,000 cell numbers
- Two step process
- First round 353 Yes responses and 62 submissions
- Followed by a second wave to no-respond group and 38 submissions
- Total 100 submissions

# Respondent Zip Codes

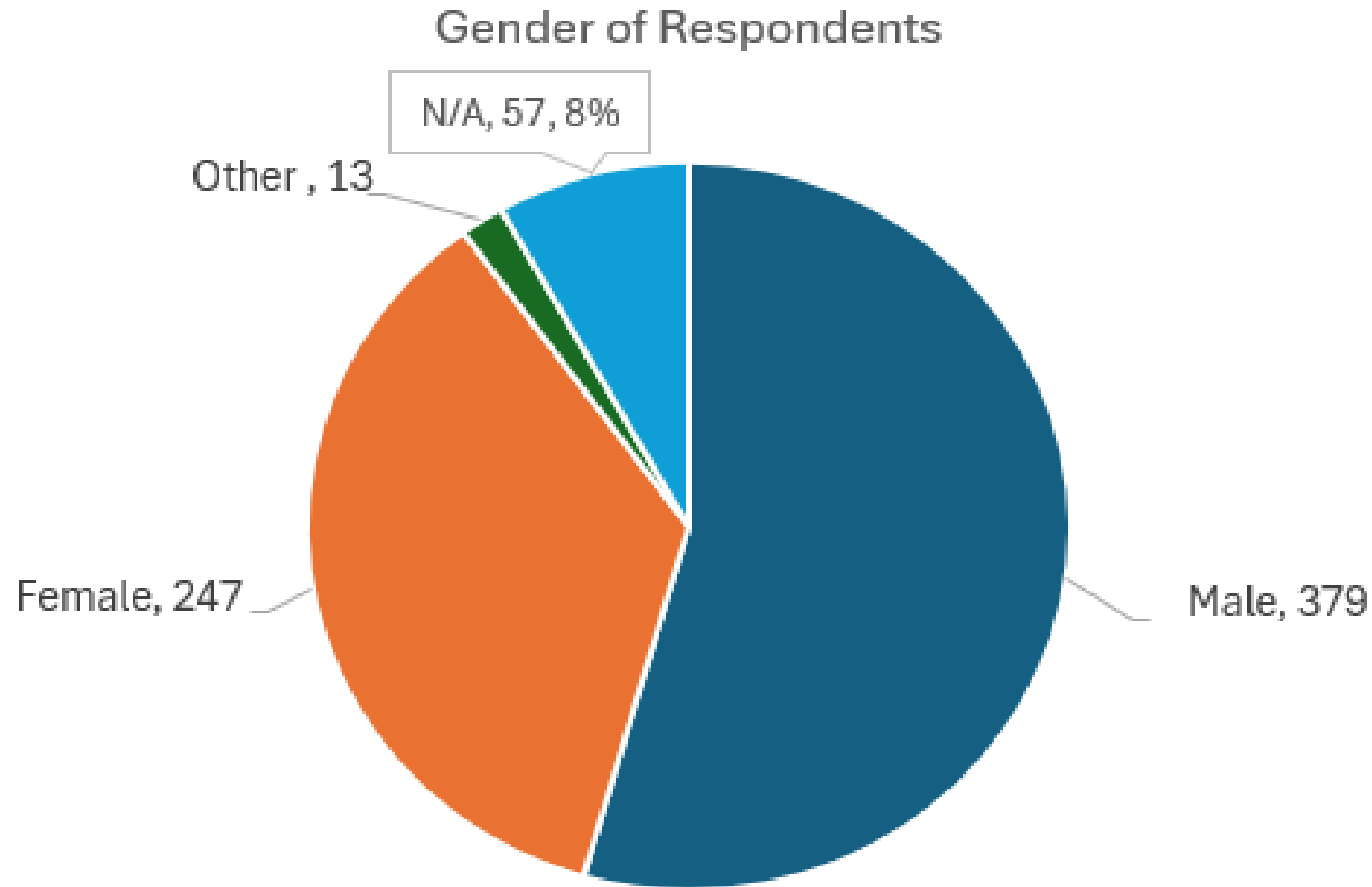
- The top 3 zip codes were 67212 (55), 67205 (34), 67037 (31)



67212 (56)	67204 (18)
67205 (34)	67213 (18)
67037 (31)	67220 (18)
67208 (31)	67206 (17)
67226 (27)	67052 (15)
67207 (26)	67215 (15)
67235 (26)	67218 (15)
67203 (23)	67219 (14)
67230 (23)	67060 (13)
67217 (22)	<10 cases (118)
67211 (21)	

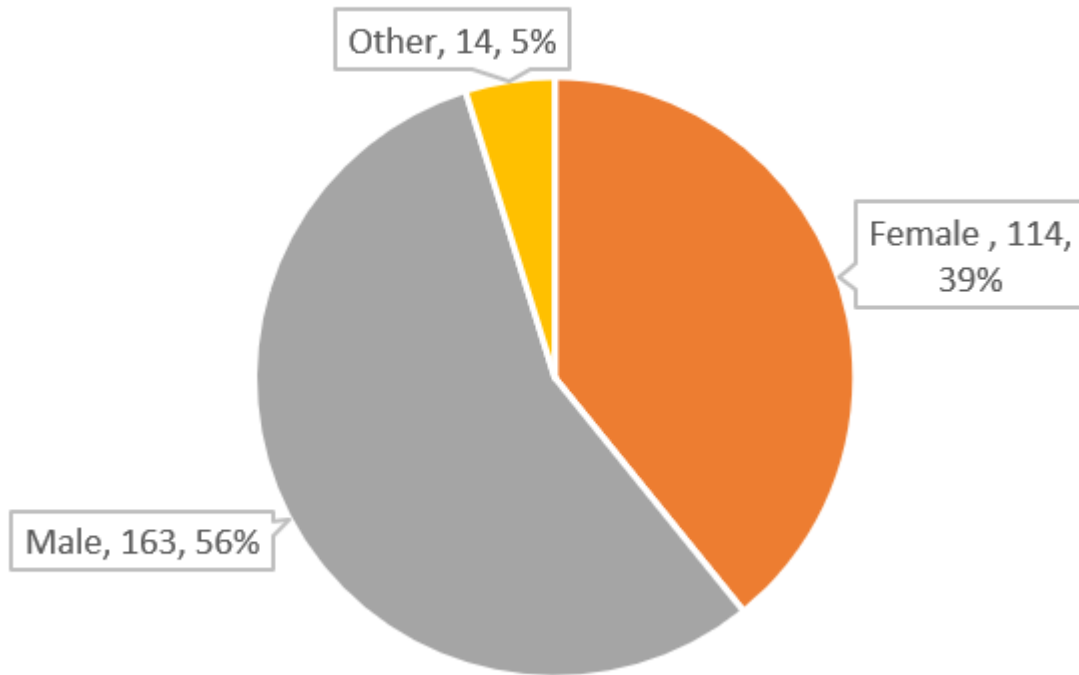
# Gender Breakdown - Total

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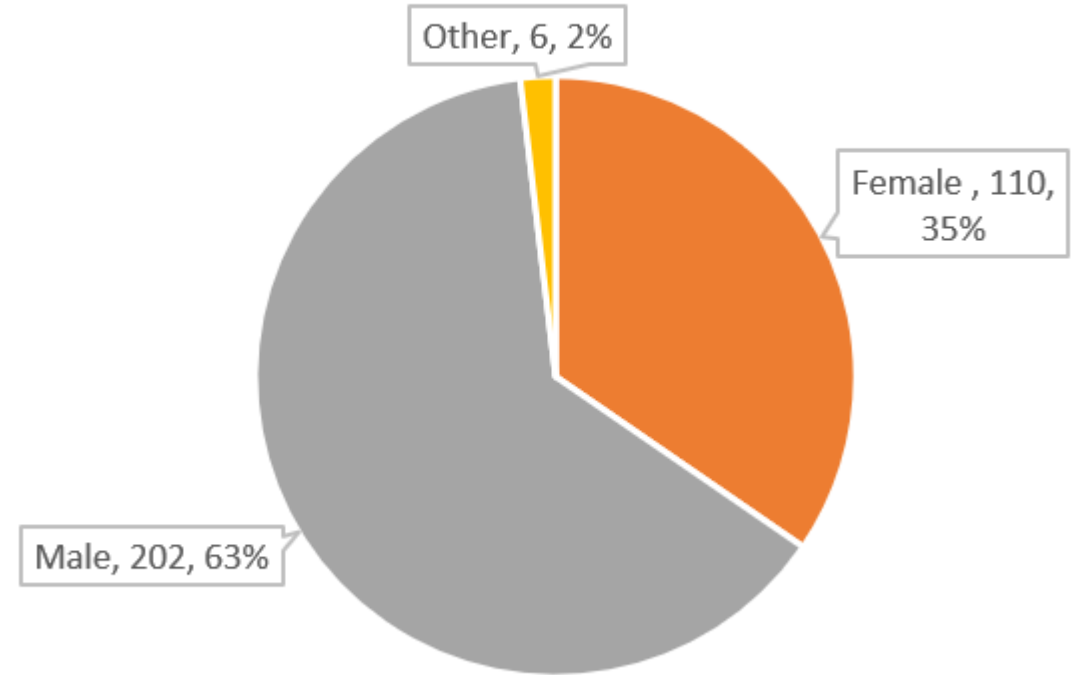


# Gender Breakdown – Email and Text vs Public

Gender Email and Text

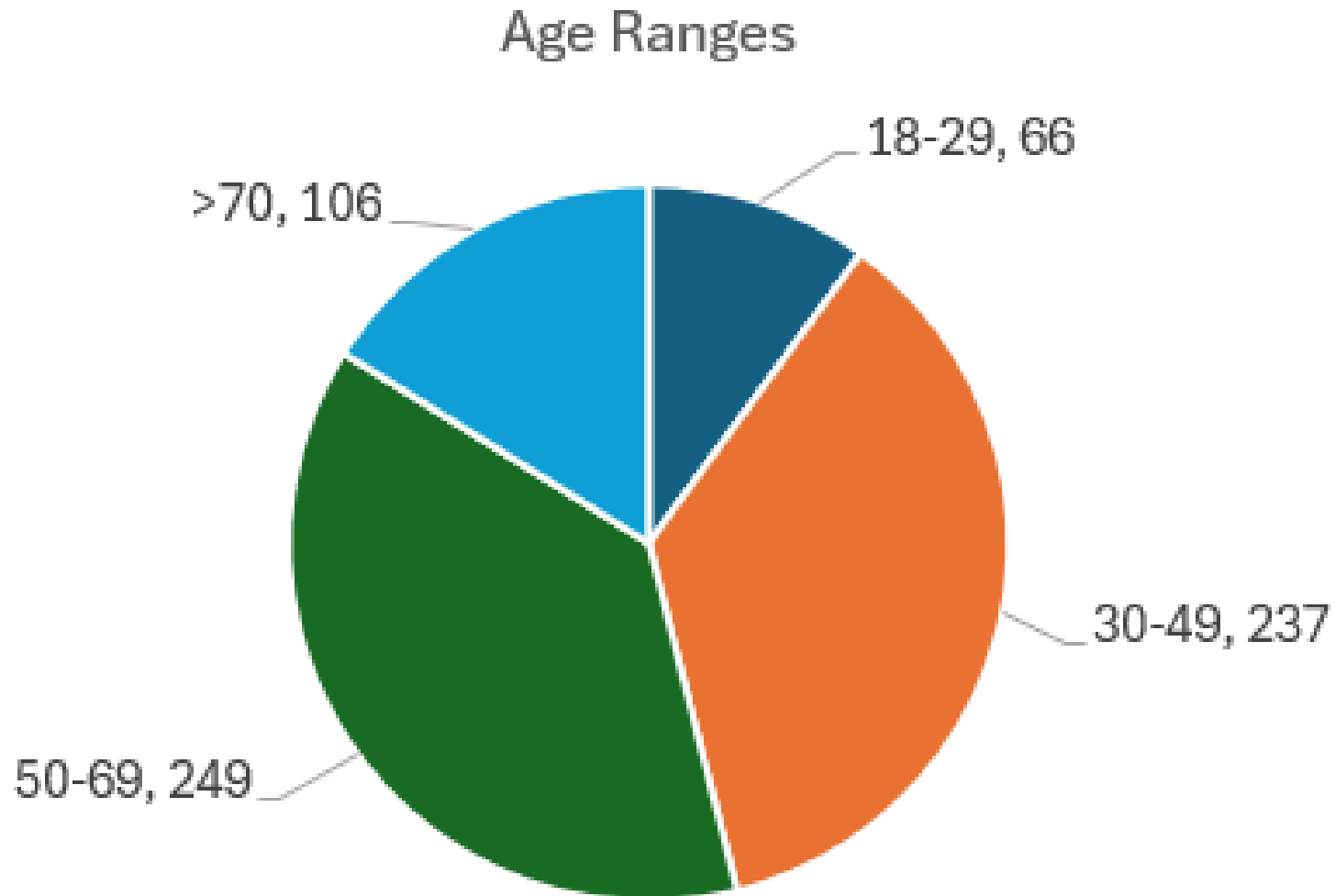


Gender Public



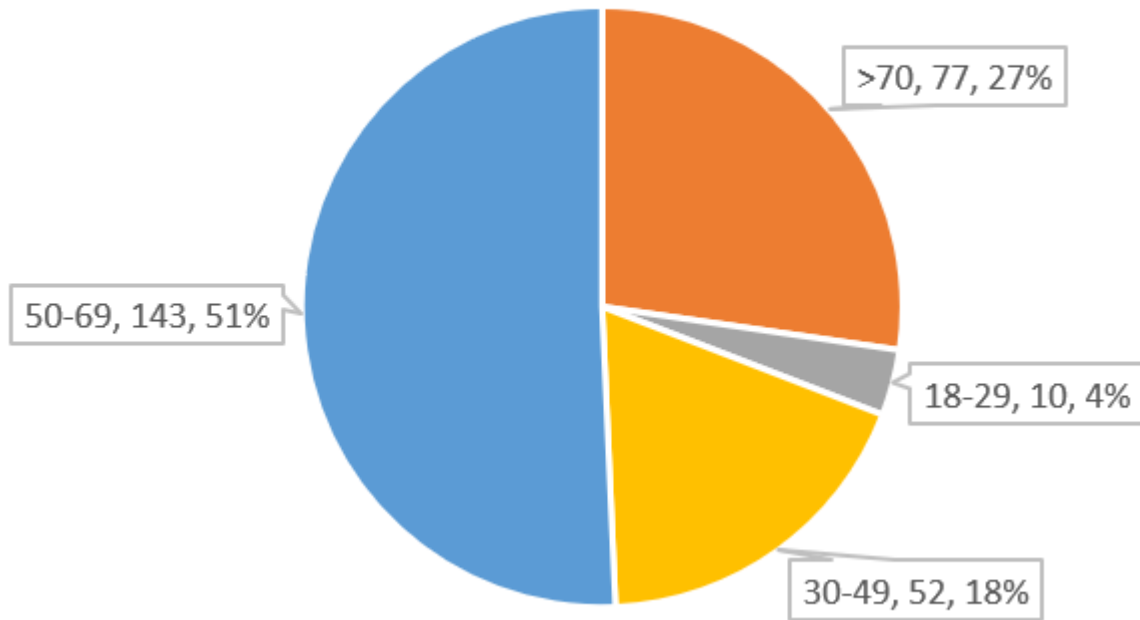
# Age Breakdown - Total

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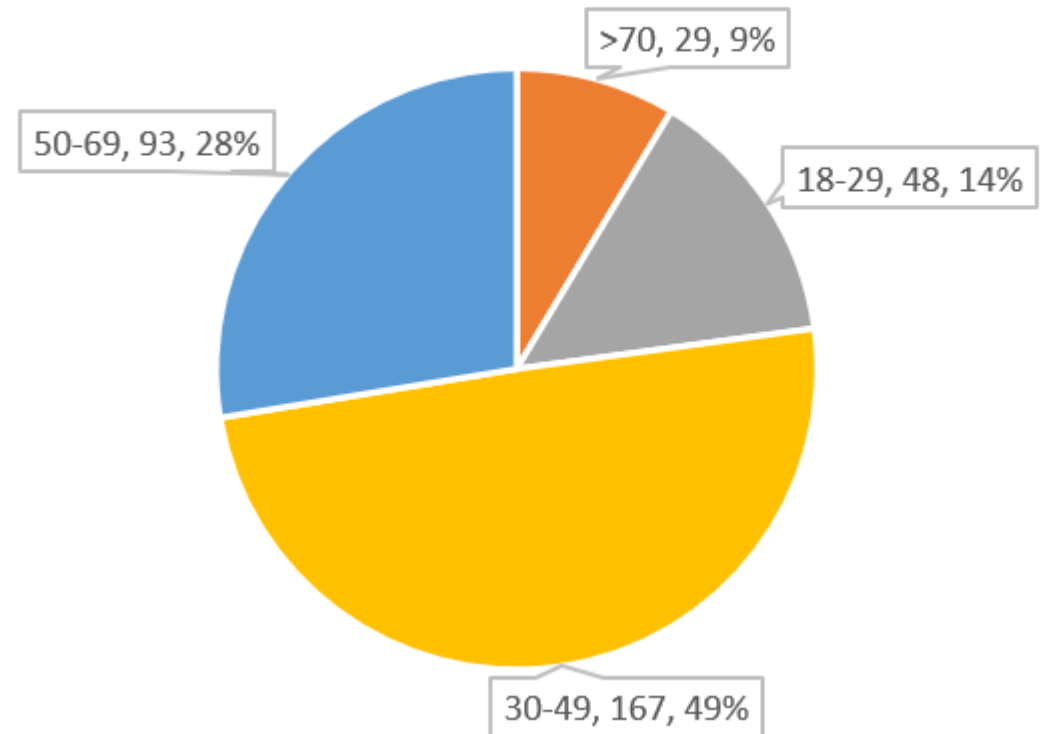


# Age Breakdown – Email and Text vs Public

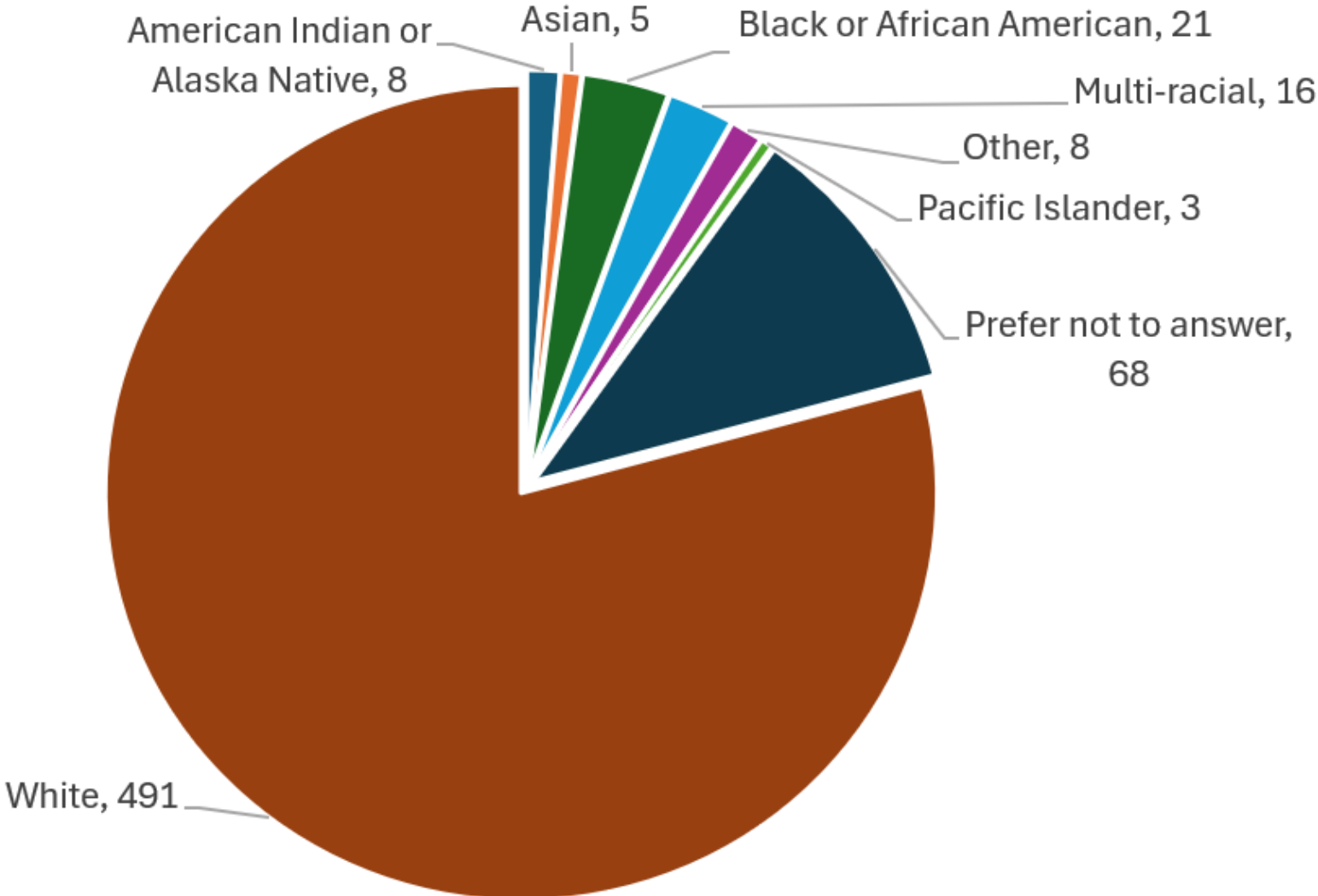
Age Ranges Email and Text



Age Ranges Public

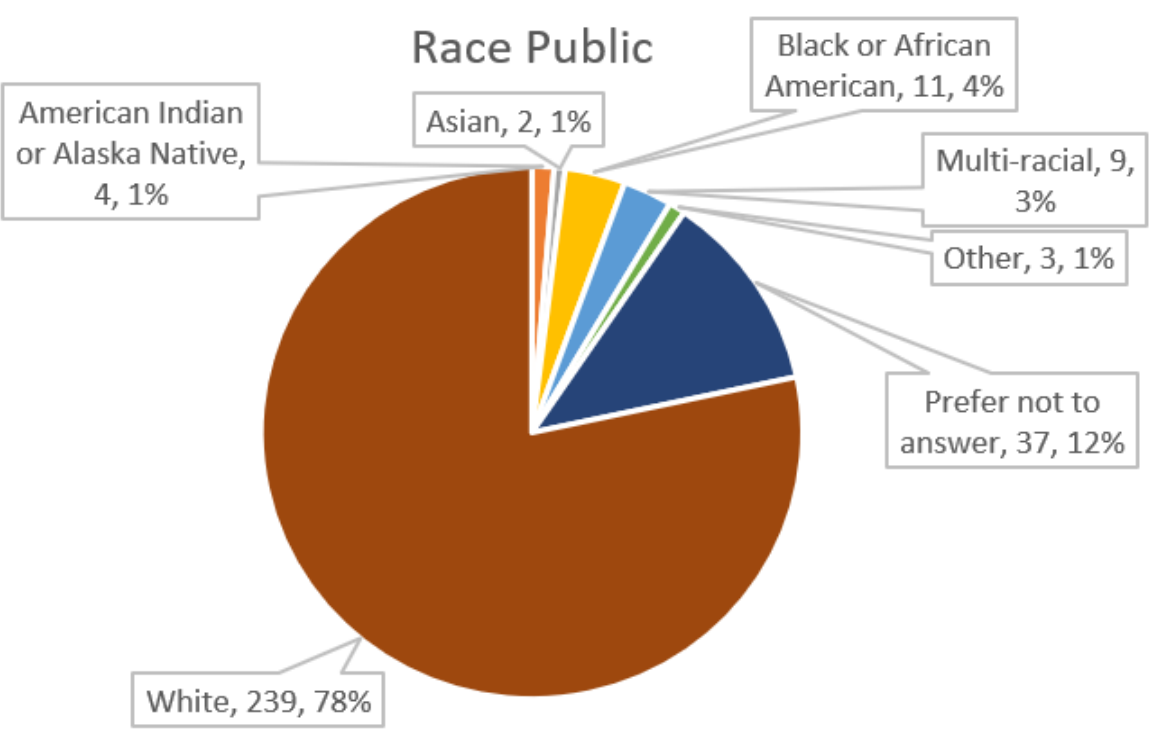
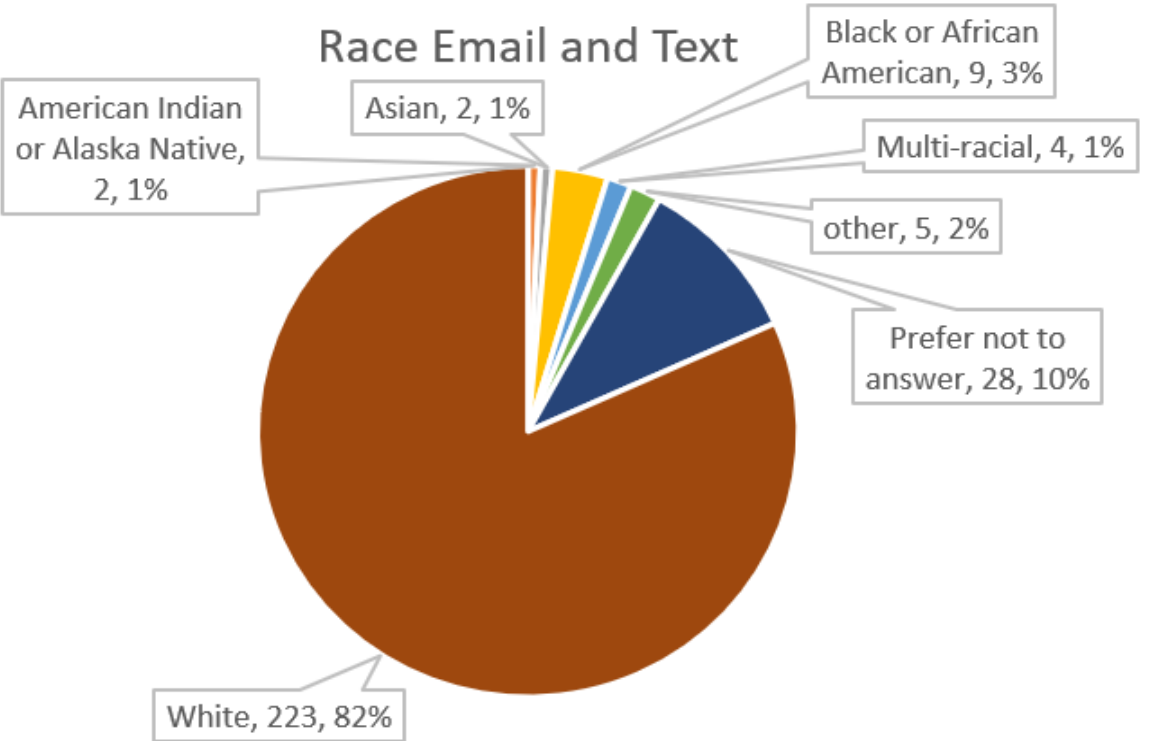


# Racial Breakdown - Total



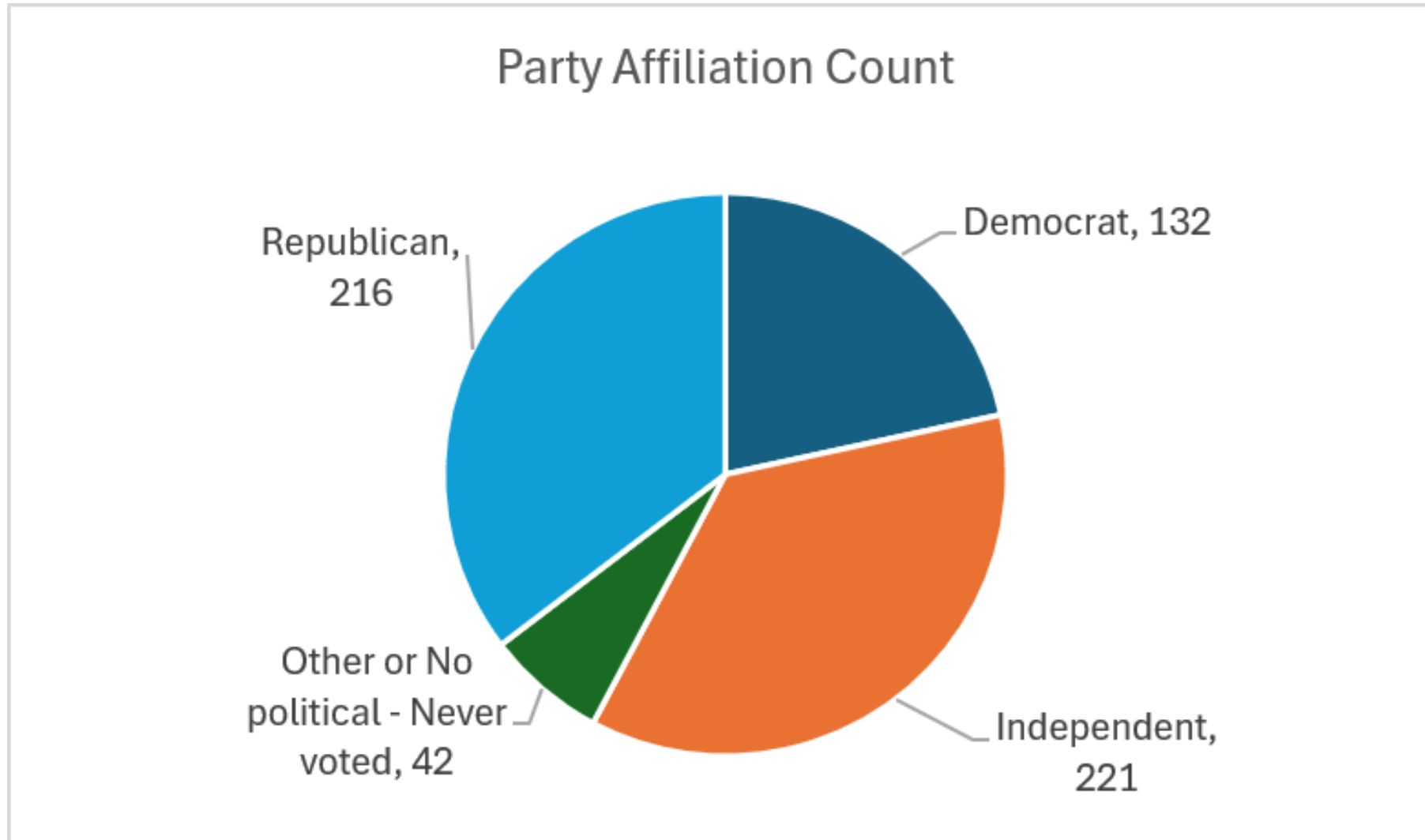
- White to non-white ratio similar to 2025 figures (69% white in 2025, 70% in 2026)

# Racial Breakdown – Email and Text vs Public



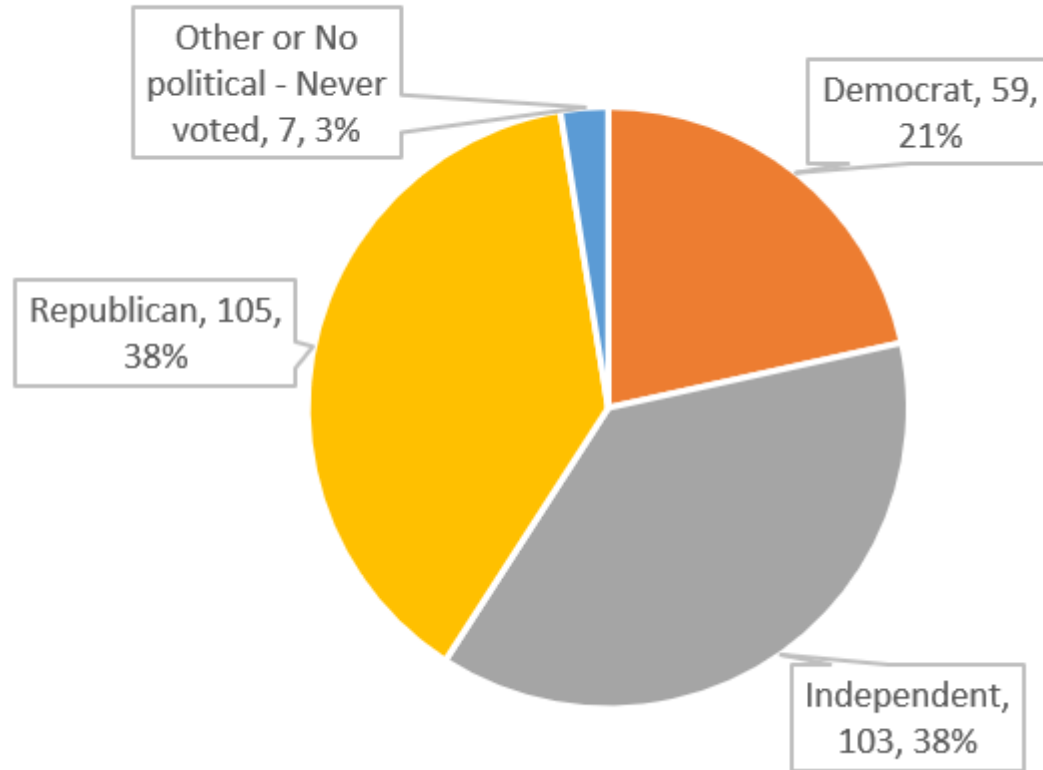
# Party Affiliation - Total

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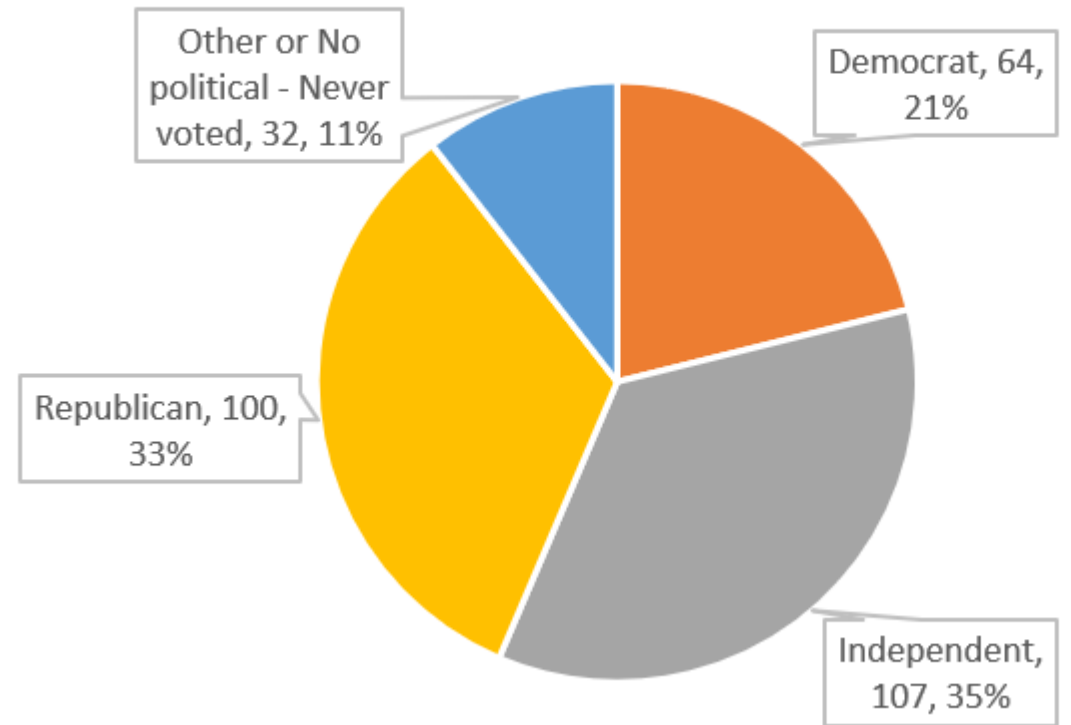


# Party Affiliation – Email and Text vs Public

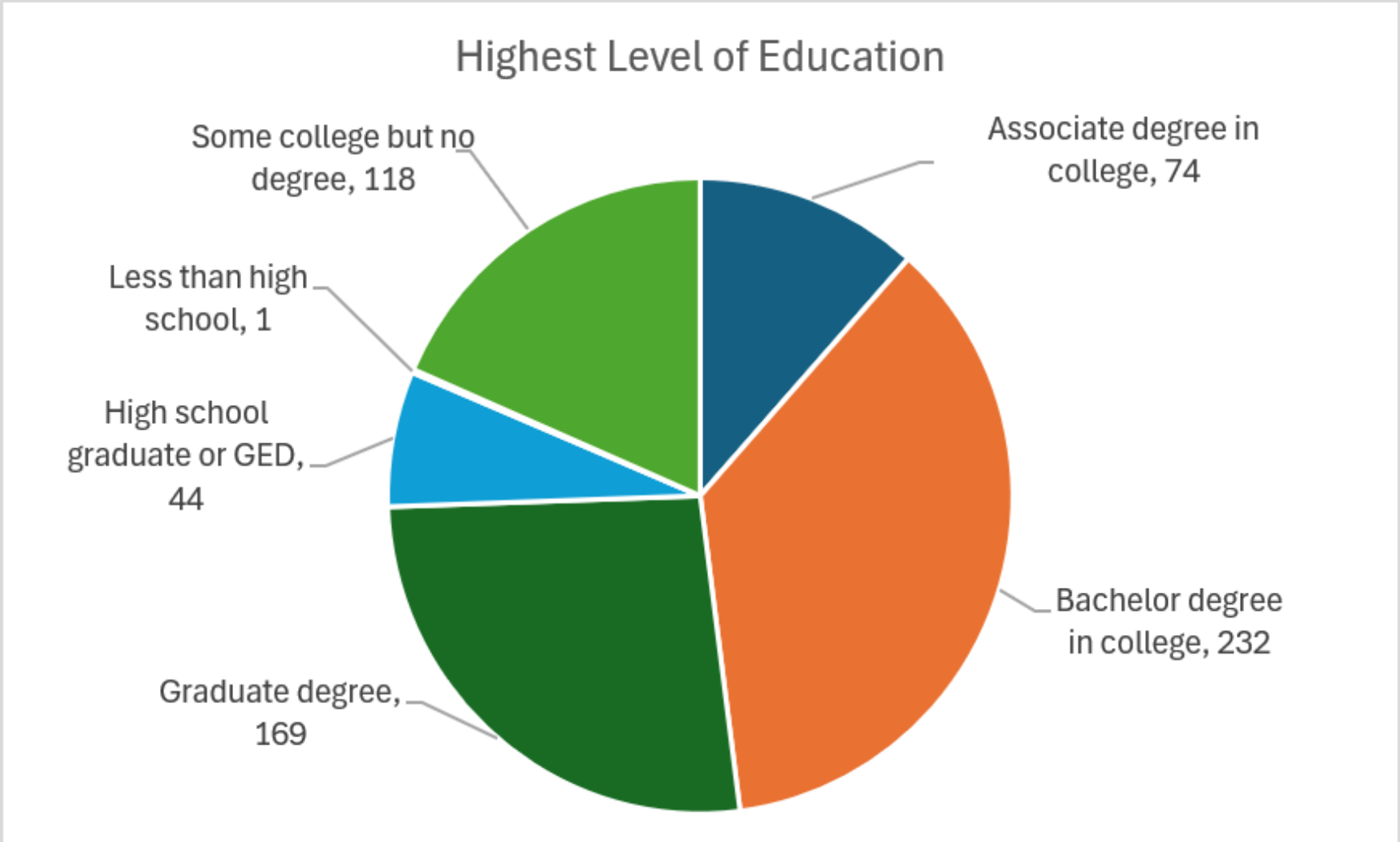
## Party Affiliation Email and Text



## Party Affiliation Public

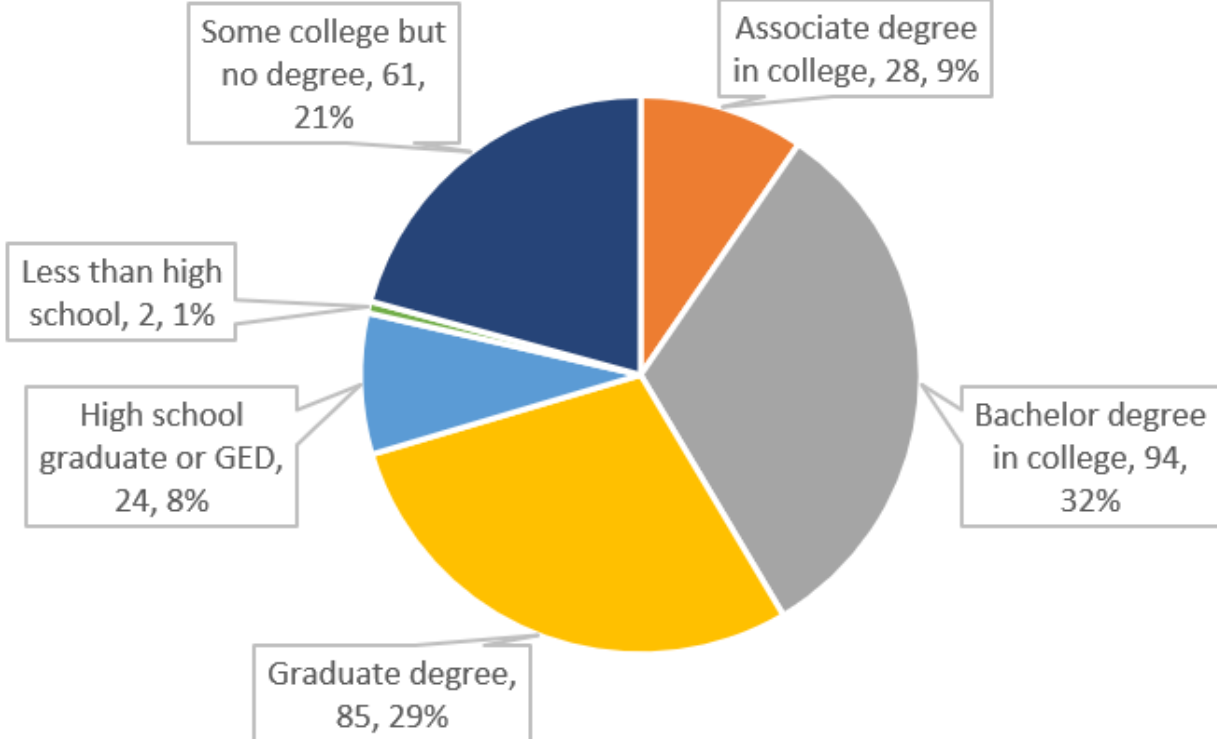


# Education Level - Total

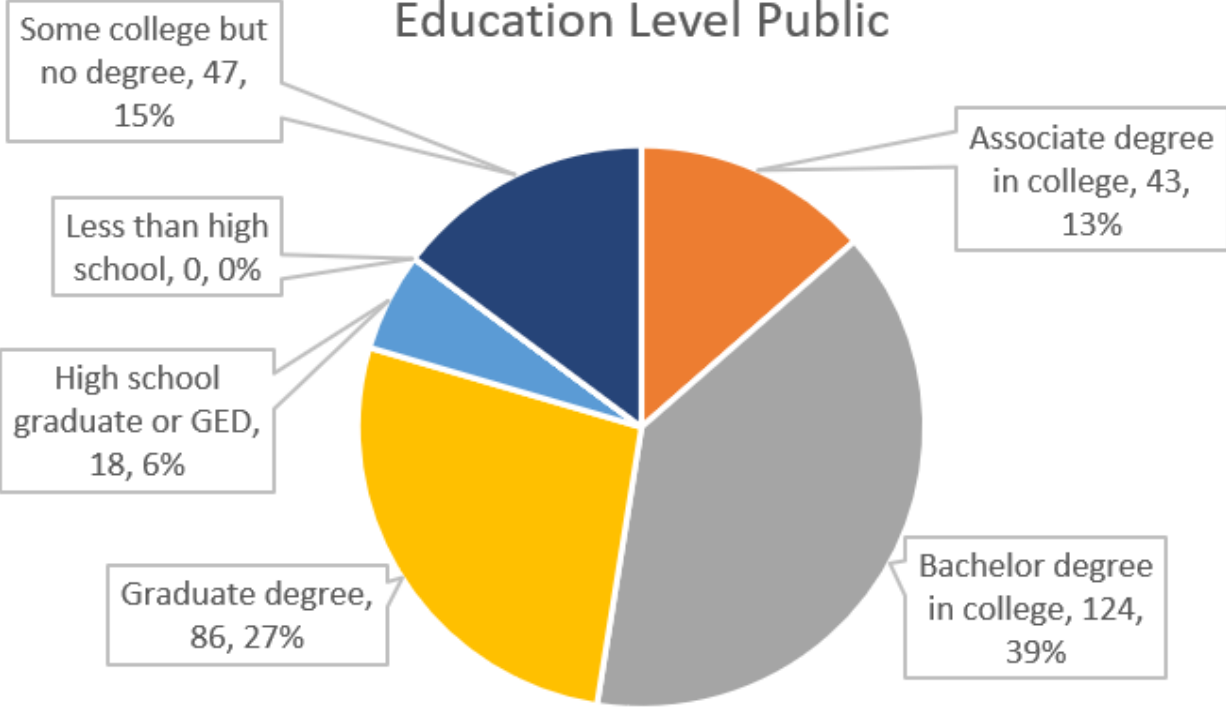


# Education Level – Email and Text vs Public

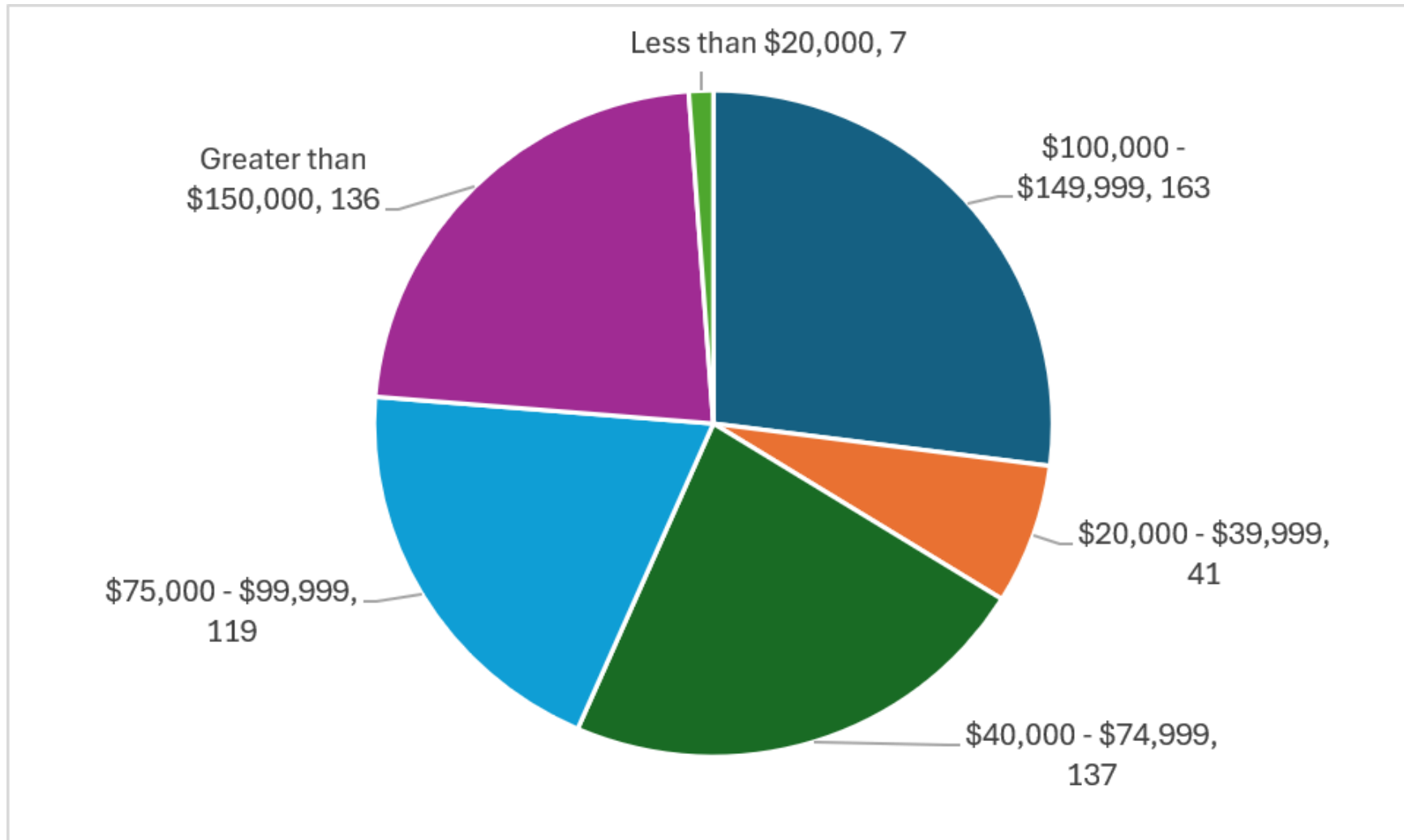
### Education Level Email and Text



### Education Level Public

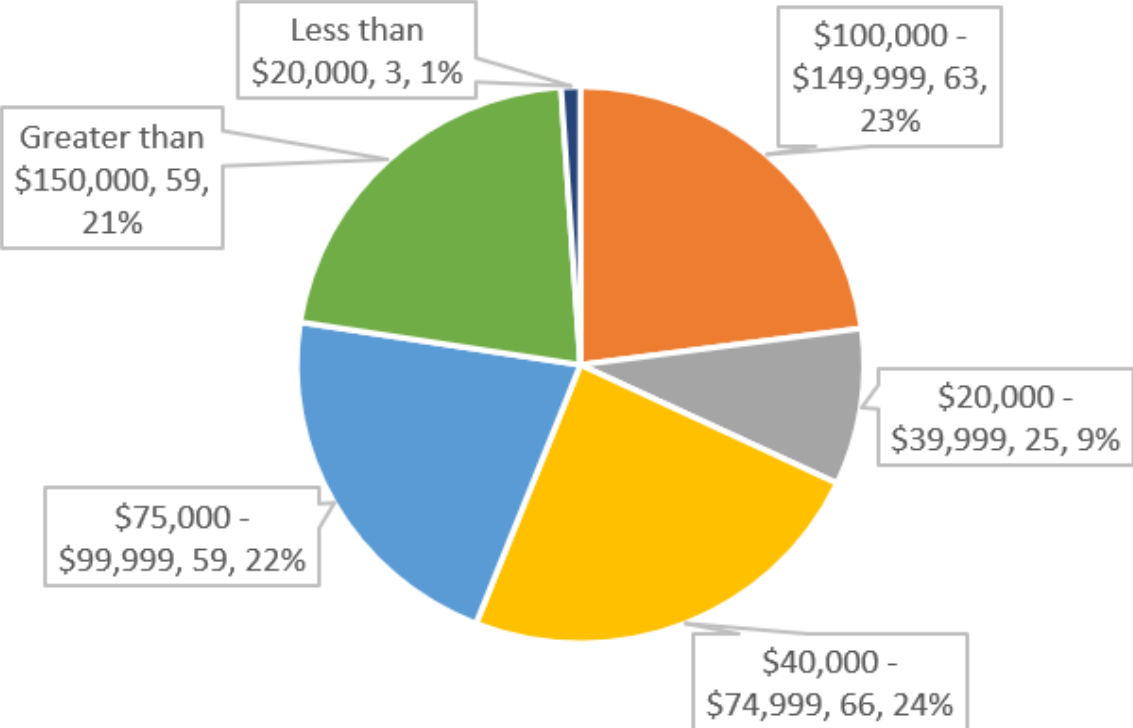


# Income Level - Total

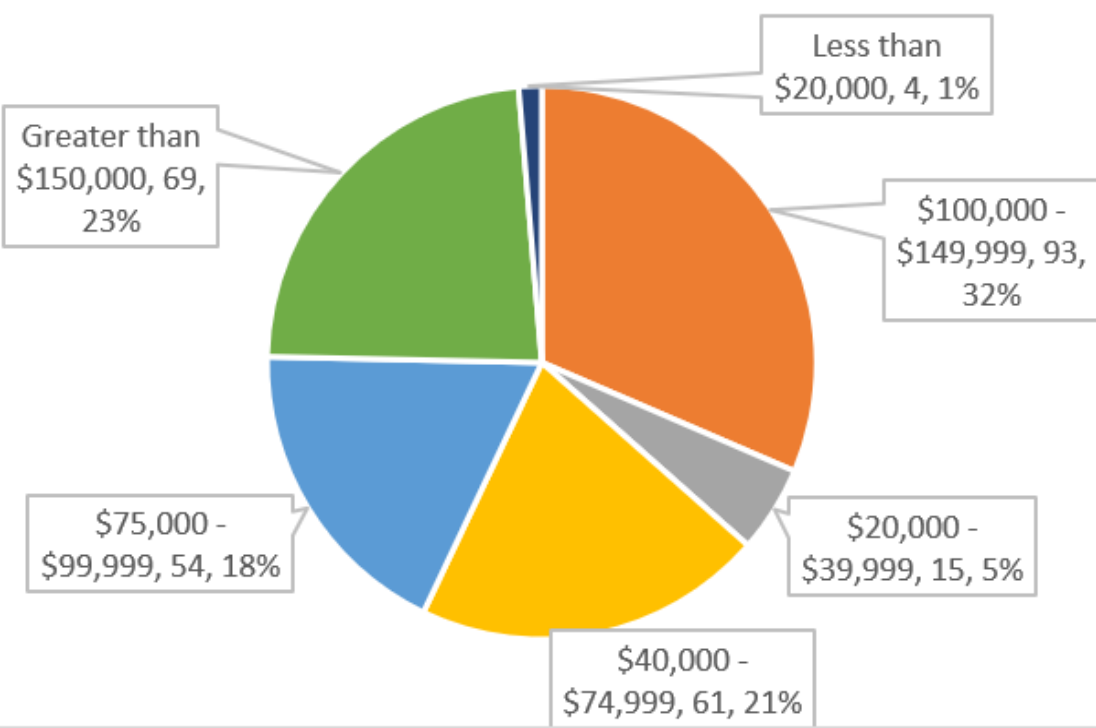


# Income Level – Email and Text vs Public

Family Income Email and Text

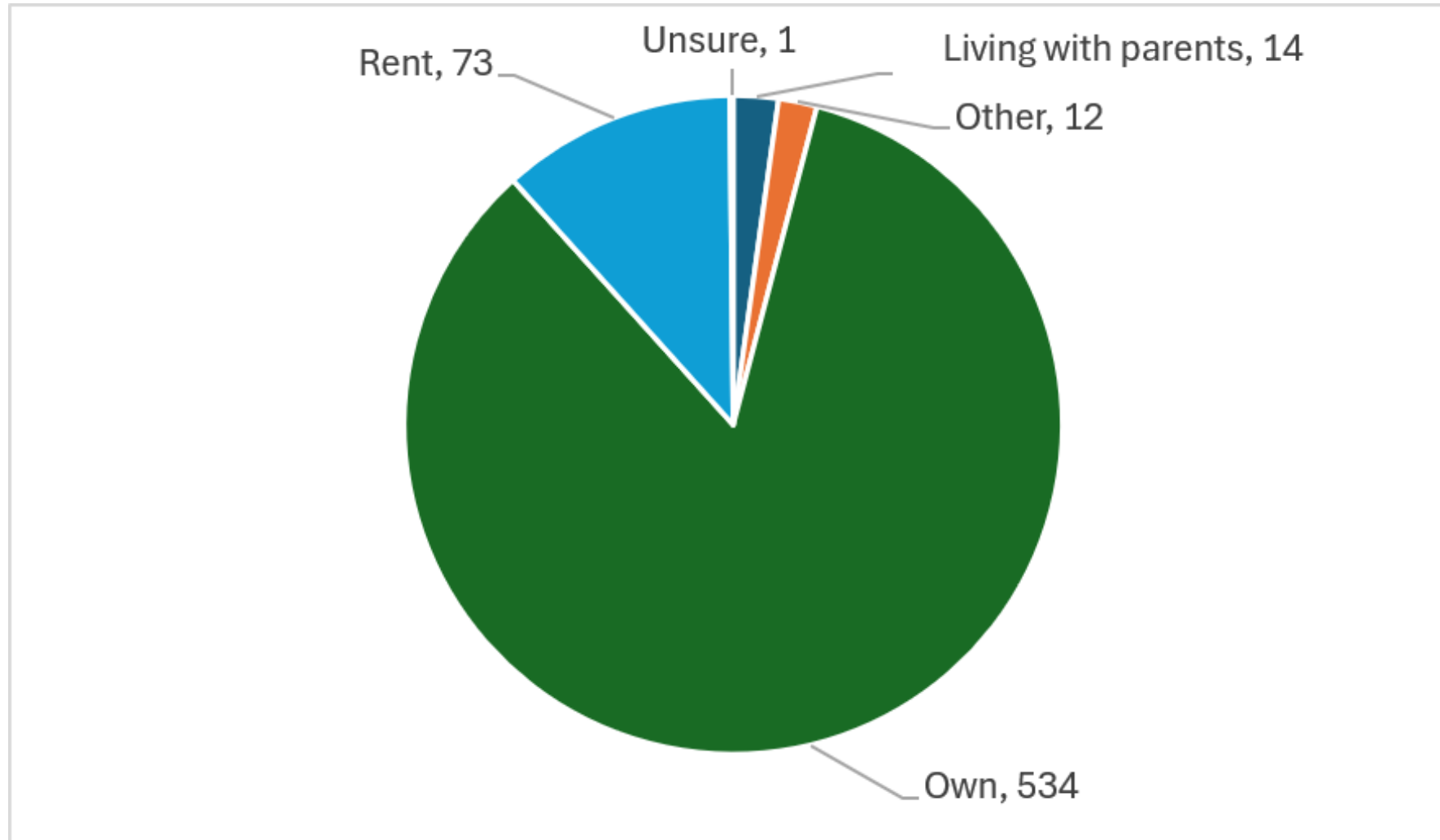


Family Income Public

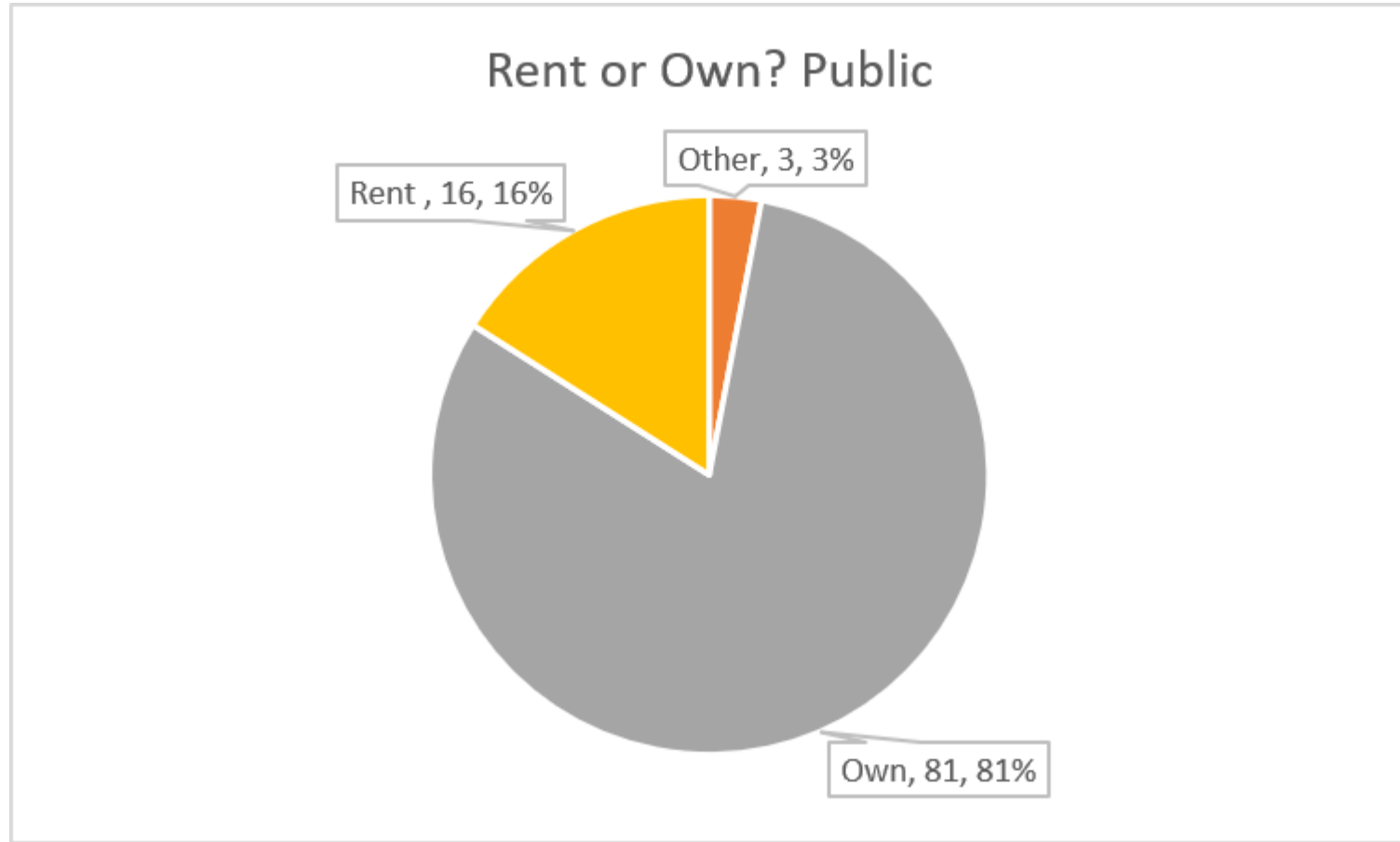
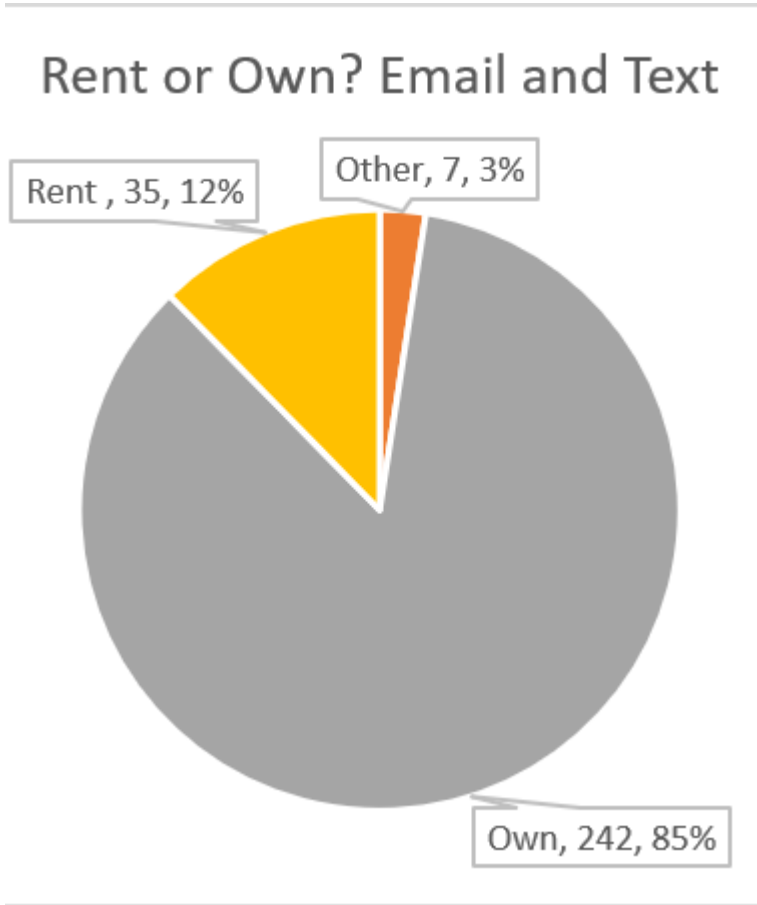


# Homeownership status - Total

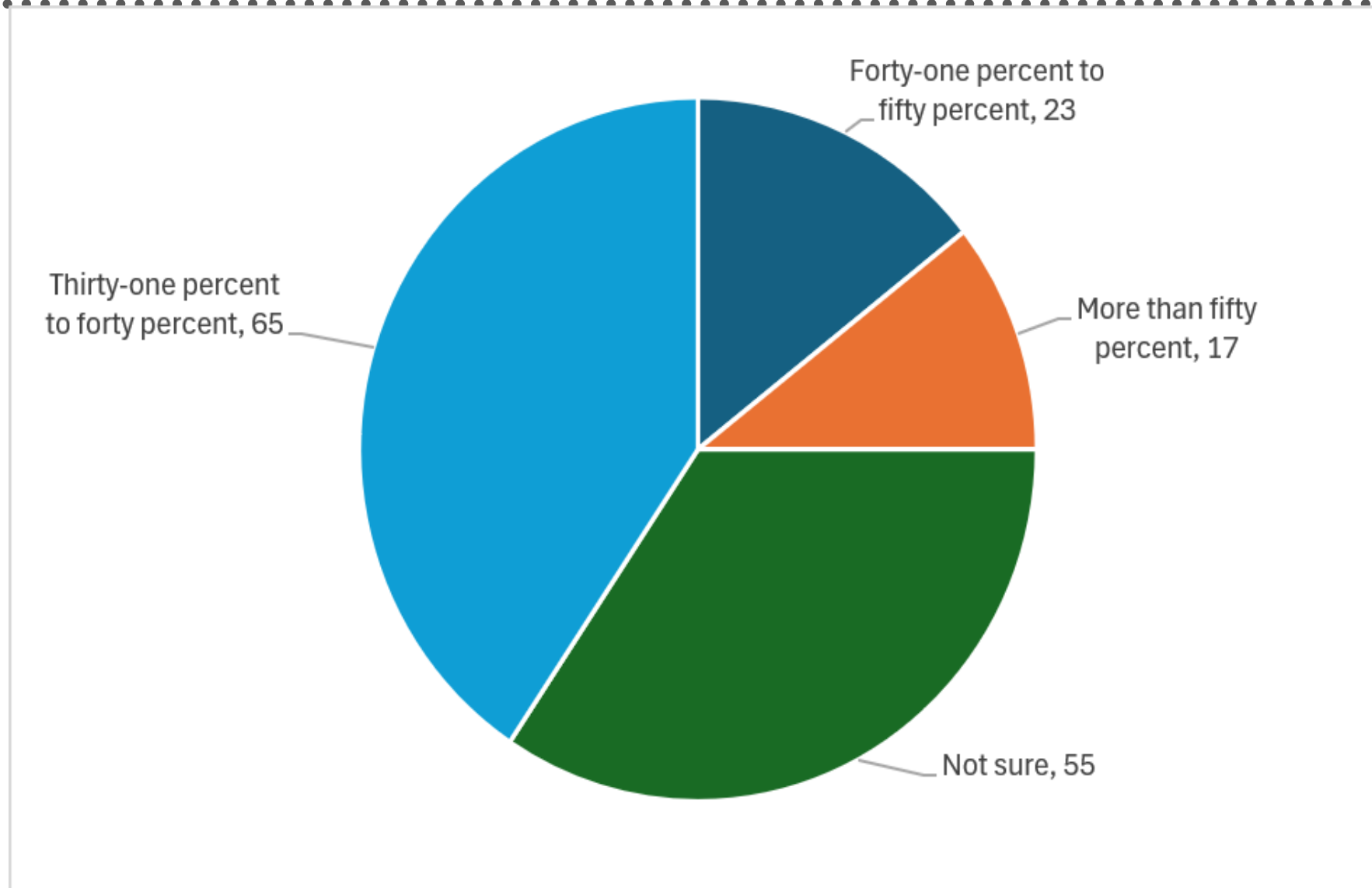
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# Homeownership status – Email and Text vs Public

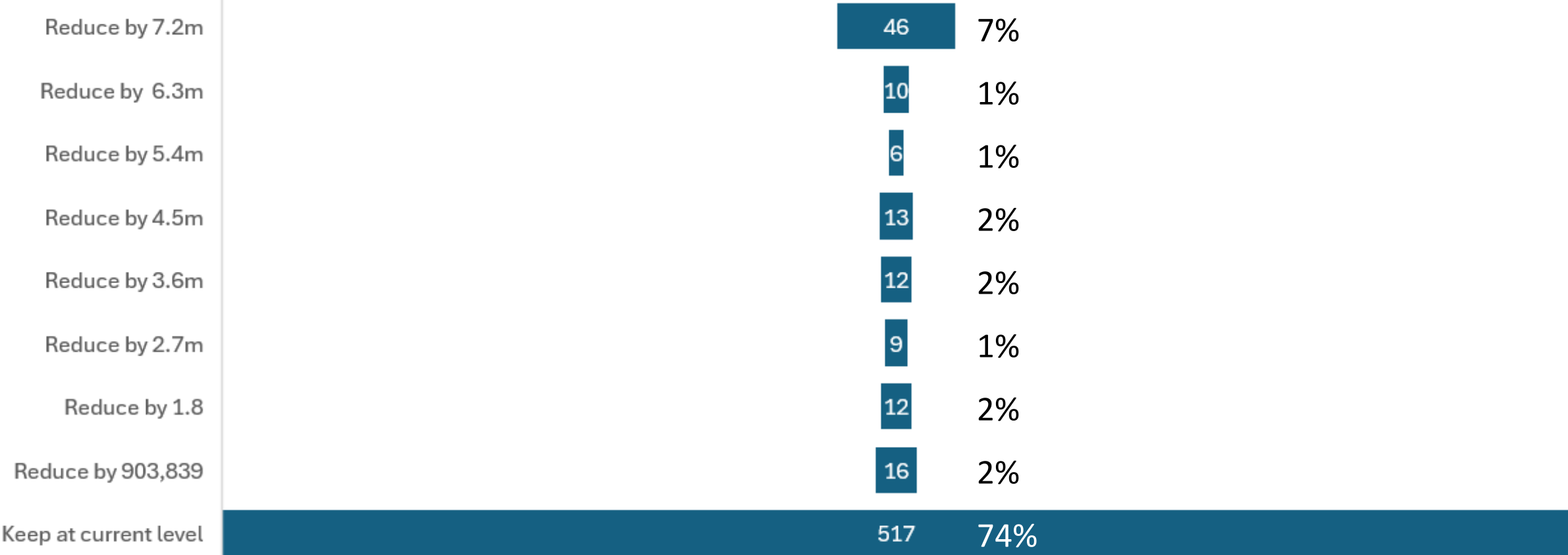


# What % of total household income spent on mortgage? Total



# Recommended Changes to Prop Tax (part 1)

Recommended Changes to Property Tax Amount

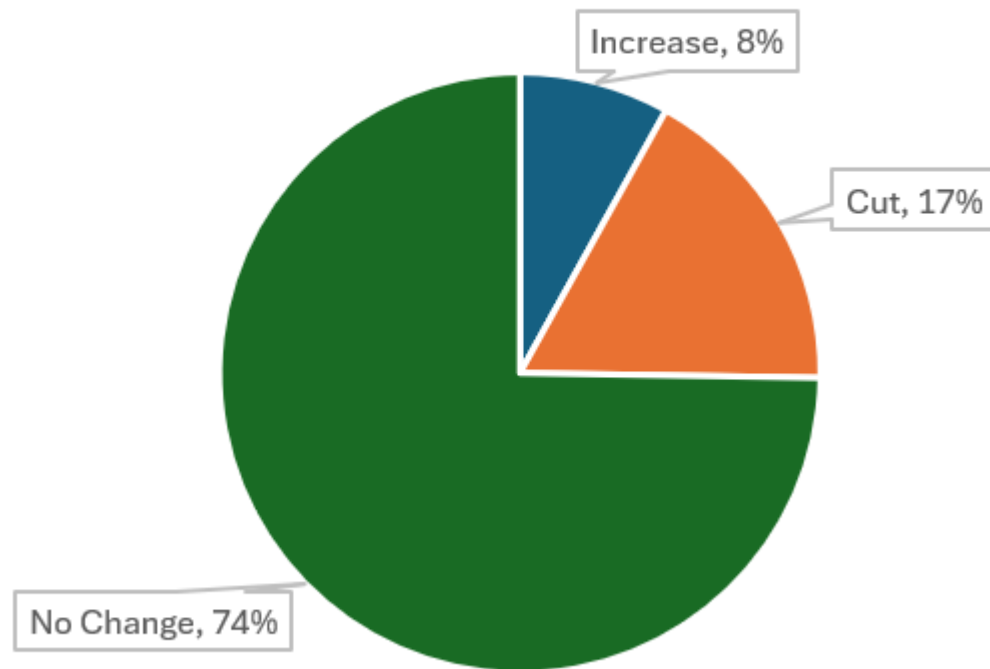


# Recommended Changes to Prop Tax (part 2)

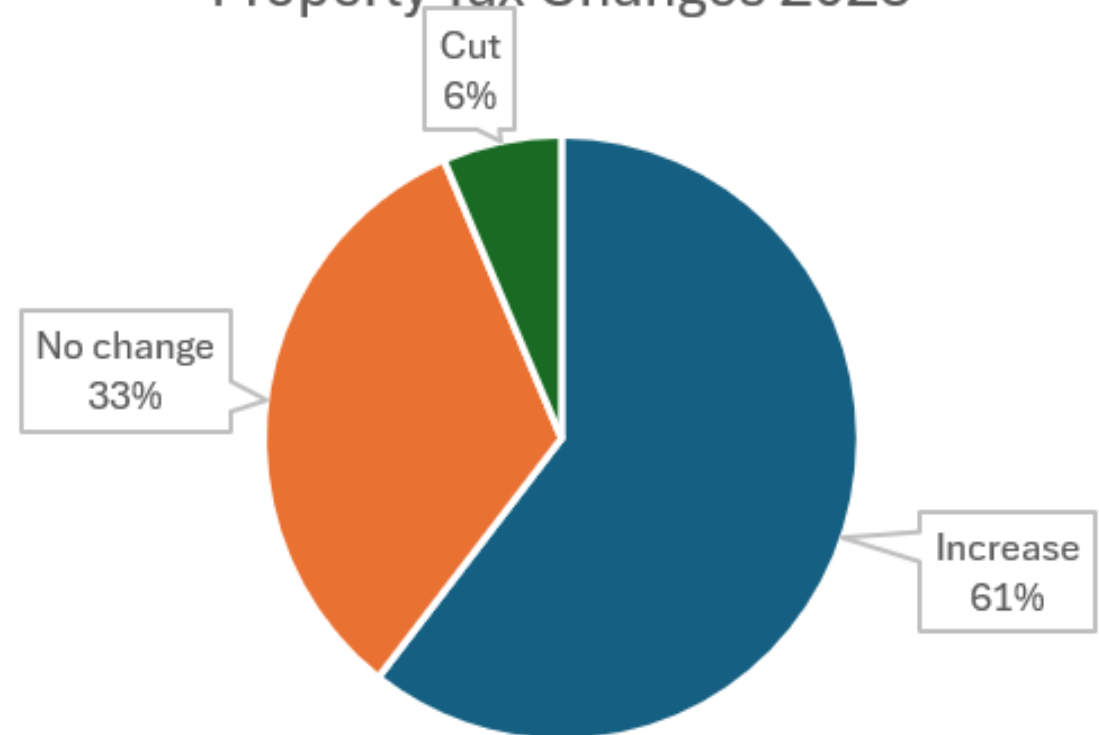


# Comparing last years' sentiment

Property Tax Change 2026

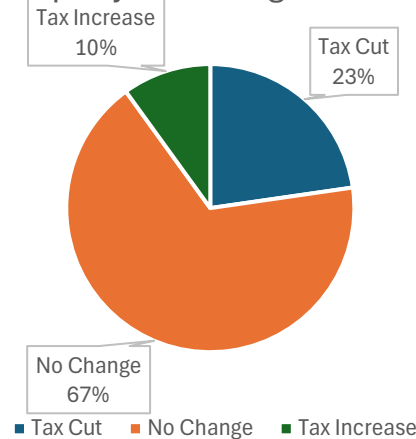


Property Tax Changes 2025

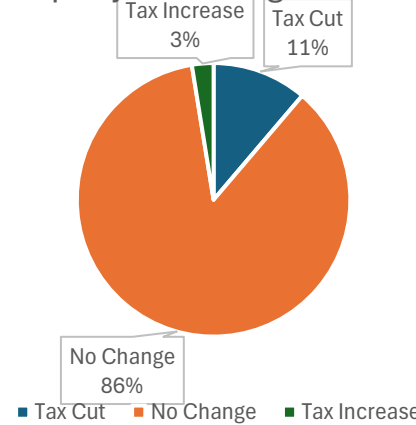


# Comparison among Groups

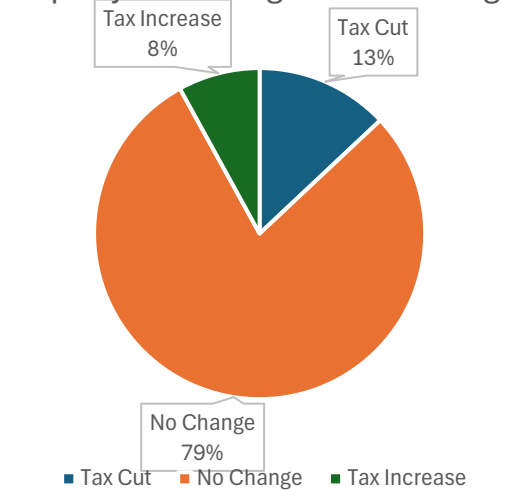
Property Tax Change--Public



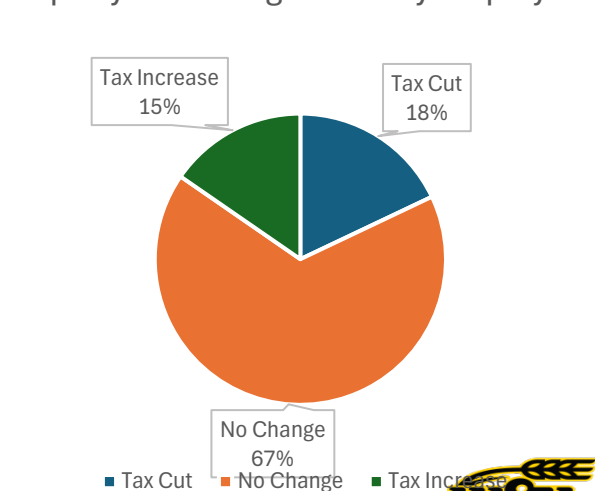
Property Tax Change--Emails



Property Tax Change--Text Message



Property Tax Change--County Employees



# How do the groups compare?

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- Public (N=361):

Top Expenses Increased: Public Safety (1,236,199), General Govt (\$408,719), Public Works (281,847). Top Expenses Decreased: Public Safety (-1,873,046), Gen Govt (-738,622), Culture and Rec (-217,111)

- Email respondents (N=196):

Top Expenses Increased: Public Safety (391,770), General Govt (131,725), Public Works (131,725). Top Expenses Decreased: Public Safety (-780,763), Gen Govt (-440,846), Culture and Rec (-125,713)

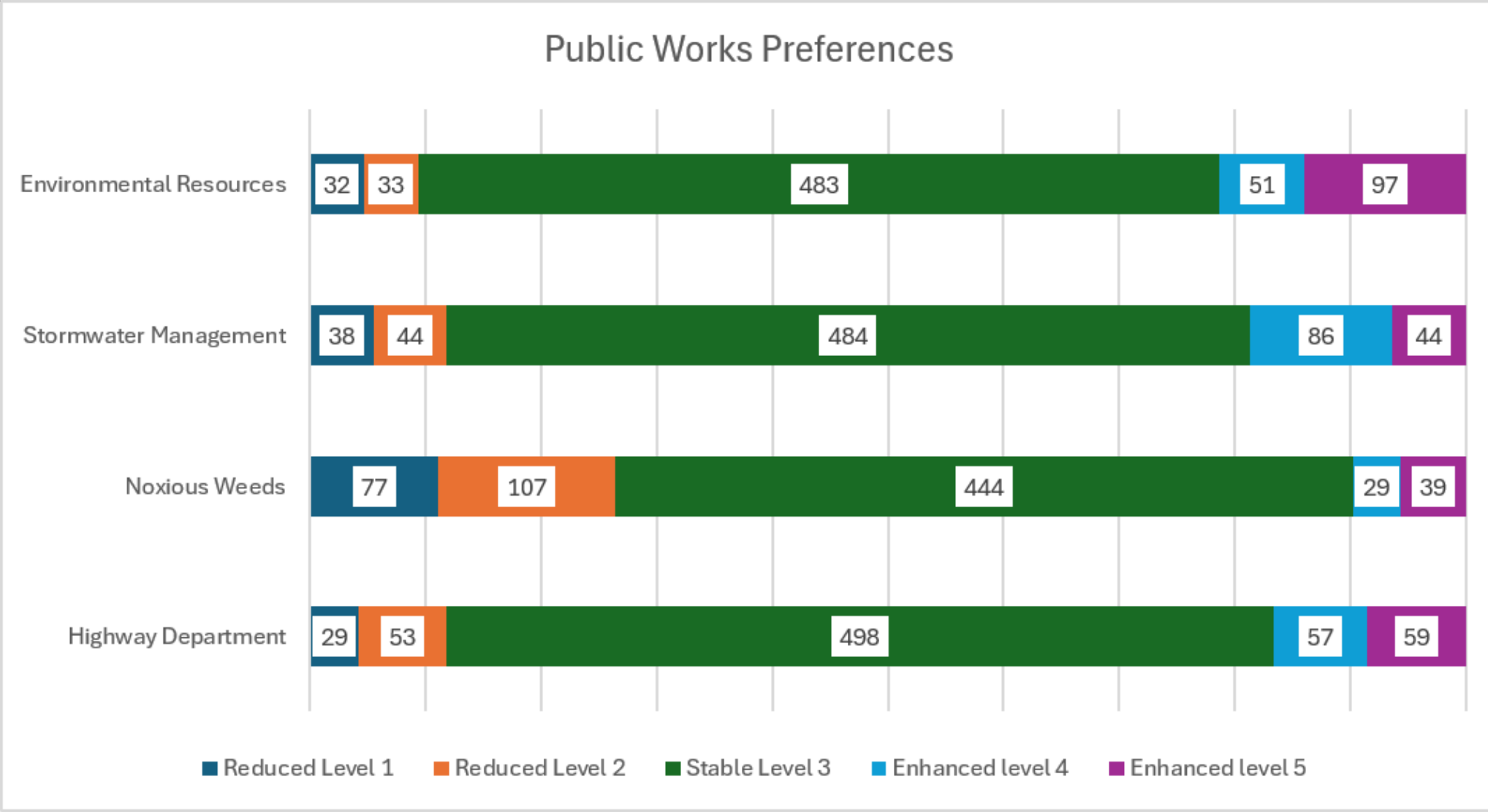
Text respondents (N=100):

Top Expenses Increased: Public Safety (276,880), General Govt (118,991), Culture and Rec (107,682). Top Expenses Decreased: Public Safety (-662,090), Gen Govt (-508,955), Culture and Rec (-109,746)

County Employees (N=39):

Top Expenses Increased: Public Safety (1,741,833), General Govt (\$643,023), Culture and Rec (361,363). Top Expenses Decreased: Public Safety (-1,066,411), Gen Govt (-255,810), Culture and Rec (-206,418)

# Public Works Preferences

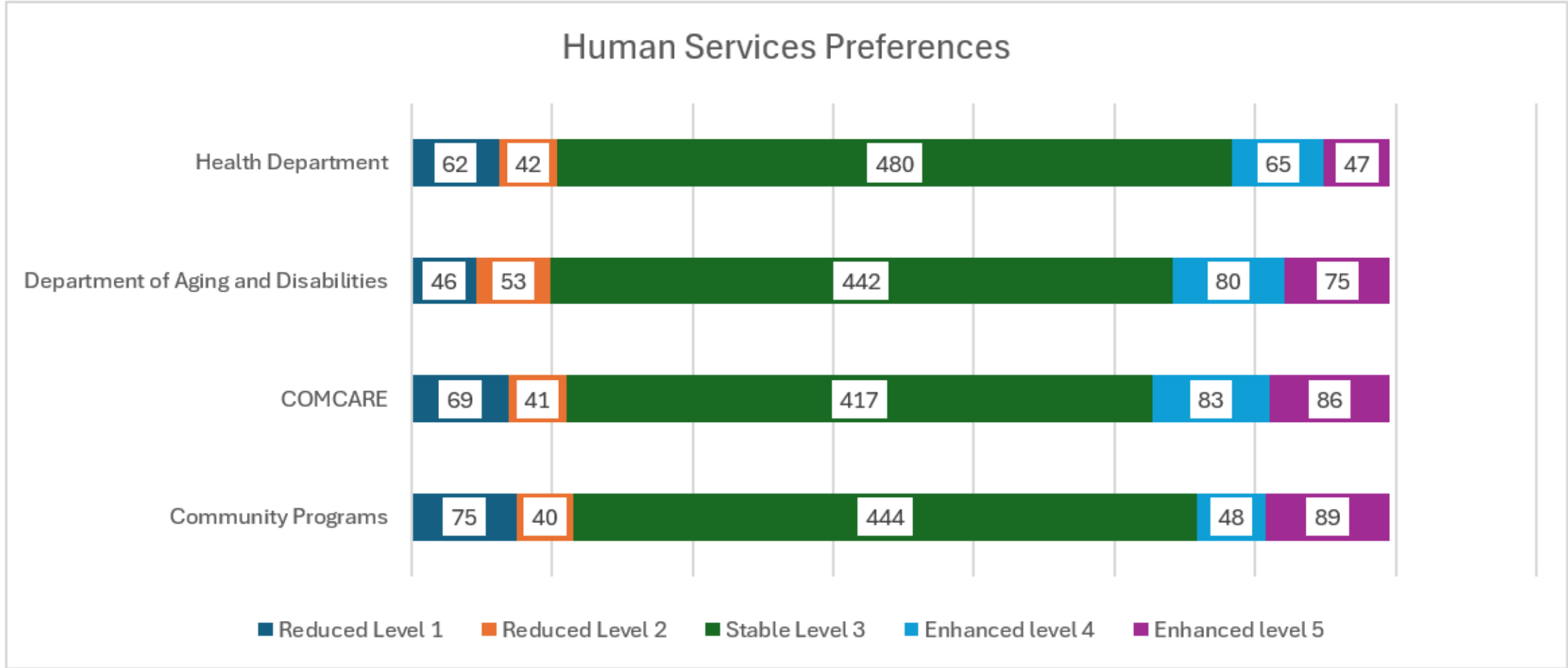


# How does that compare to last year's PW survey?

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- Overall, more support for Public Works
- More support for Environmental resources (21% support for enhanced levels, compared to 18.7% last year)
- More support for Storm water management (18.6% support for enhanced levels, compared to 12.5% last year)
- Slightly more support for Noxious weeds (9.7% support for enhanced, compared to 7.5% last year)
- More support for Highways (16.6% support for enhances, compared to 13.6% last year)

# Human Services Preferences

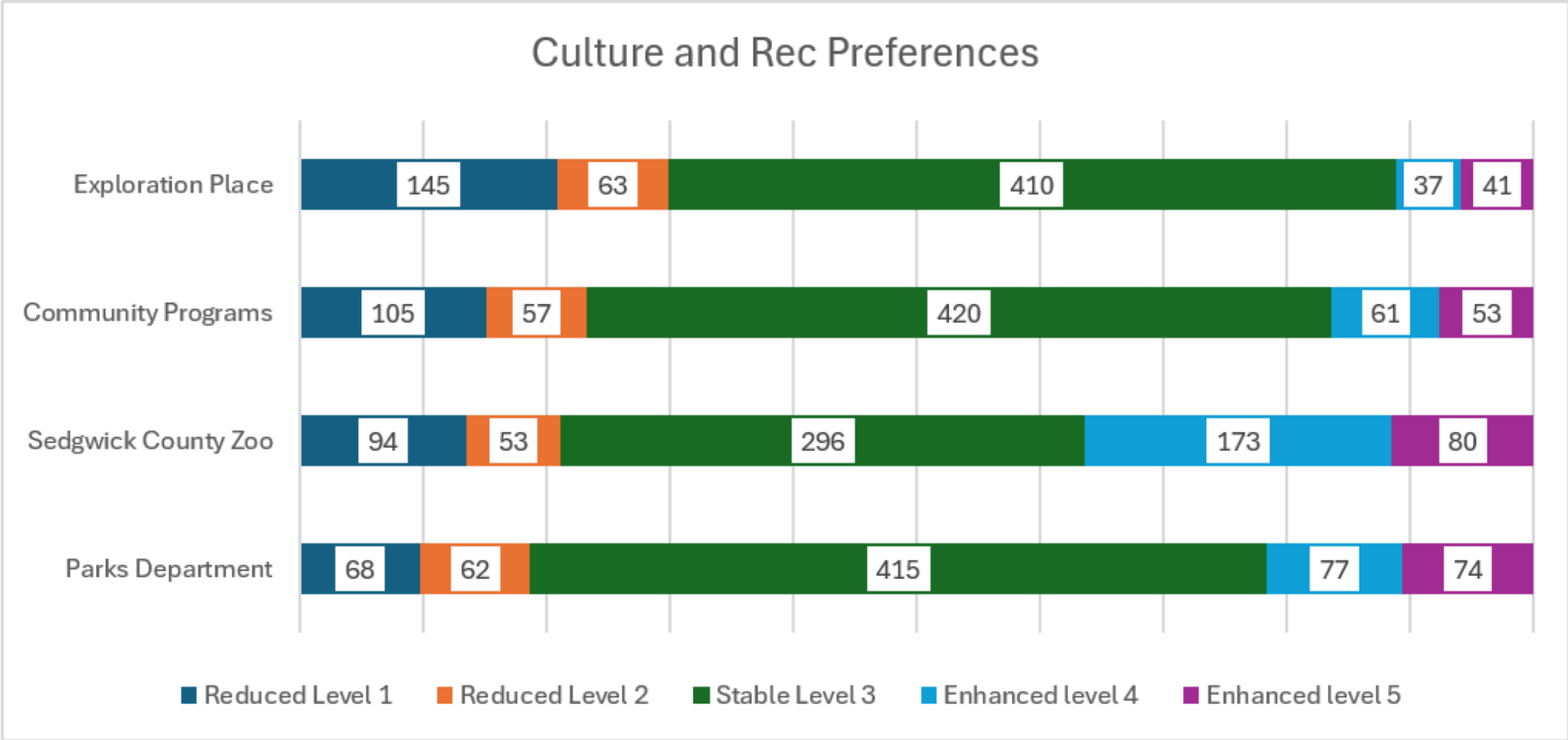


# How does that compare to last year's HS survey?

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- Overall, declining support for Human Services
- Slightly more support for Dept. Of Aging and Disabilities (22% support for enhanced levels, compared to 21% last year)
- Very slight decrease in support for COMCARE (24.2% support for enhanced levels, compared to 24.8% last year)
- Decrease in support for Community Programs (19.6% support for enhanced, compared to 23.4% last year)
- Decrease in support for Health Dept (16% support for enhances, compared to 20.4% last year)

# Culture and Recreation Preferences

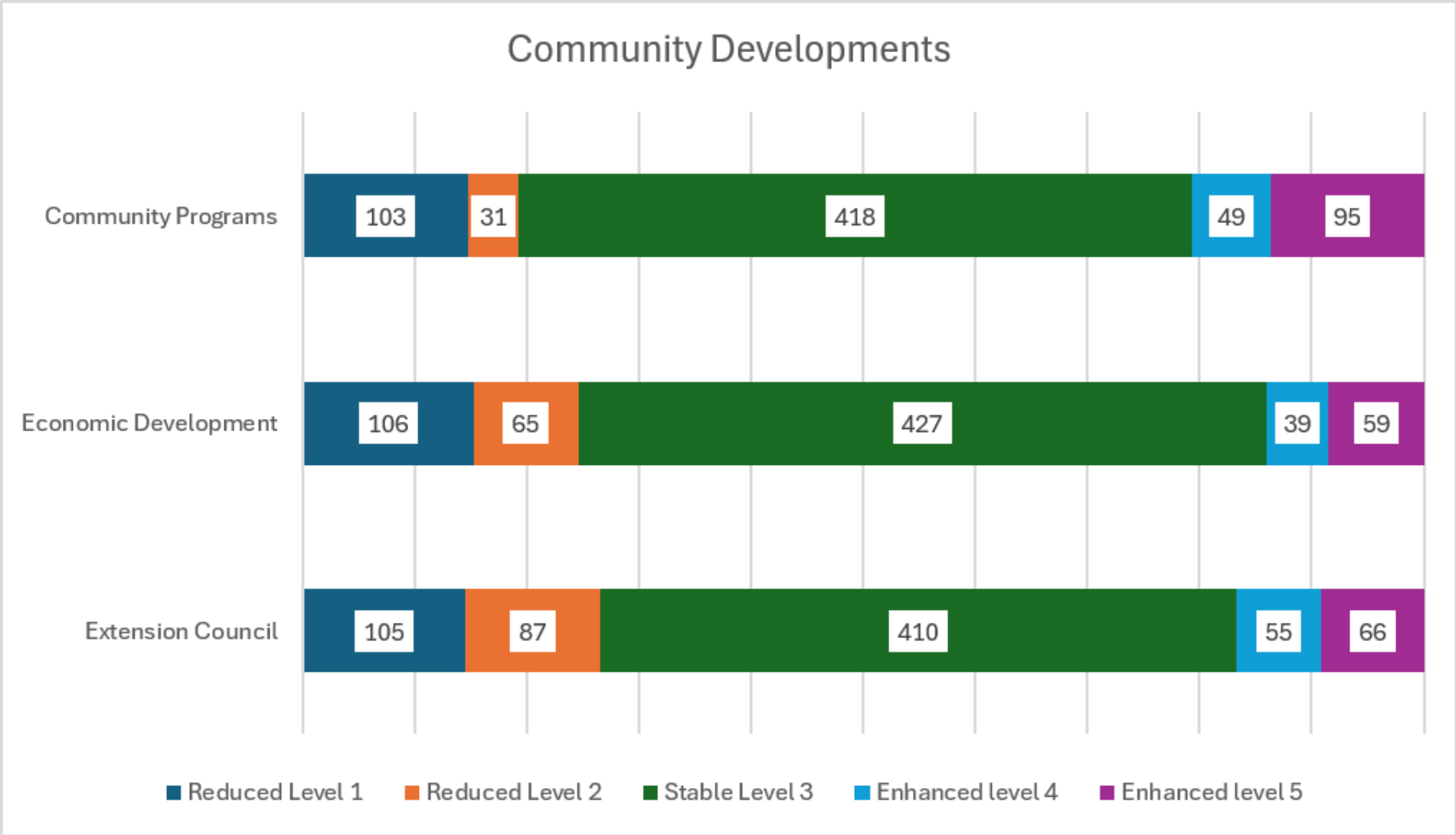


# How does that compare to last year's C&R survey?

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- Overall, mixed support for Culture and Recreation
- Decrease in support for Exploration Place (11.2% support for enhanced levels, compared to 16.3% last year)
- **Very large increase in support for the Sedgewick County Zoo** (36.3% support for enhanced levels, compared to 17.9% last year)
- Decrease in support for Community Programs (16.3% support for enhanced, compared to 20.4% last year)
- Slight increase in support for Parks Dept (21.6% support for enhances, compared to 21.4% last year)

# Community Developments Preferences

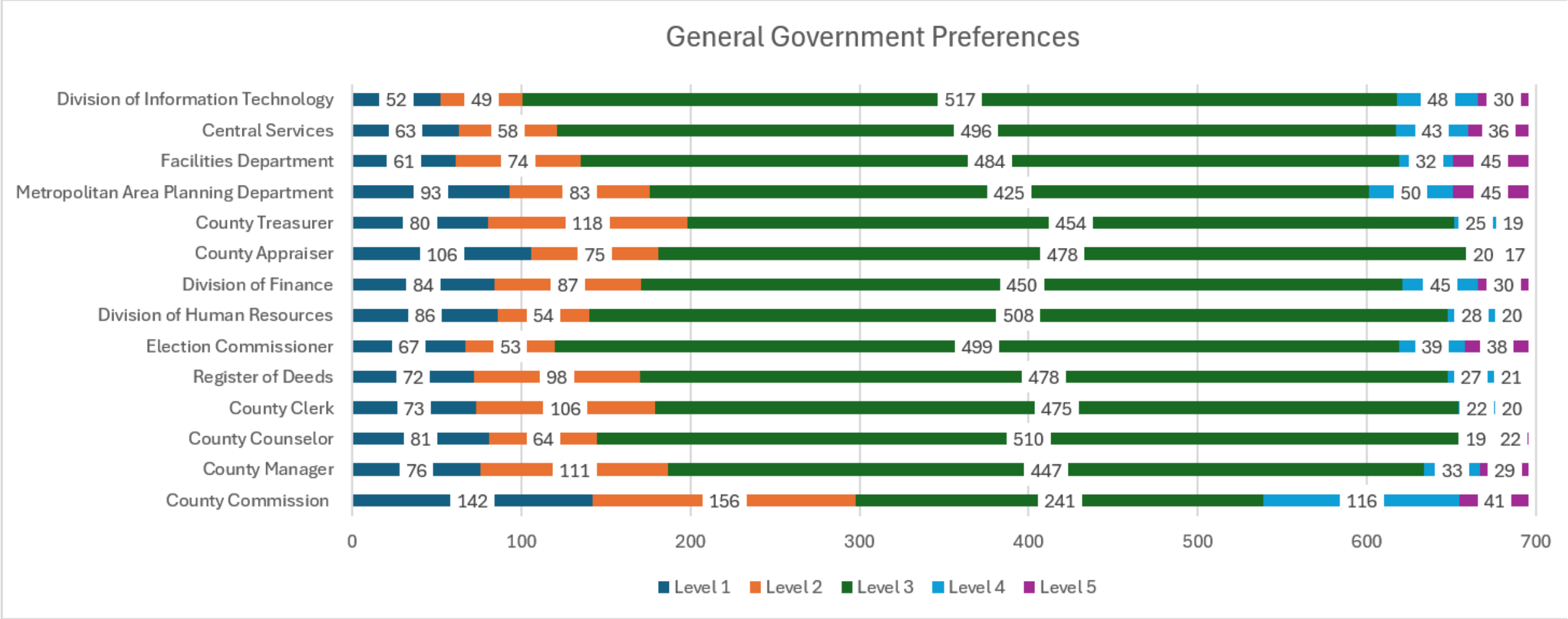


# How does that compare to last year's CDs survey?

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- Overall, more support for Community Developments
- Increase in support for Community Programs (20.6% support for enhanced levels, compared to 18.71% last year)
- Increase in support for Economic Development (14% support for enhanced levels, compared to 11.9% last year)
- Increase in support for Extension Council (17.3% support for enhanced, compared to 13.9% last year)

# General Government Spending Preferences

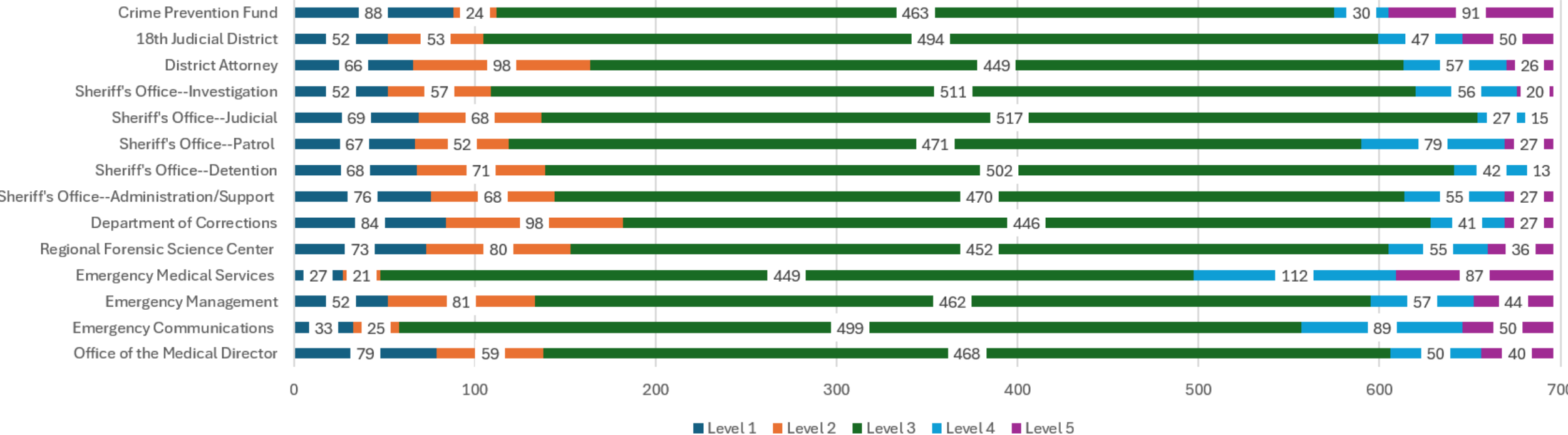


# Percentage increase for Gen Govt to enhanced level from 2025 to now

Division of Information Technology	• Increase from 10.2 in 2025 to 11.2
Central Services	• <b>Large increase from 5.1 in 2025 to 11.3</b>
Facilities Department	• Increase from 8.2 in 2025 to 11
Metropolitan Area Planning Department	• Increase from 9.8 in 2025 to 13.6
County Treasurer	• Increase from 5.4 in 2025 to 6.3
County Appraiser	• Increase from 4.7 in 2025 to 5.3
Division of Finance	• <b>Large increase from 4.4 in 2025 to 10.7</b>
Division of Human Resources	• Increase from 6.1 in 2025 to 6.9
Election Commissioner	• Increase from 10.8 in 2025 to 11
Register of Deeds	• Increase from 4.4 in 2025 to 6.9
County Clerk	• Increase from 5.7 in 2025 to 6
County Counselor	• Increase from 5.4 in 2025 to 5.9
County Manager	• Increase from 5.8 in 2025 to 8.9
County Commission	• <b>Very Large Increase from 3.7 in 2025 to 22.5</b>

# Public Safety Spending Preferences

Public Safety Preferences



# Percentage increase for Public Safety enhanced level from 2025 to now

Crime Prevention Fund

- Increase from 17 to 17.4

18th Judicial District

- **Large increase from 4.4 to 13.9**

District Attorney

- **Large increase from 3.7 to 11.9**

Sheriff's Office--Investigation

- Sheriff's Office expanded from one category to two since 2025, but there was a general **significant increase to ~10 from 4.7**

Sheriff's Office--Judicial

Sheriff's Office--Patrol

Sheriff's Office--Detention

Sheriff's Office--Administration/Support

Department of Corrections

- Decrease from 9.8 to 9.7

Regional Forensic Science Center

- Increase from 9.8 to 13

Emergency Medical Services

- Decrease from 33.7 to 28.6

Emergency Management

- Decrease from 15.3 to 14.5

Emergency Communications

- **Large decrease from 29.6 to 20**

Office of the Medical Director

- Increase from 9.18 to 12.9

# Comment themes

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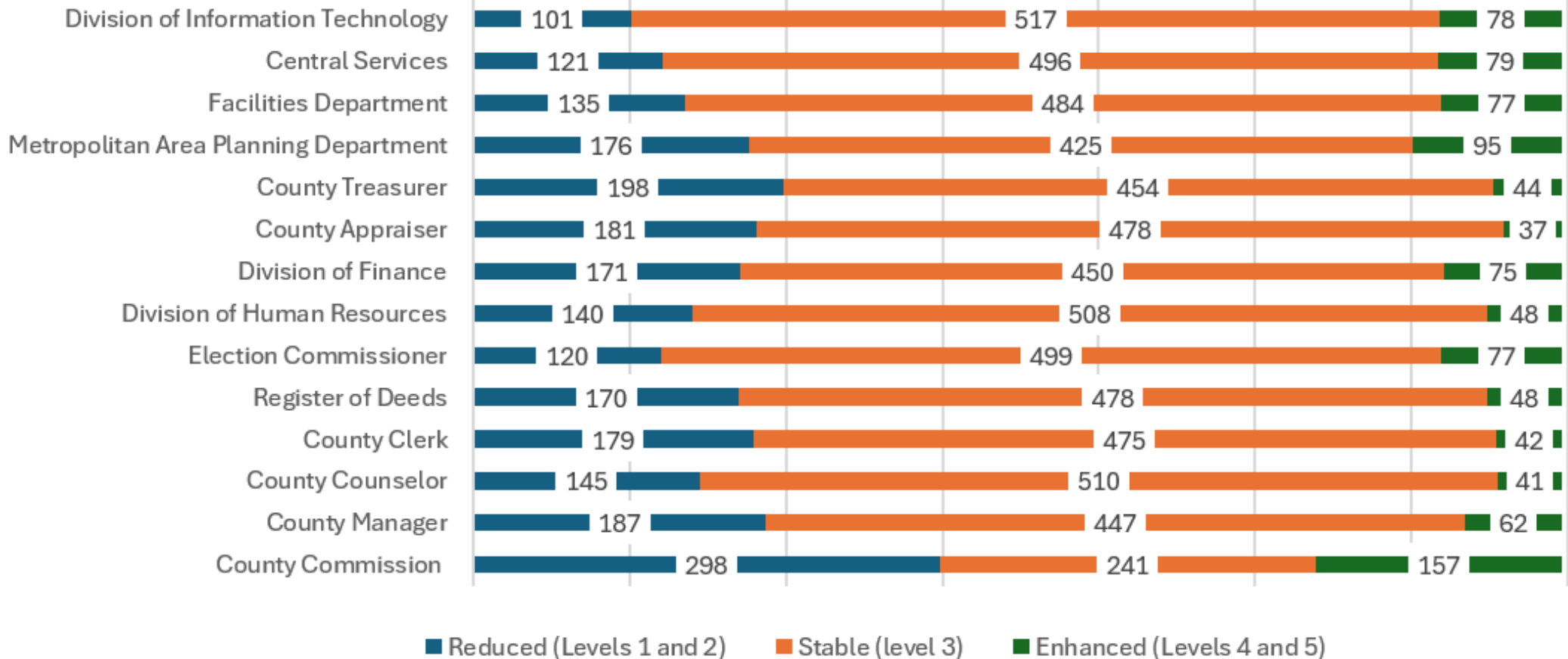
- Concerns regarding privatization, outsourcing efforts to corporations
- Lack of understanding regarding what some projects do (Crime Prevention Fund, Extension Council)
- Favor affordable housing initiatives over existing budgetary areas
- Concerns regarding data centers
- Concerns regarding inflated property value estimates, current appraisal system
- Calls for increased transparency for various departments (division of finance, budget transfers)

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**Thank you!**

# General Government Spending Preferences.

General Government Preferences



# Public Safety Spending Preferences.

