

# 2026 City of Merriam Downtown Master Plan Survey Findings Report

Presented to the City of Merriam, KS

September 2026

# MERRIAM

*Just right.*



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# 2026 City of Merriam Downtown Master Plan Survey Executive Summary

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## Overview

ETC Institute administered a Downtown Master Plan Survey to Merriam residents and businesses in July of 2026. The results from the survey will help the City understand the priorities and preferences of residents and business owners/operators as the City considers improvements to the area while facing challenges related to flooding, access, redevelopment, and how future improvement could be funded.

## Methodology

ETC Institute mailed a survey packet to residents and business owners in the City of Merriam. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. After the surveys were mailed, ETC Institute followed up with respondents to encourage participation. If respondents did not want to return the survey by mail, they were given the option to complete it online. A total of 471 respondents completed the survey.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Tabular data showing the overall results for all questions on the survey (Section 2)
- Survey instrument (Section 3)

The major findings of the survey are summarized on the following pages.

## Major Findings

**Time Spent in Downtown Merriam.** Twenty-one percent (21%) of the residents surveyed indicated they visit or spend time in Downtown Merriam weekly or more often; 24% visit a few times per month, 27% visit a few times per year, and 24% rarely visit. The remaining 4% indicated they never visit or spend time in Downtown Merriam.

**Support for Improvements to Downtown.** Nearly half (48%) of the residents surveyed indicated they “strongly support” the City moving in a different direction for Downtown, with more dining and local shops, more walkable streets, new public spaces, and some added housing. Thirty percent (30%) of residents indicated they “support” these improvements, 12% “neither support nor oppose” improvements, 4% are “opposed,” and 6% “strongly oppose” improvements to Downtown Merriam.

**Flooding Concerns.** Nine out of ten residents surveyed indicated that keeping people safe during floods, including safe routes in and out, is very important or somewhat important. Other flooding concerns that residents indicated are very important or important are: keeping flooding from getting worse for properties upstream or downstream (90%) and protecting home and business from flood damage (90%).

Based on the sum of their top two choices, the flood related items that residents think will have the most impact on Downtown Merriam are: 1) protecting homes and businesses from flood damage and 2) keeping people safe during floods, including safe routes in and out.

**Items Residents Would Most Like to See in Downtown Merriam.** Based on the sum of their top three choices, the items residents would most like to see in Downtown Merriam's future are: 1) more restaurants and cafes, 2) more local shops and retail, and 3) evening venues such as a brewery, music venue, or entertainment space.

**Support for Adding Housing in Downtown Merriam.** Nearly half (49%) of the residents surveyed indicated they "strongly support" (22%) or "support" (27%) adding housing in Downtown Merriam; 24% "neither support nor oppose" adding housing; 12% are "opposed," and 16% "strongly oppose" adding housing in Downtown Merriam.

**Importance of Downtown Being a Place to Go During Evenings/Weekends.** Twenty-four percent (24%) of the residents surveyed indicated it is "very important" that Downtown be a place to go in the evenings and on weekends, not just during the workday; 41% think this is "important," 26% were "neutral," and 10% think this is "not important" or "not at all important."

**Support for Items Being Part of Downtown's Future.** Fifty-five percent (55%) of the residents surveyed indicated they "strongly support" (15%) or "support" live-work spaces for artists and makers as part of Downtown Merriam's future. Other items that residents "strongly support" or "support" include: a shared commercial kitchen or food business incubator for small food businesses (47%) and office space for businesses and employers (46%).

**Turkey Creek Floodplain Issues.** Nearly half (48%) of the residents surveyed indicated they are "very aware" that Downtown Merriam sits within the Turkey Creek floodplain, which limits expansion and redevelopment; 33% are "somewhat aware," 13% are "not very aware," and 7% are "not at all aware" of the proximity of the Turkey Creek floodplain to Downtown.

Fifty-four percent (54%) of the residents surveyed indicated the City should invest in major flood improvements that keep Merriam Drive open during floods. Forty-four percent (44%) of residents think the City should simultaneously focus on flood control while moving ahead with improvements on safe land.

**Funding Source for Downtown Improvements.** Fifty-two percent (52%) of the residents surveyed indicated Downtown Improvements should be funded most by sales tax, since much of it is paid by non-residents who shop in Merriam; 36% think improvements should be funded by a balanced mix of sales tax and property tax, and 2% think improvements should be funded mostly by property tax, since Merriam property owners benefit most from Downtown improvements. The remaining 11% of residents think no taxes should fund Downtown improvements.

Eighty-one percent (81%) of the residents surveyed would "strongly support" (43%) or "support" (38%) dedicating a 1/4-cent sales tax to Downtown improvements, and 77% of residents would "strongly support" (35%) or "support" (42%) the City using partnerships or tax incentives to attract private investment to Downtown.

**Likelihood of Using Various Amenities in Downtown.** Ninety-one percent (91%) of the residents surveyed indicated they would be “very likely” (63%) or “somewhat likely” (28%) to visit sit-down restaurants and cafés if they were available in Downtown Merriam; 84% would be likely to visit an expanded or year-round farmer’s market, 83% would be likely to visit locally owned shops and artisan goods, and 79% would be likely to attend community events and festivals if they were available in Downtown Merriam.

**Plans for Merriam Businesses in Next 5 Years.** Nearly half (48%) of the business owners/operators surveyed indicated they anticipate their business “staying about the same” in the next five years; 32% anticipate their business growing or expanding in Merriam, 12% are considering closing or selling their business, and 9% are considering relocation outside Merriam.

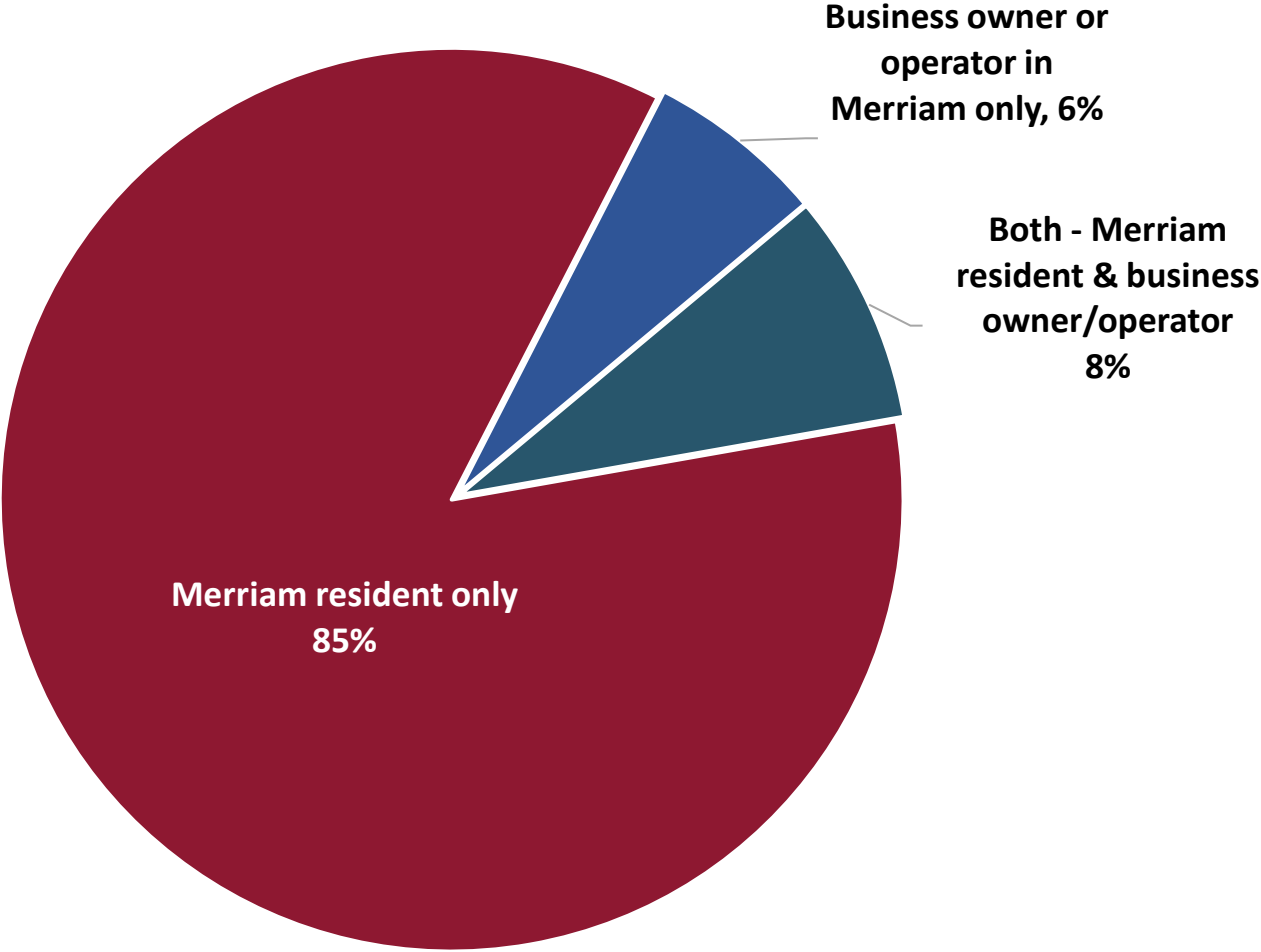
**Importance of Various Items to the Success of Downtown.** Eighty-nine percent (89%) of the business owners/operators surveyed indicated that from their perspective, the City’s respect for existing business locations and property rights are “very important” (71%) or “important” (18%). Other items that business owners/operators indicated are “very important” or “important” are: safety in commercial areas, especially in the evening (86%), reliable parking for customers and employees (72%), and reduced flood risk (68%).

Based on the sum of their top two choices, the items that business owners/operators think will have the most impact on the City of Merriam are: 1) streetscape and public realm improvements that bring more people Downtown and 2) the City’s respect for existing business locations and property rights.

**Support for Improvements to Downtown.** Thirty-five percent (35%) of the business owners/operators surveyed indicated they “strongly support” the City moving in a different direction for Downtown, with more dining and local shops, more walkable streets, new public spaces, and some added housing. Thirty-two percent (32%) of business owners/operators indicated they “support” these improvements, 15% “neither support nor oppose” improvements, 2% are “opposed,” and 15% “strongly oppose” improvements to Downtown Merriam.

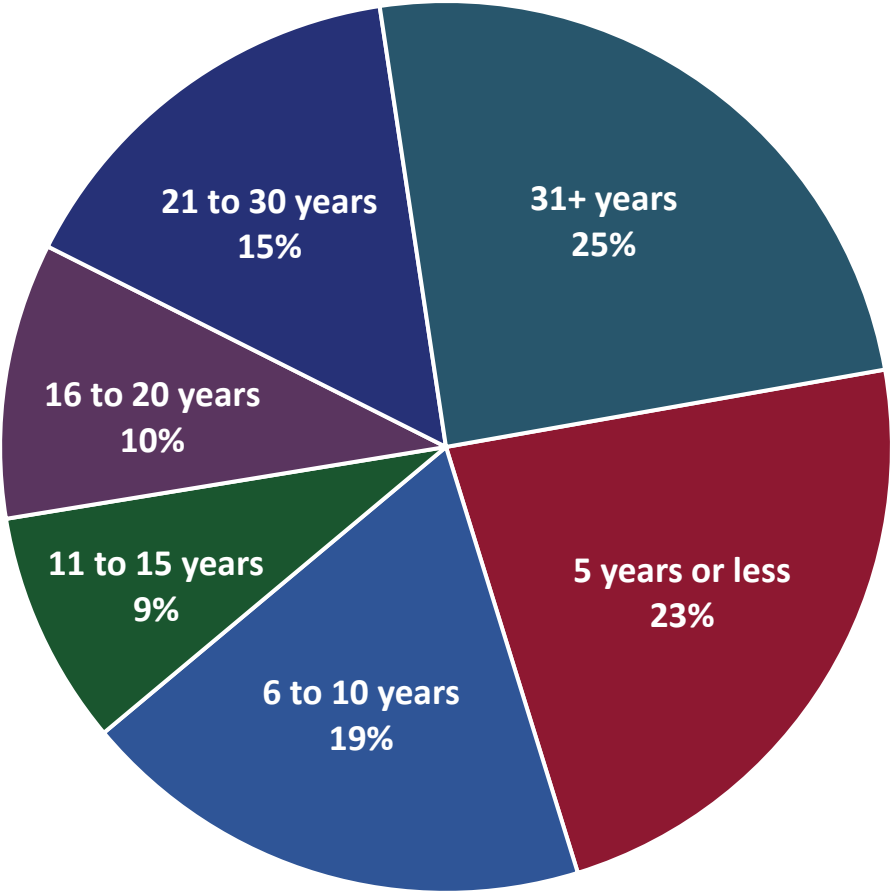
# 1. Charts & Graphs

# Q1. Which of the following best describes you? (ALL RESPONDENTS) by percentage of respondents

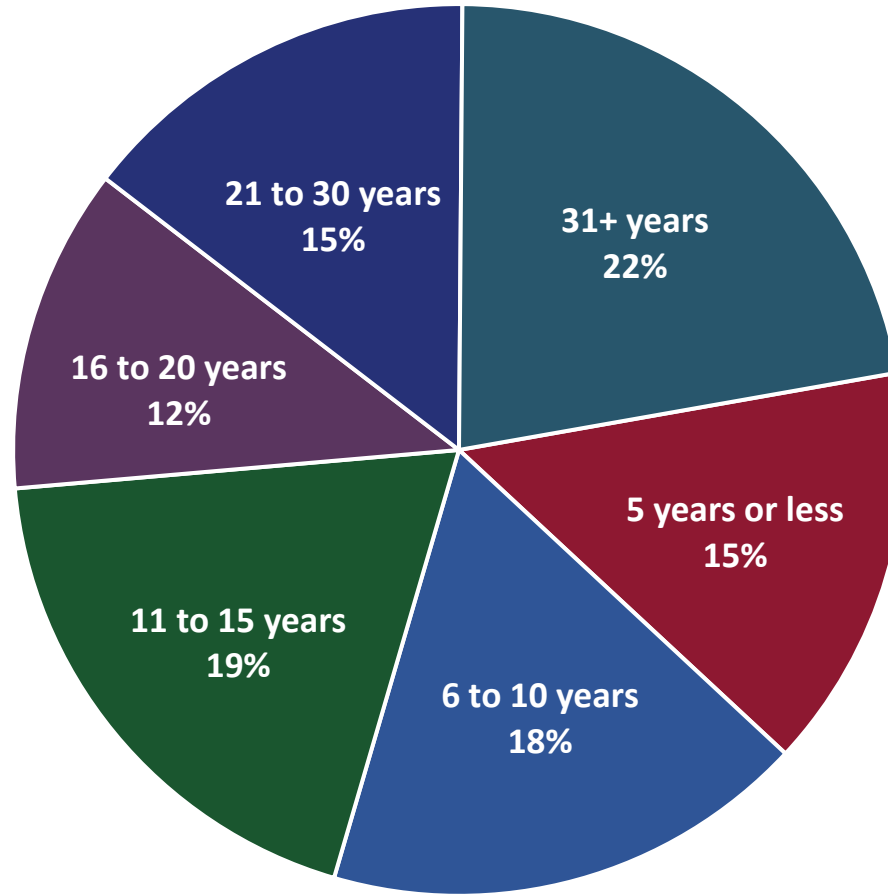


# Q2. How many years have you lived and/or owned/operated a business in Merriam? (RESIDENTS)

by percentage of respondents (excluding “not provided”)

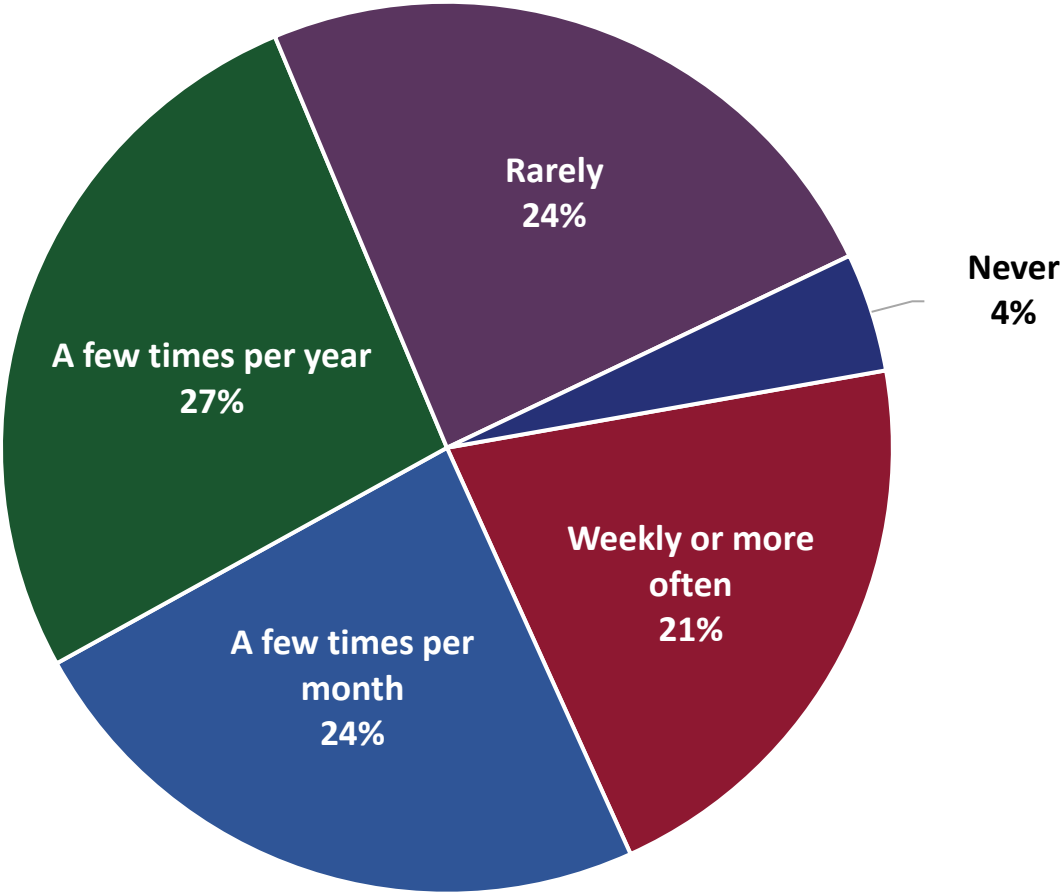


## Q2. How many years have you lived and/or owned/operated a business in Merriam? (BUSINESS OWNERS/OPERATORS) by percentage of respondents (excluding “not provided”)



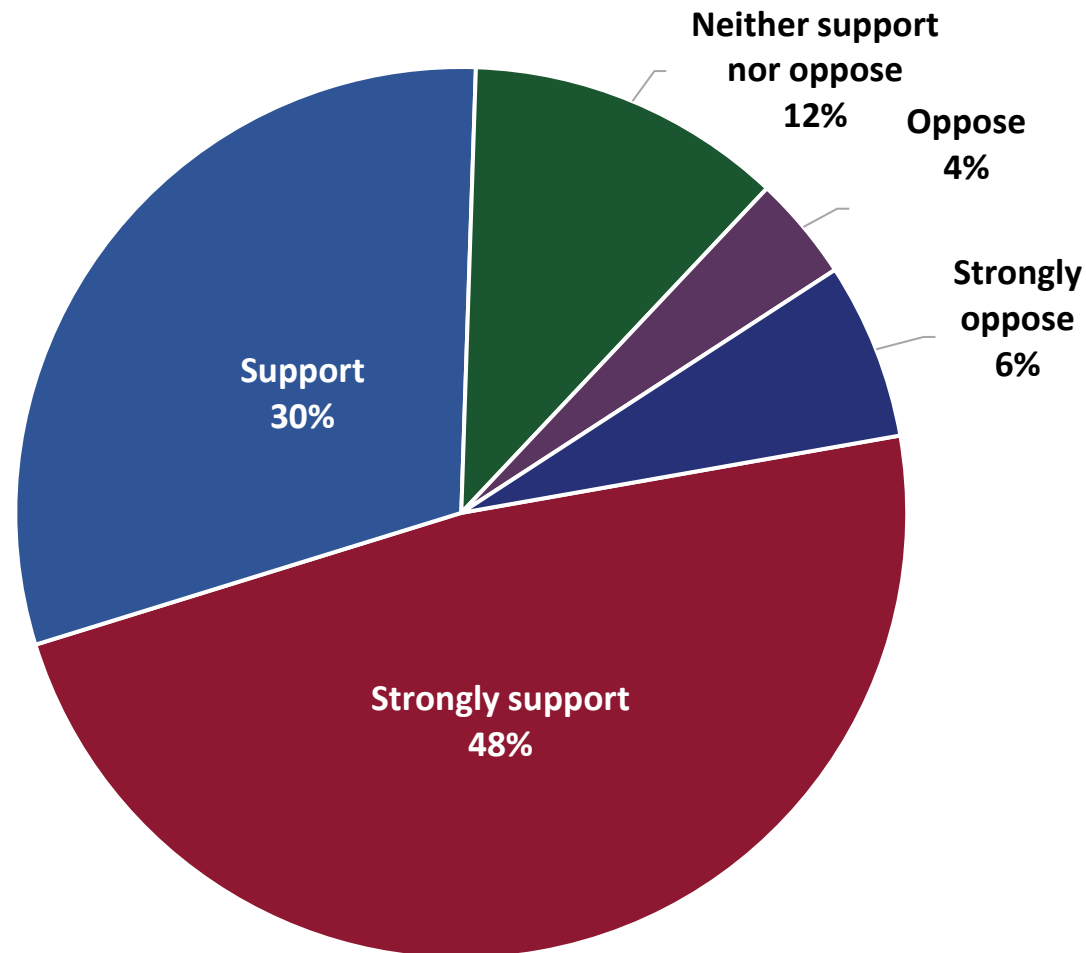
# Q3. Currently, how often do you visit or spend time in Downtown Merriam? (RESIDENTS)

by percentage of respondents (excluding “not provided”)



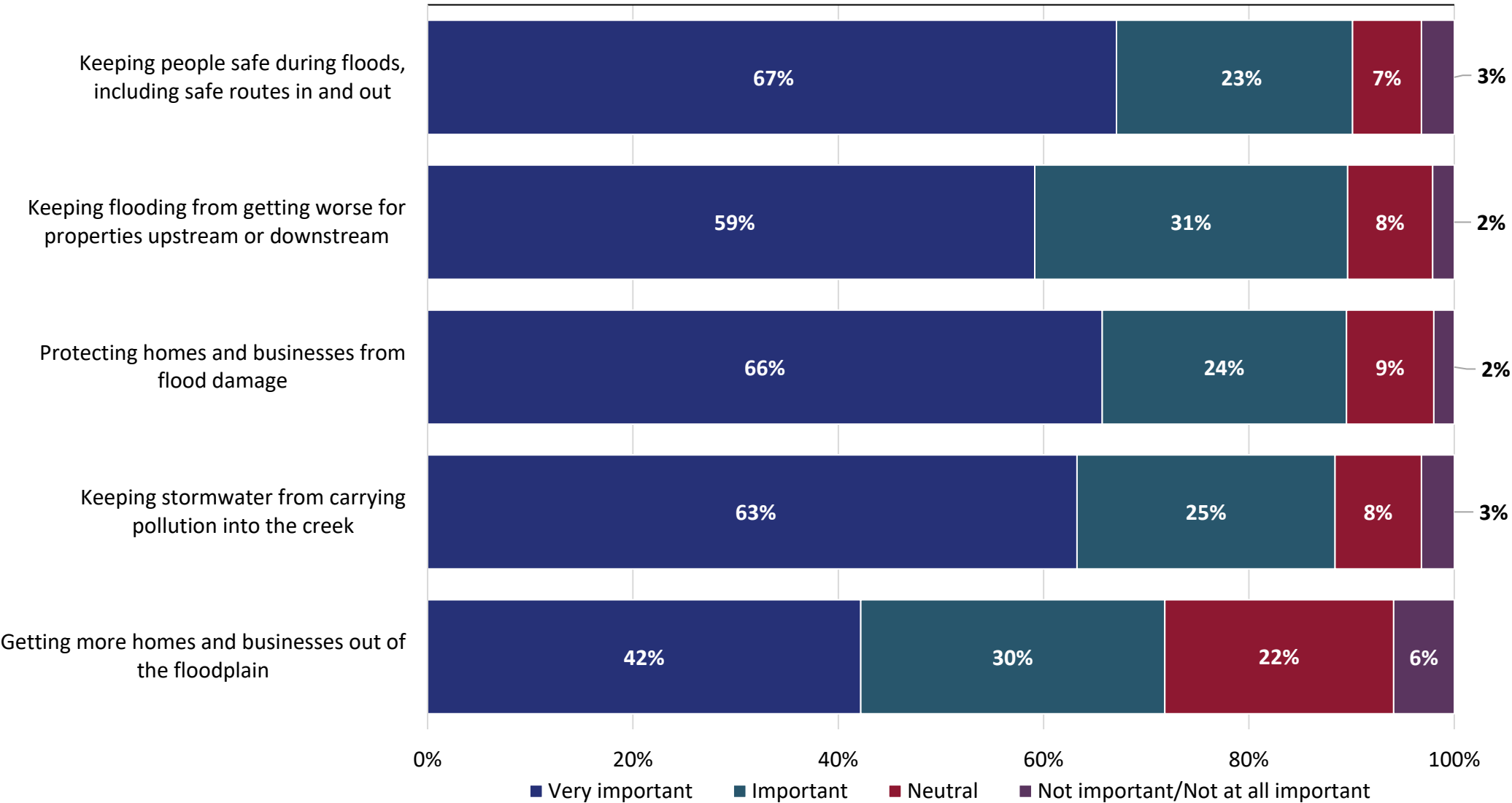
# Q4. Please rate your level of support for the City of Merriam moving in a different direction for Downtown, with more dining and local shops, more walkable streets, new public spaces, and some added housing (RESIDENTS)

by percentage of respondents (excluding “not sure”)



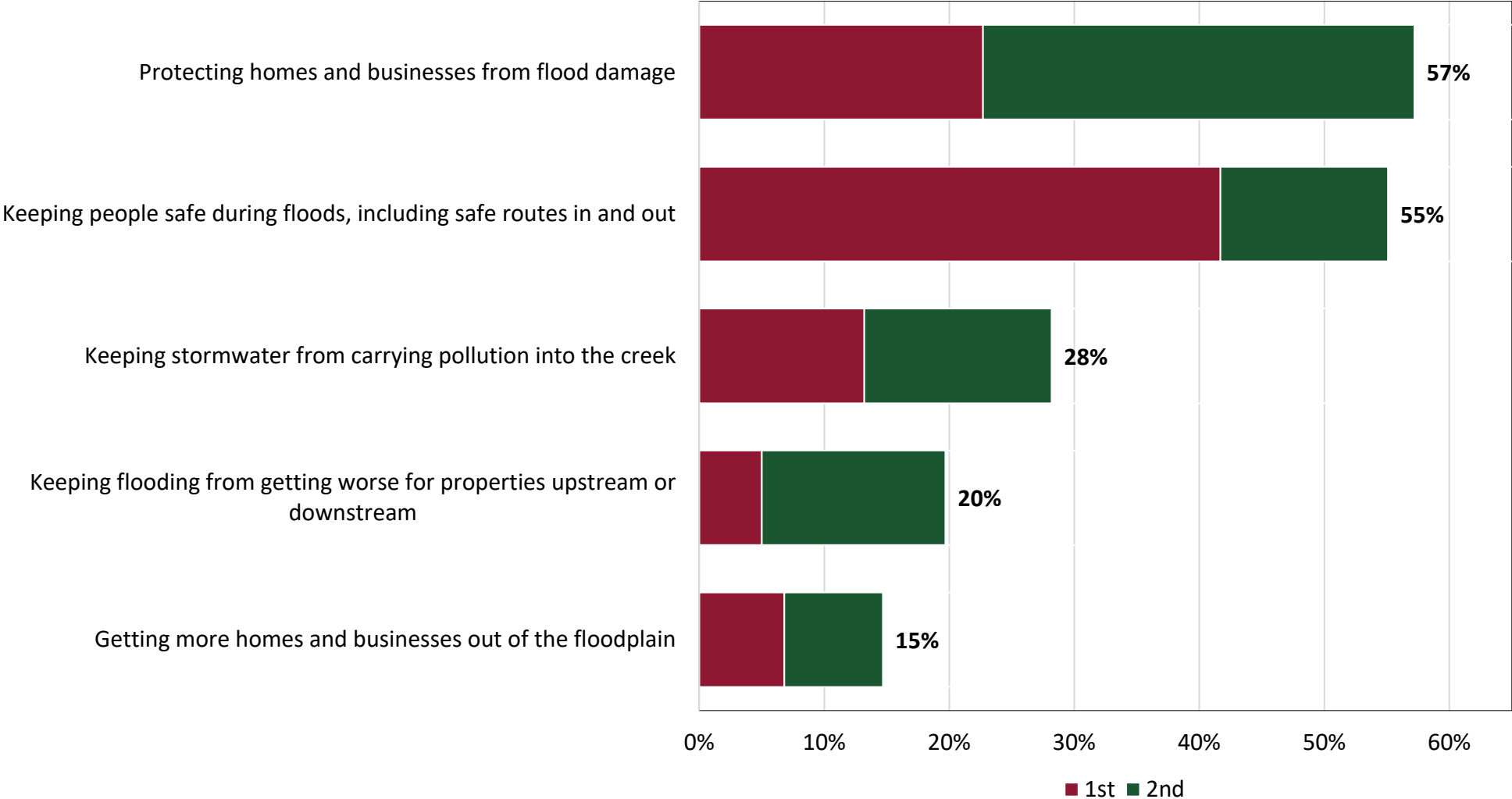
# Q5. Importance of the Following to Household Members (RESIDENTS)

by the percentage of respondents (excluding “not sure”)



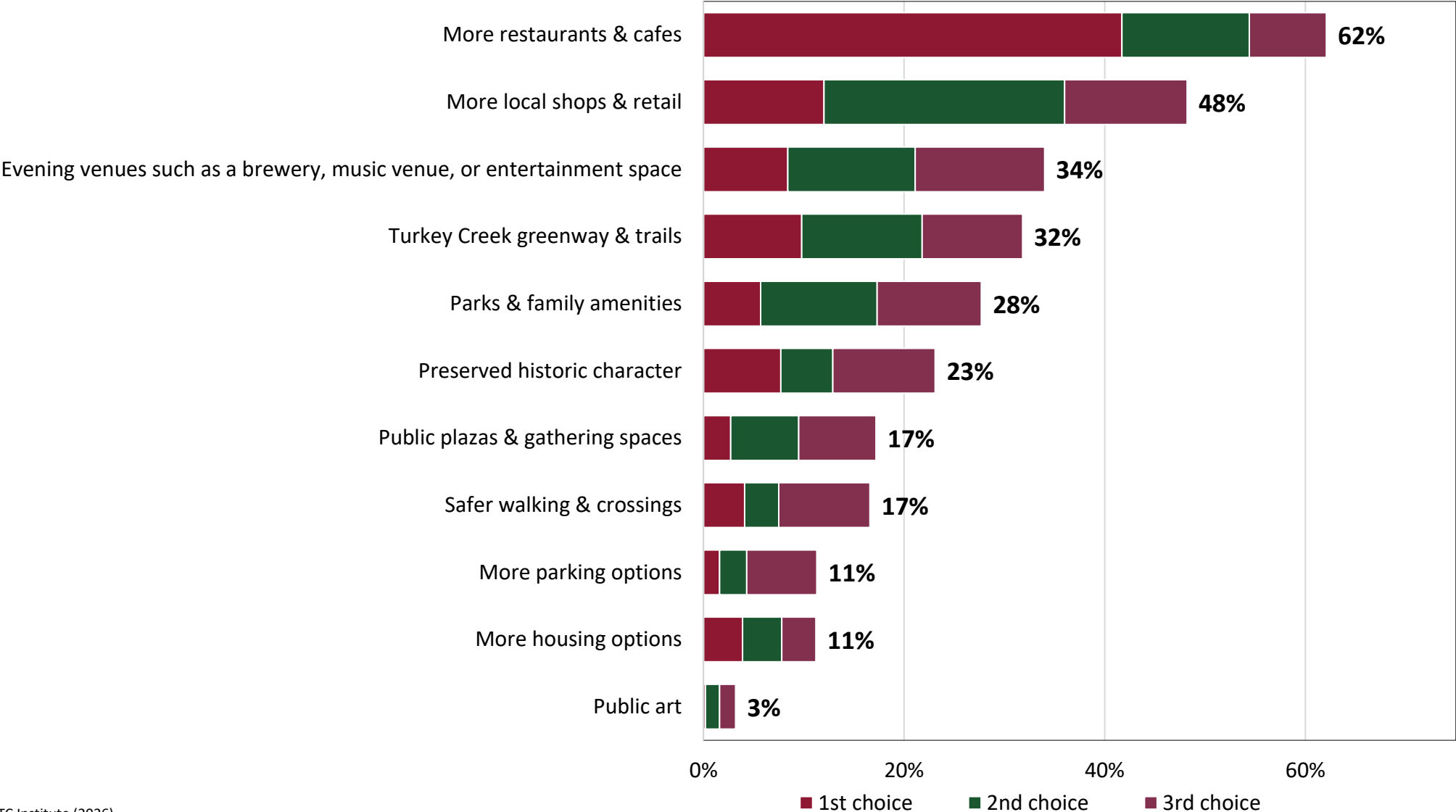
# Q6. Which TWO of the items listed in Question 5 do you think will have the most impact on Downtown Merriam? (RESIDENTS)

by percentage of respondents who selected the item as one of their top two choices



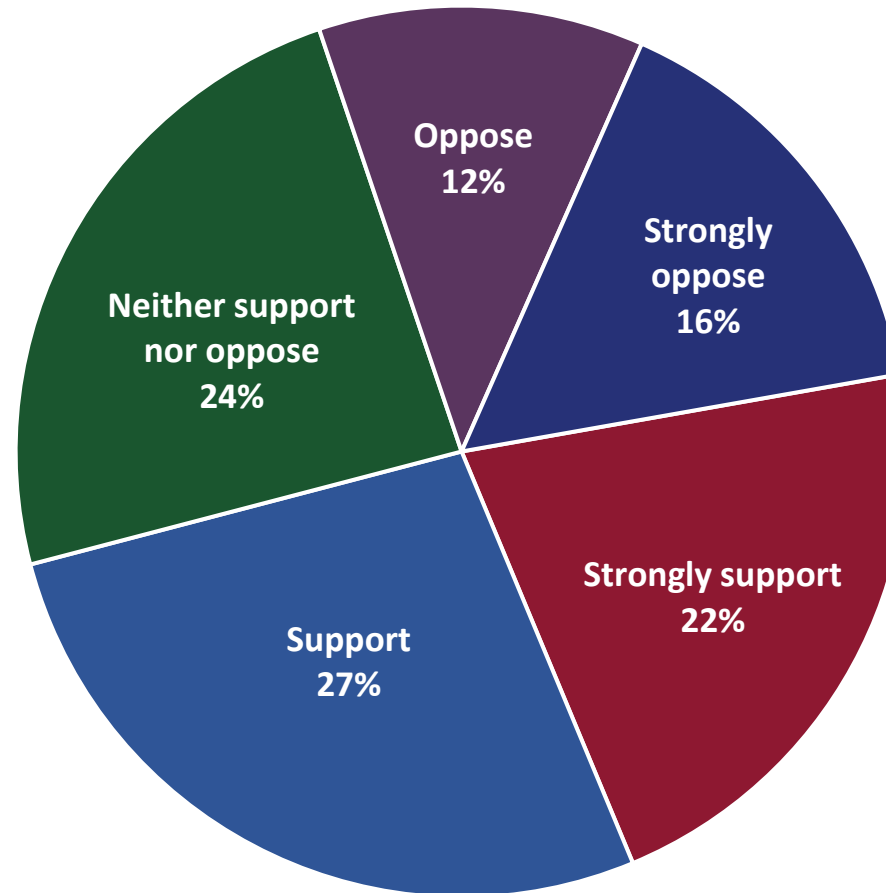
# Q7. Which THREE of the following would you most like to see in Downtown Merriam’s future? (RESIDENTS)

by percentage of respondents who selected the item as one of their top three choices



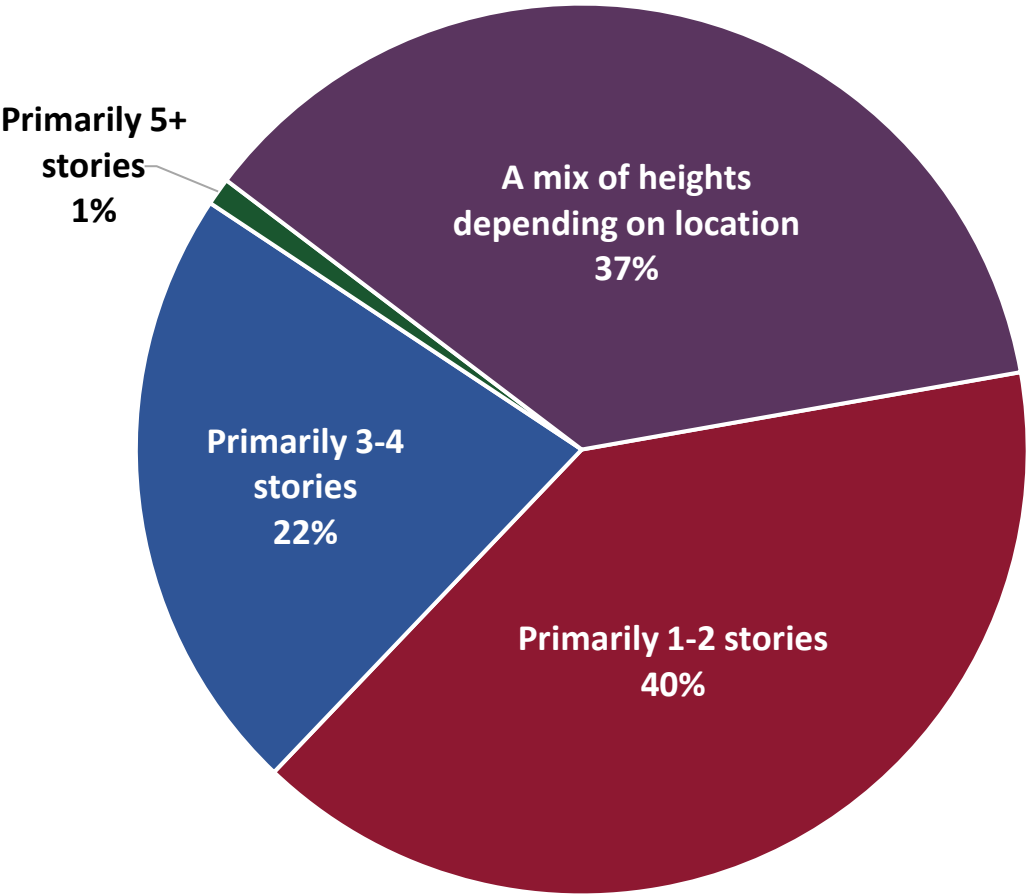
## Q8. Please rate your level of support for adding housing in Downtown Merriam (RESIDENTS)

by percentage of respondents (excluding “not sure”)



# Q9. As Downtown Merriam evolves, what building scale feels most appropriate? (RESIDENTS)

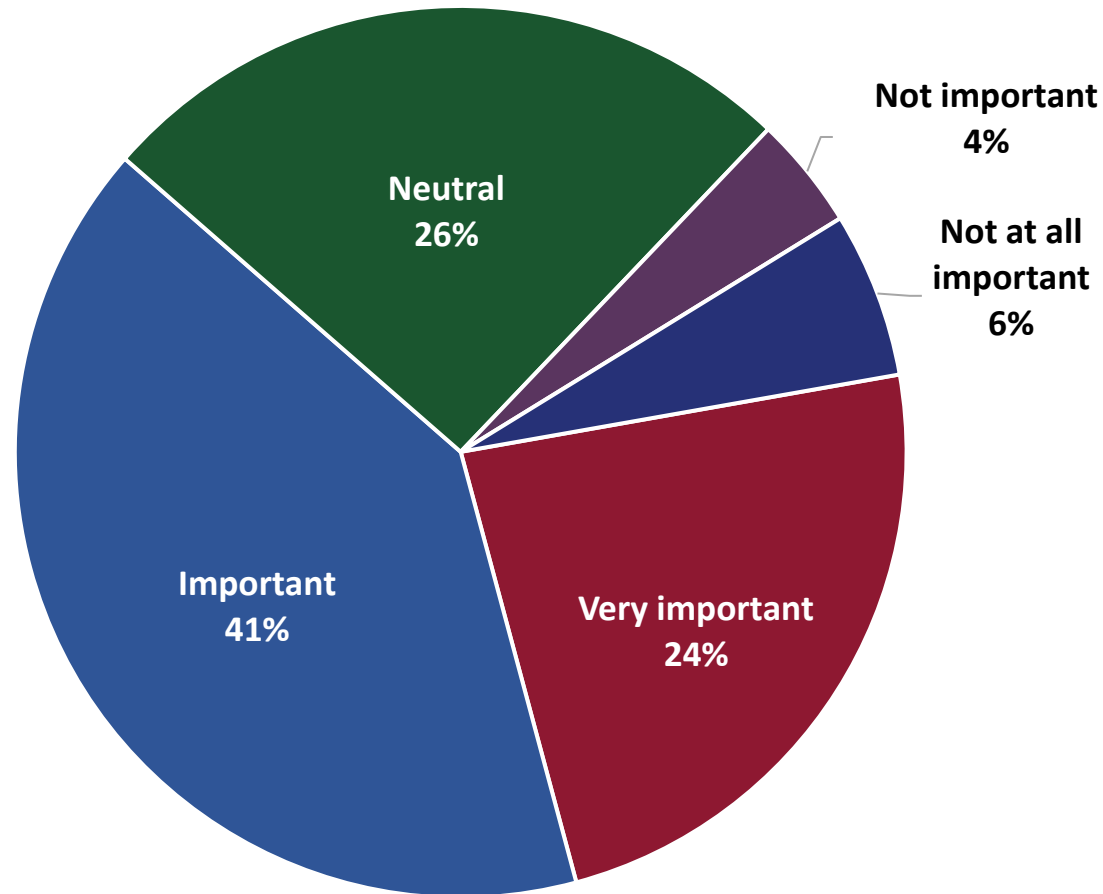
by percentage of respondents (excluding “not sure”)



# Q10. How important is it to you that Downtown be a place to go in the evenings and on weekends, not just during the workday?

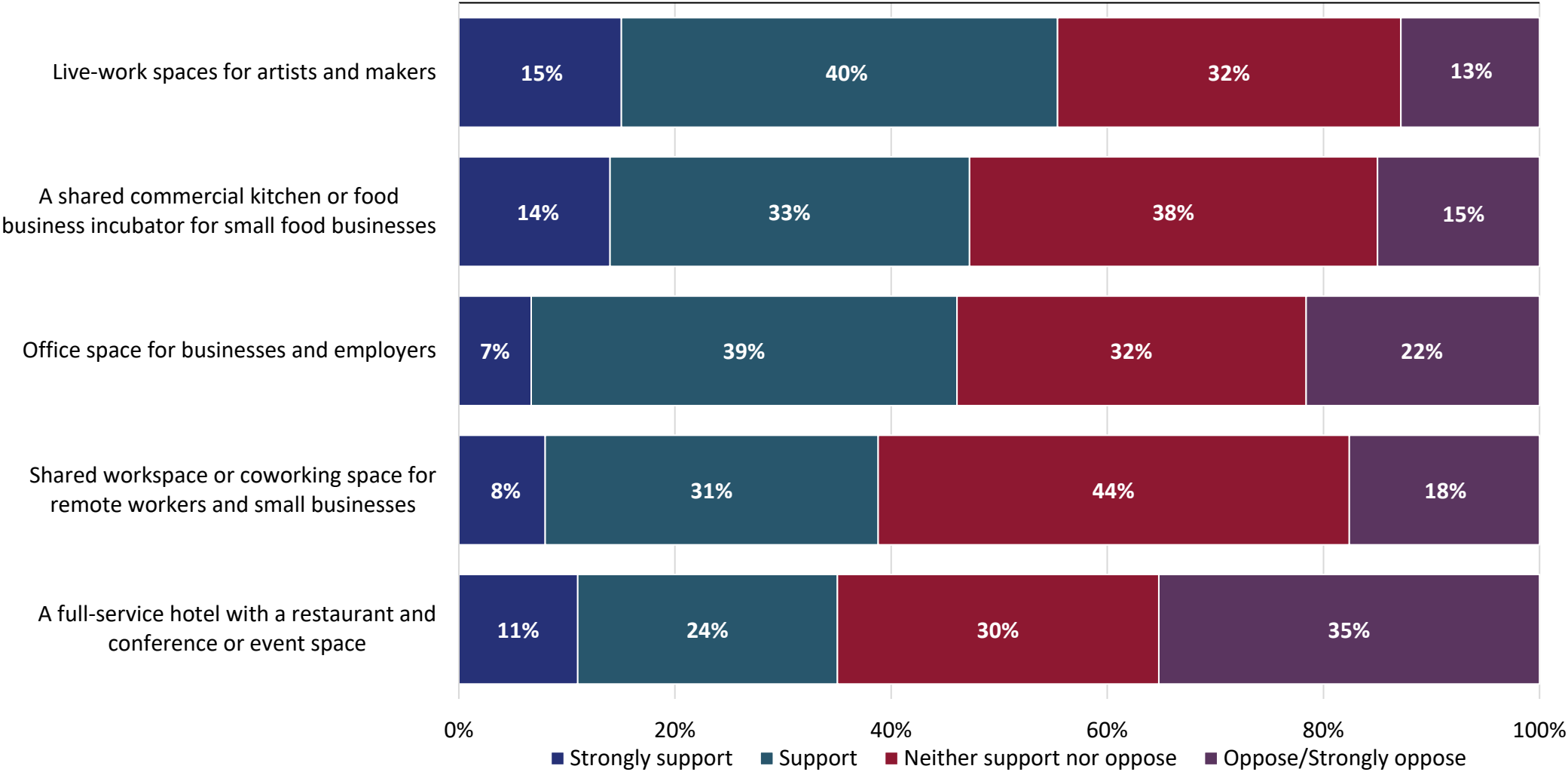
(RESIDENTS)

by percentage of respondents (excluding "not sure")



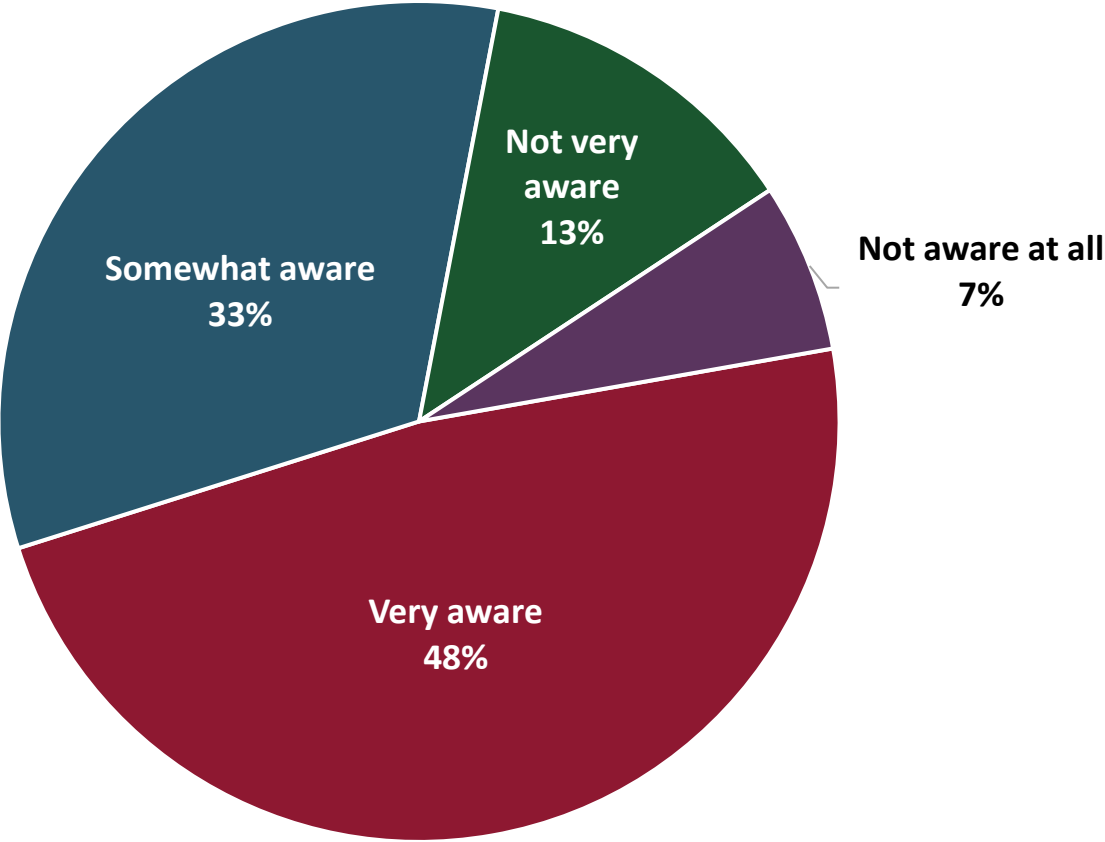
# Q11. Level of Support for Each of the Following Being a Part of Downtown’s Future (RESIDENTS)

by the percentage of respondents (excluding “not sure”)



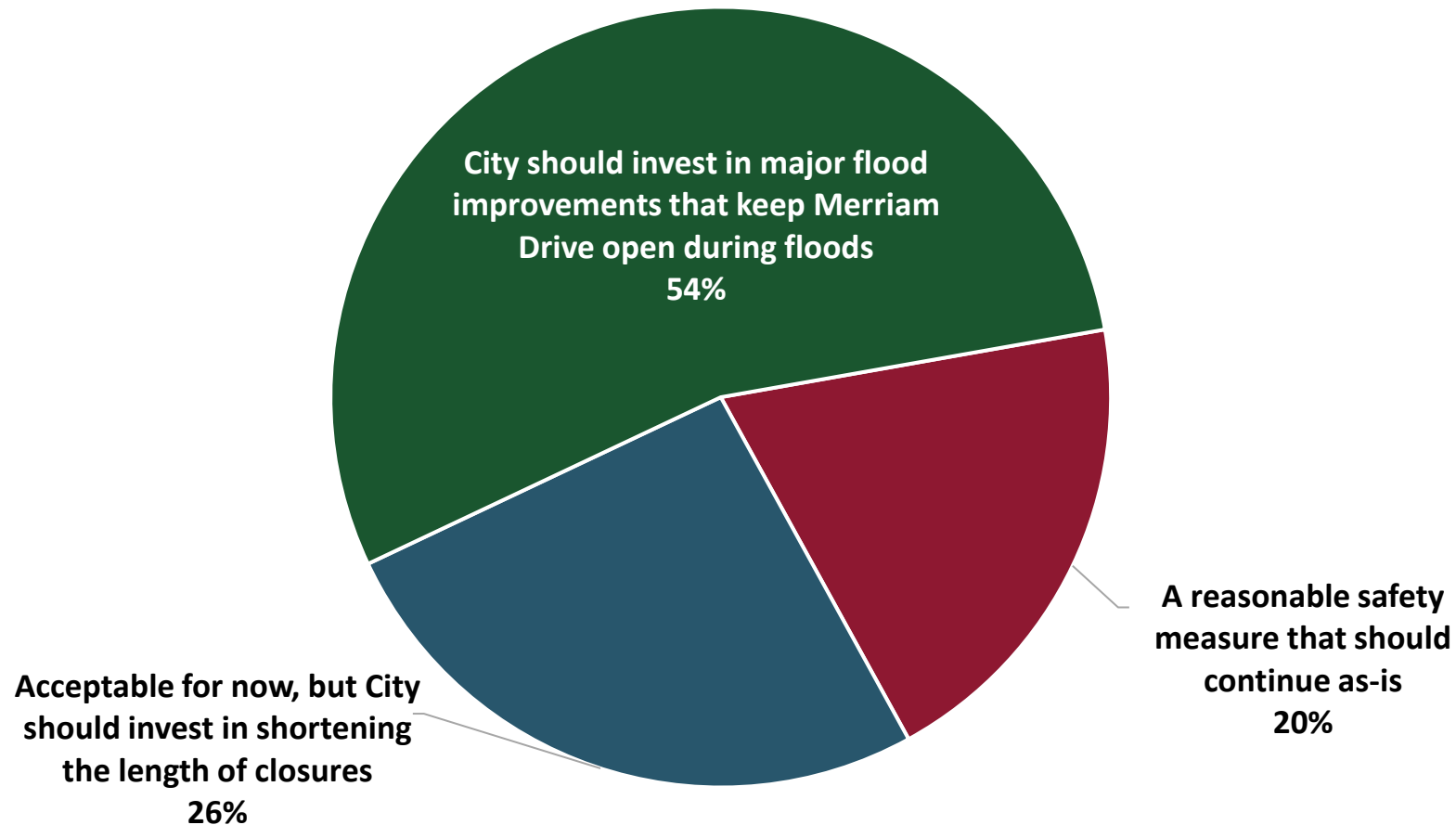
# Q12. How aware are you that the majority of Downtown Merriam sits within the Turkey Creek floodplain which limits expansion and redevelopment? (RESIDENTS)

by percentage of respondents (excluding “not sure”)



# Q13. During closures of Merriam Drive due to major floods that threaten Downtown, which of the following statements comes closest to your view of this current approach? (RESIDENTS)

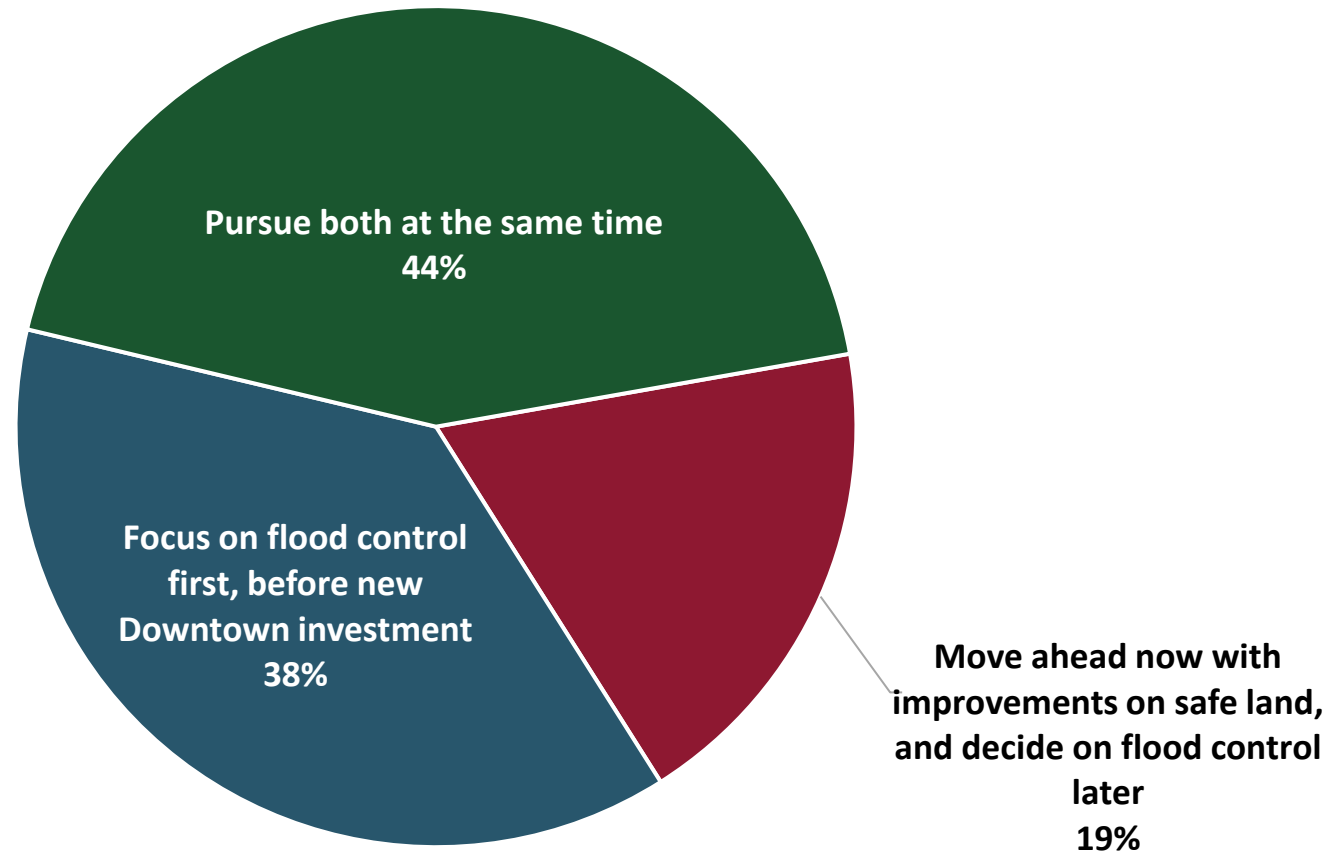
by percentage of respondents (excluding “not sure”)



# Q14. Which of the following comes closest to what you think the City should do with regard to Downtown improvements?

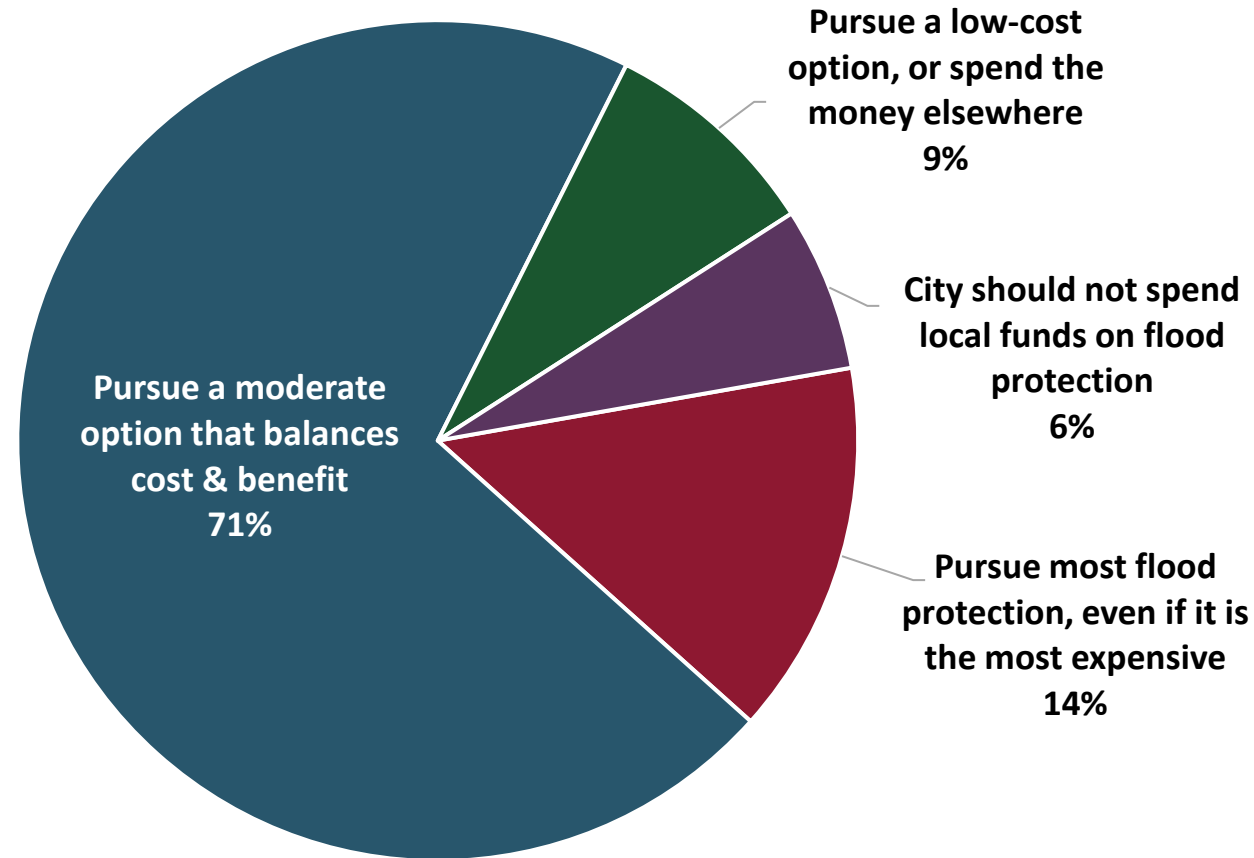
## (RESIDENTS)

by percentage of respondents (excluding “not sure”)



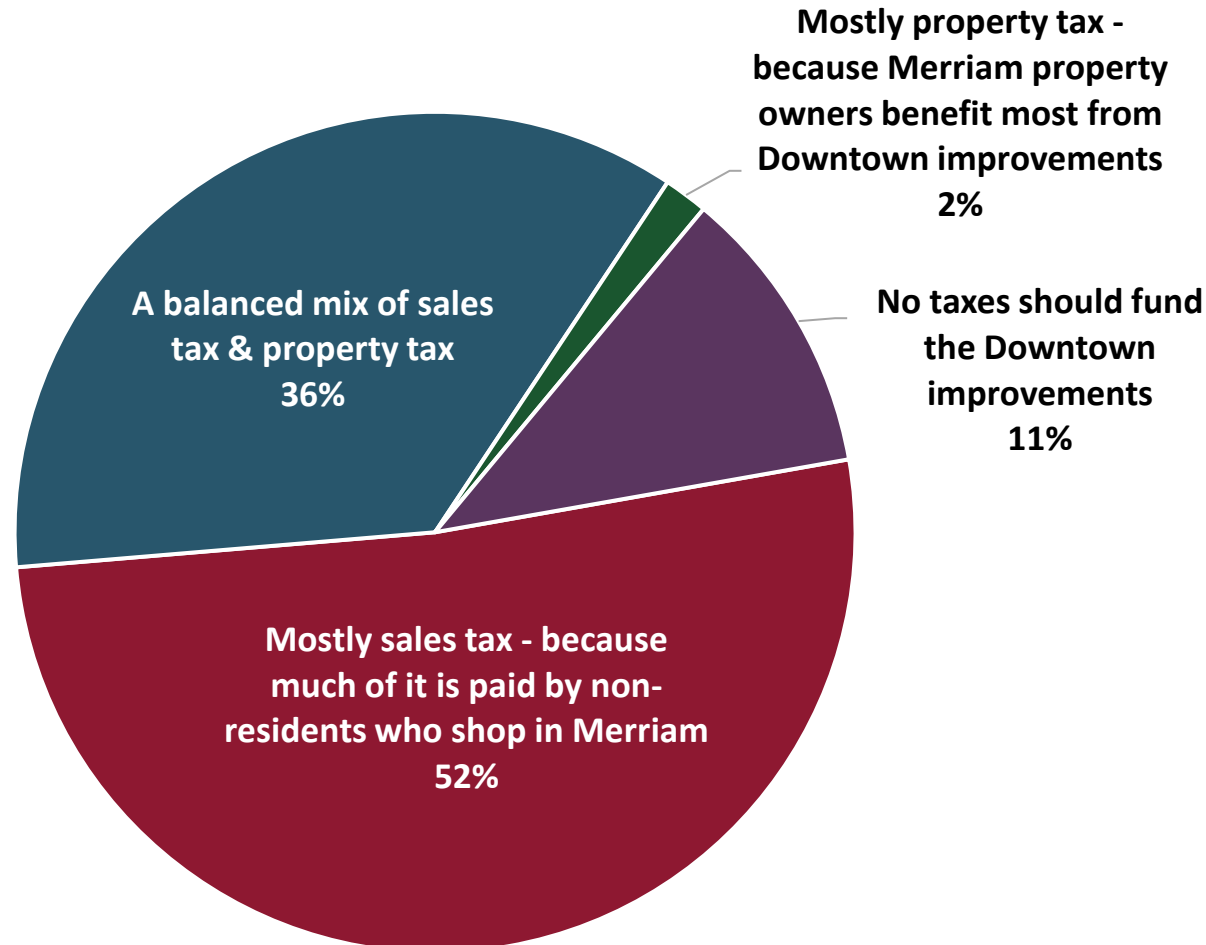
# Q15. Which of the following statements comes closest to your view of flood-protection options? (RESIDENTS)

by percentage of respondents (excluding “not sure”)



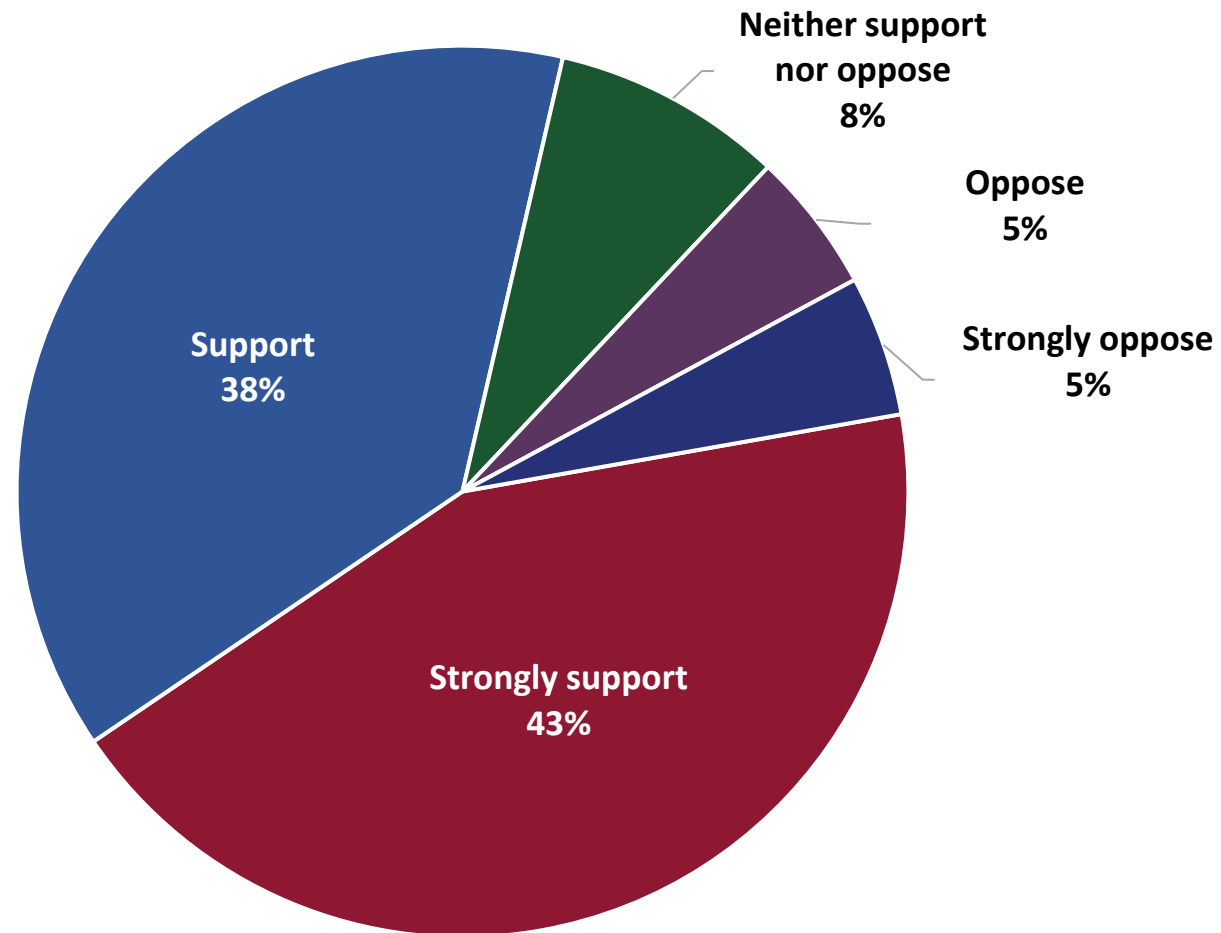
# Q16. What funding source do you think makes the most sense for Downtown improvements? (RESIDENTS)

by percentage of respondents (excluding “not sure”)



# Q17. Would you support or oppose dedicating a 1/4-cent sales tax to Downtown improvements? (RESIDENTS)

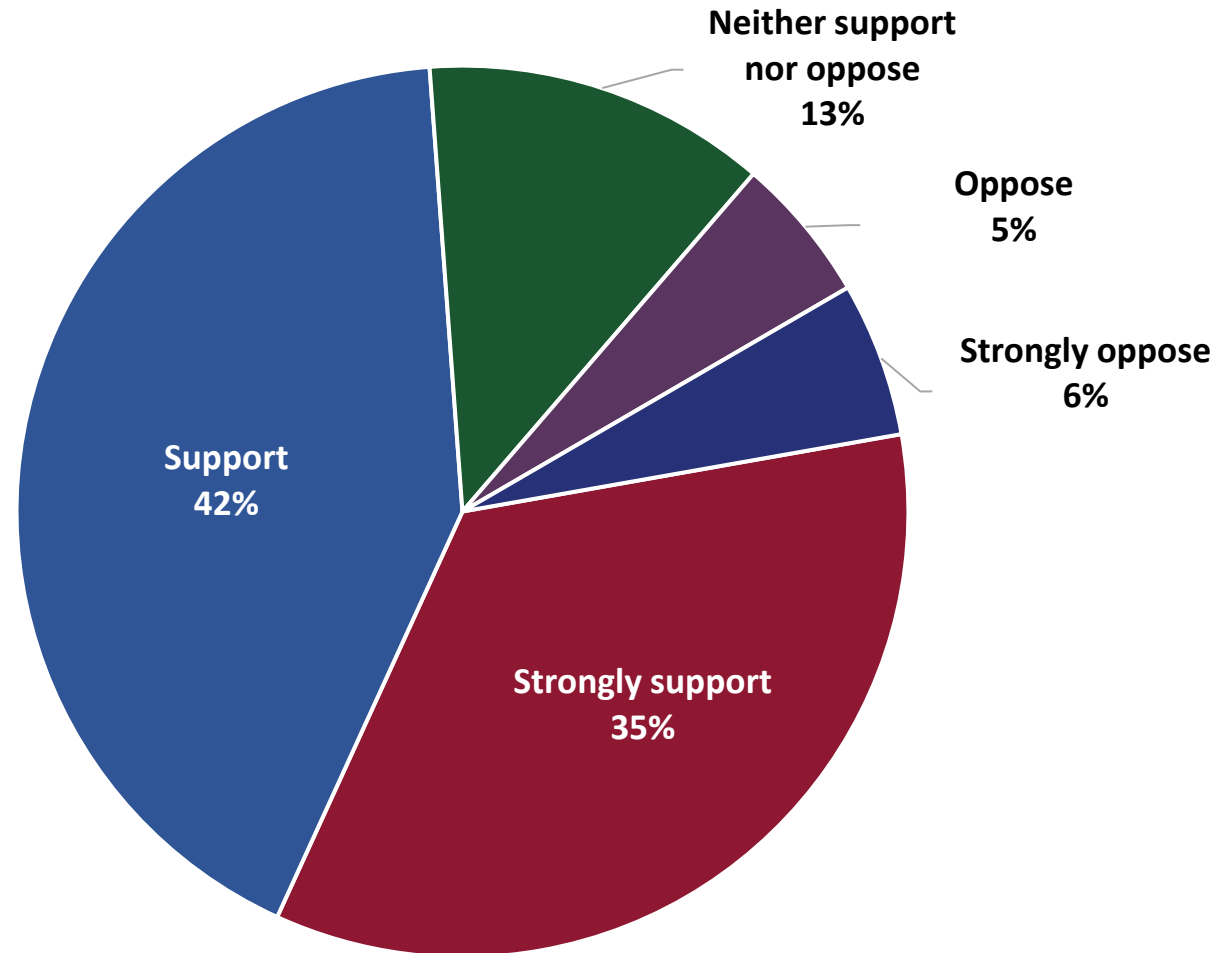
by percentage of respondents (excluding “not sure”)



# Q18. Please rate your level of support for the City using partnerships or tax incentives to attract private investment to Downtown?

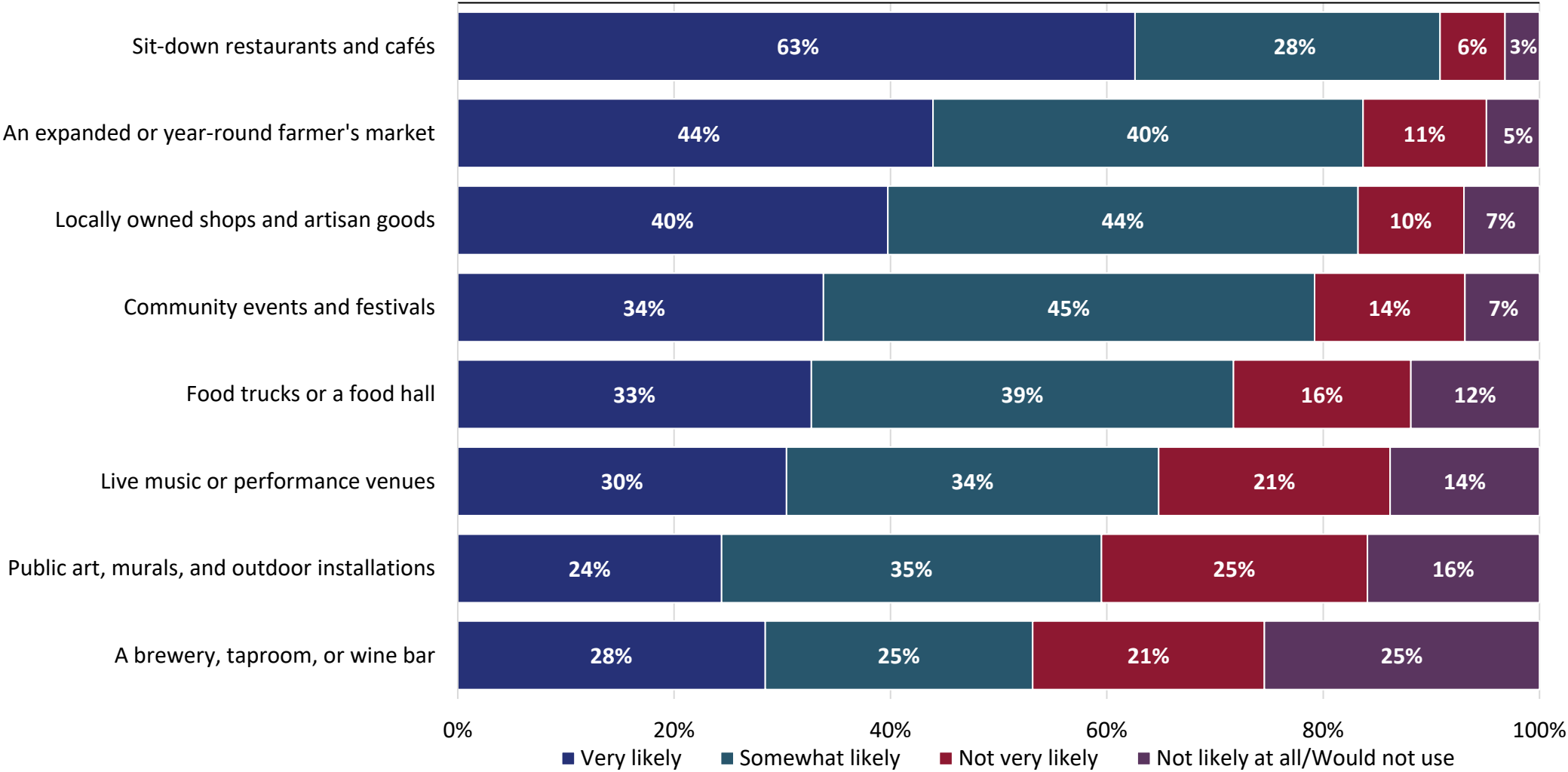
(RESIDENTS)

by percentage of respondents (excluding “not sure”)



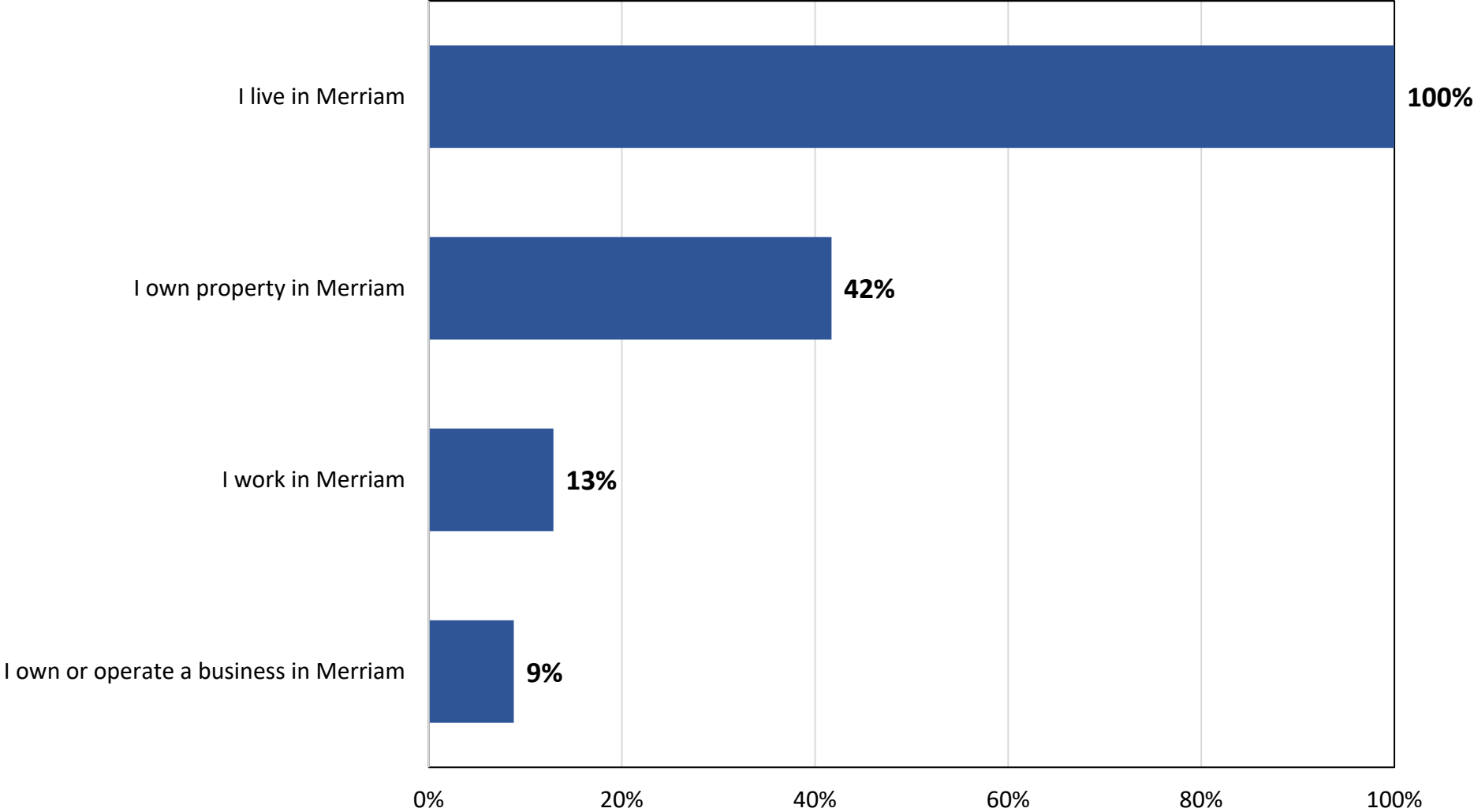
# Q19. Likelihood of Using the Following if They Were Available in Downtown Merriam (RESIDENTS)

by the percentage of respondents (excluding “not sure”)



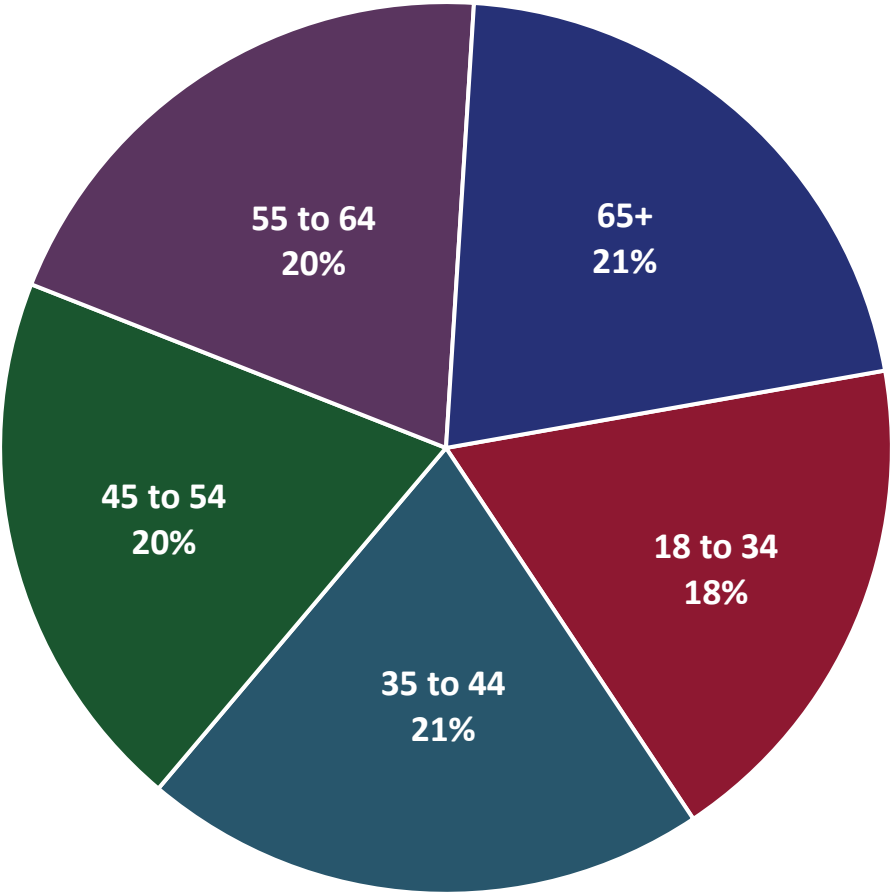
# Q28. Your connection to Merriam? (RESIDENTS)

by percentage of respondents (multiple selections allowed)



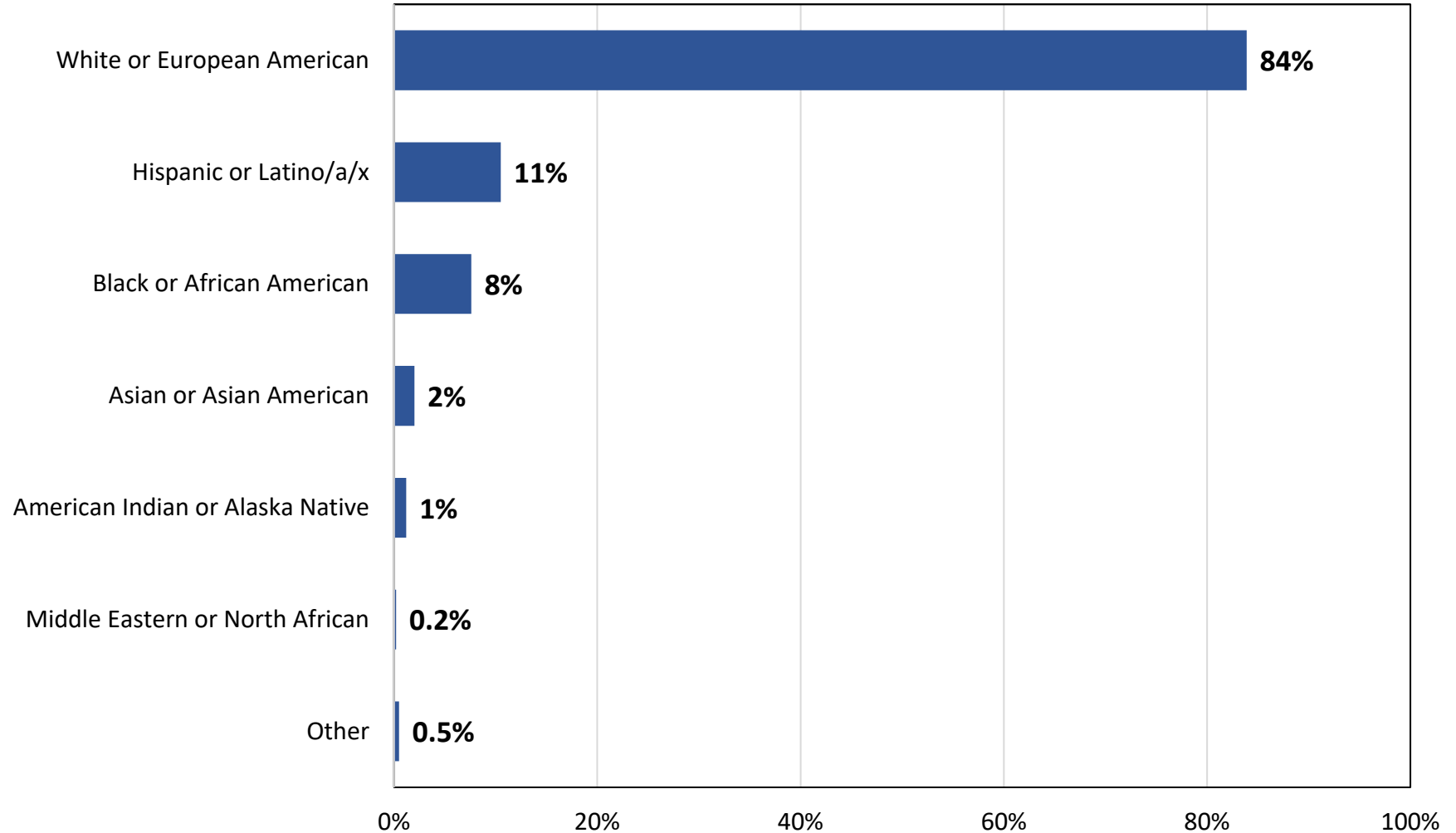
# Q29. Which of the following best describes your age? (RESIDENTS)

by the percentage of respondents (excluding “not provided”)



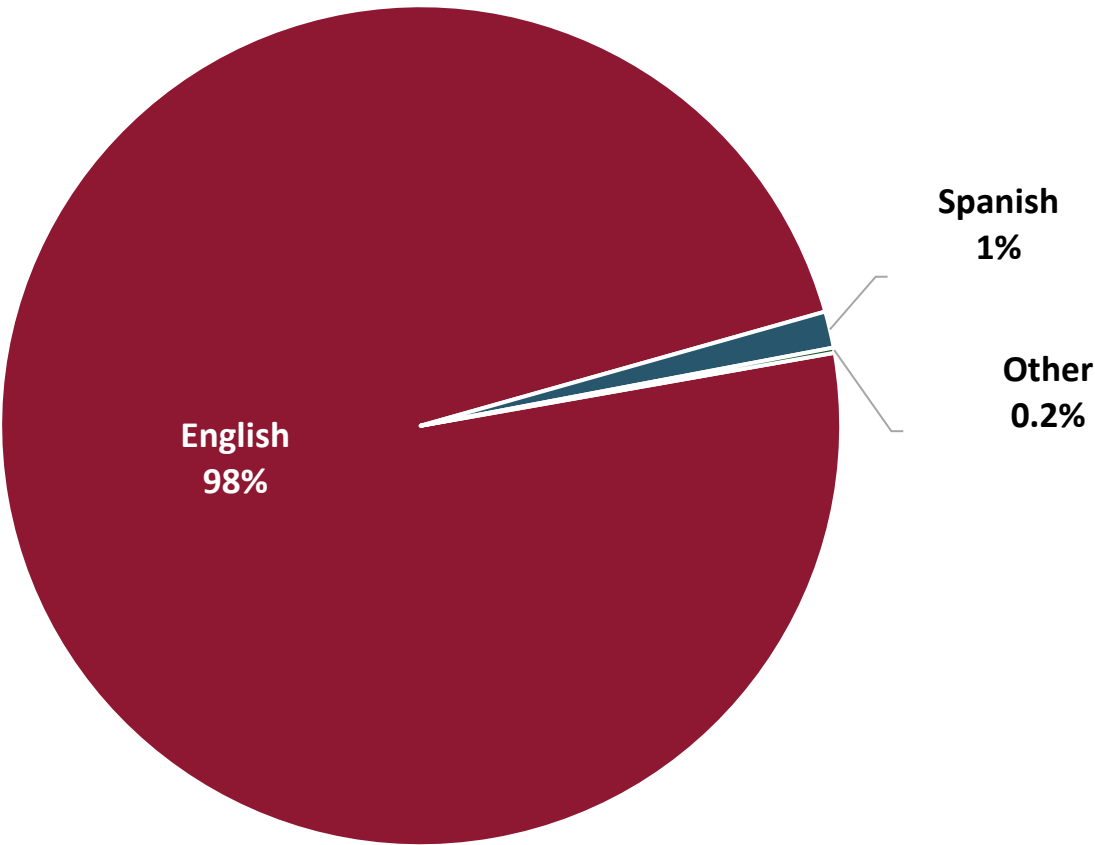
# Q30. Which of the following best describes your race or ethnicity? (RESIDENTS)

by the percentage of respondents (excluding “prefer not to say” - multiple selections allowed)



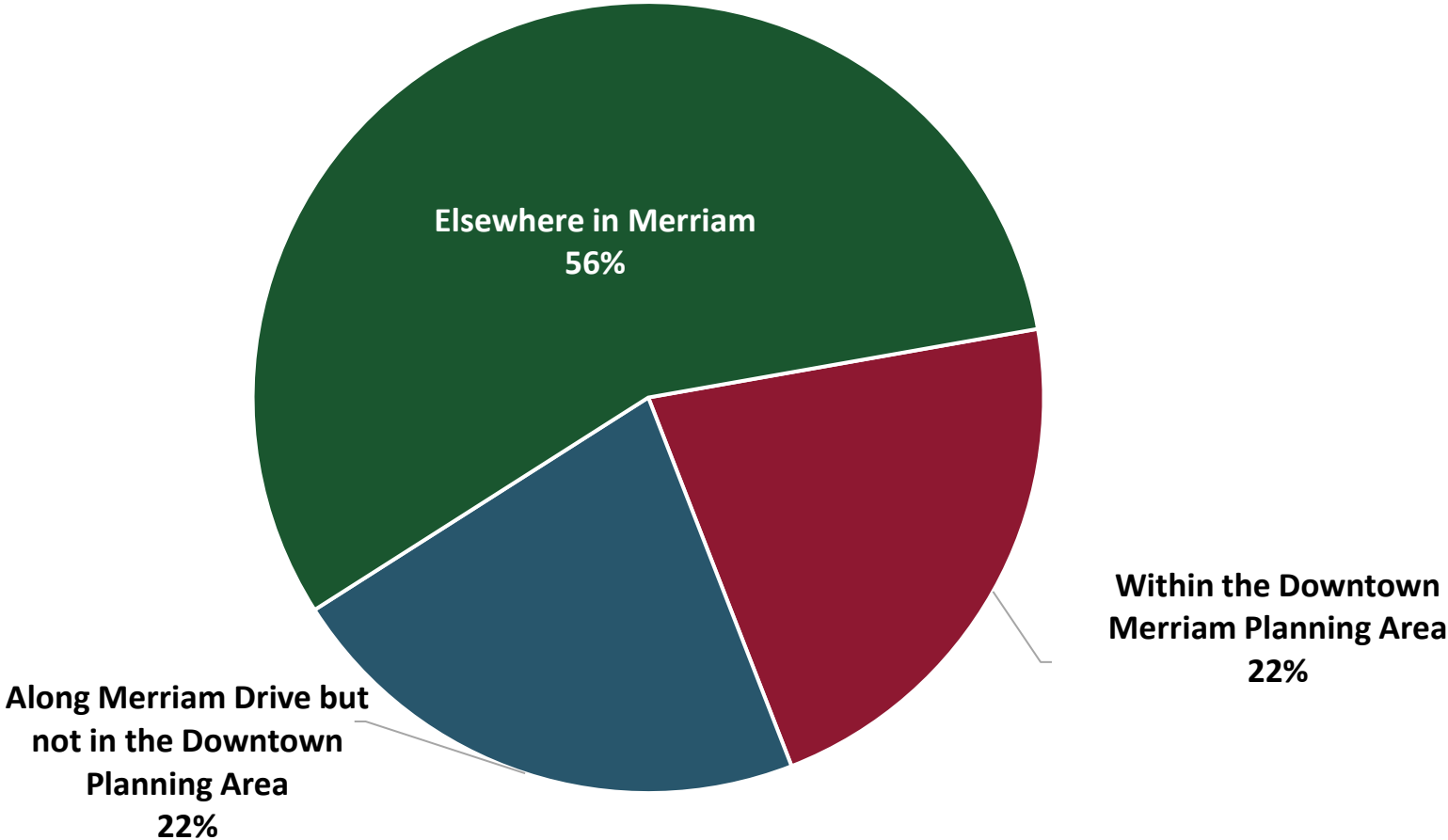
# Q31. What is the primary language spoken in your home? (RESIDENTS)

by percentage of respondents (excluding “prefer not to say”)



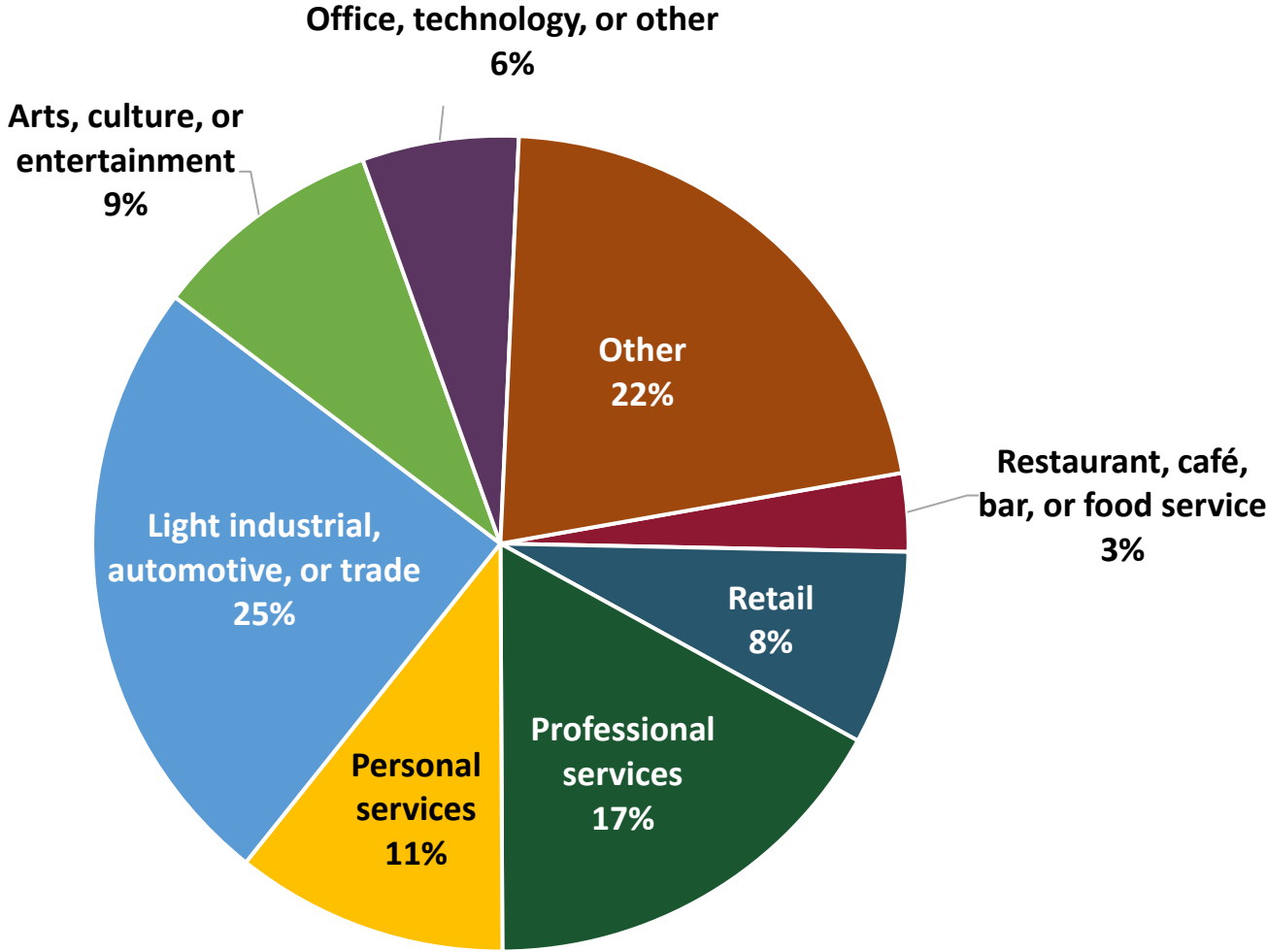
# Q20. Where is your Merriam business located? (BUSINESS OWNERS OR OPERATORS)

by percentage of respondents (excluding “not provided”)



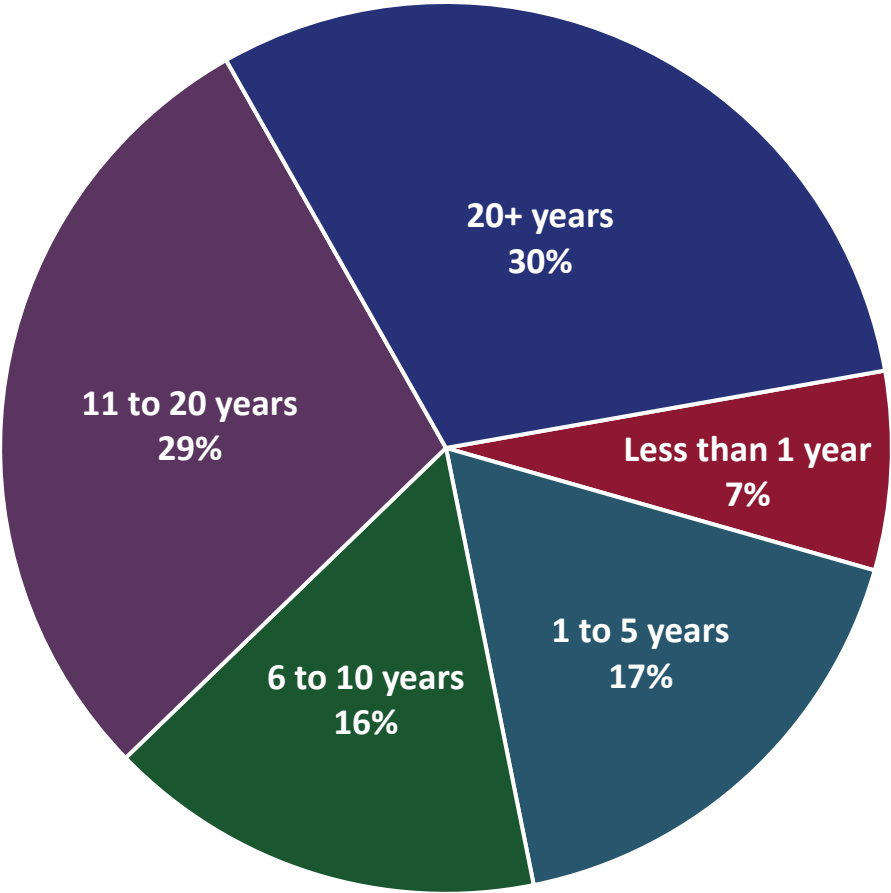
# Q21. What type of business do you operate? (BUSINESS OWNERS OR OPERATORS)

by percentage of respondents (excluding “not provided”)

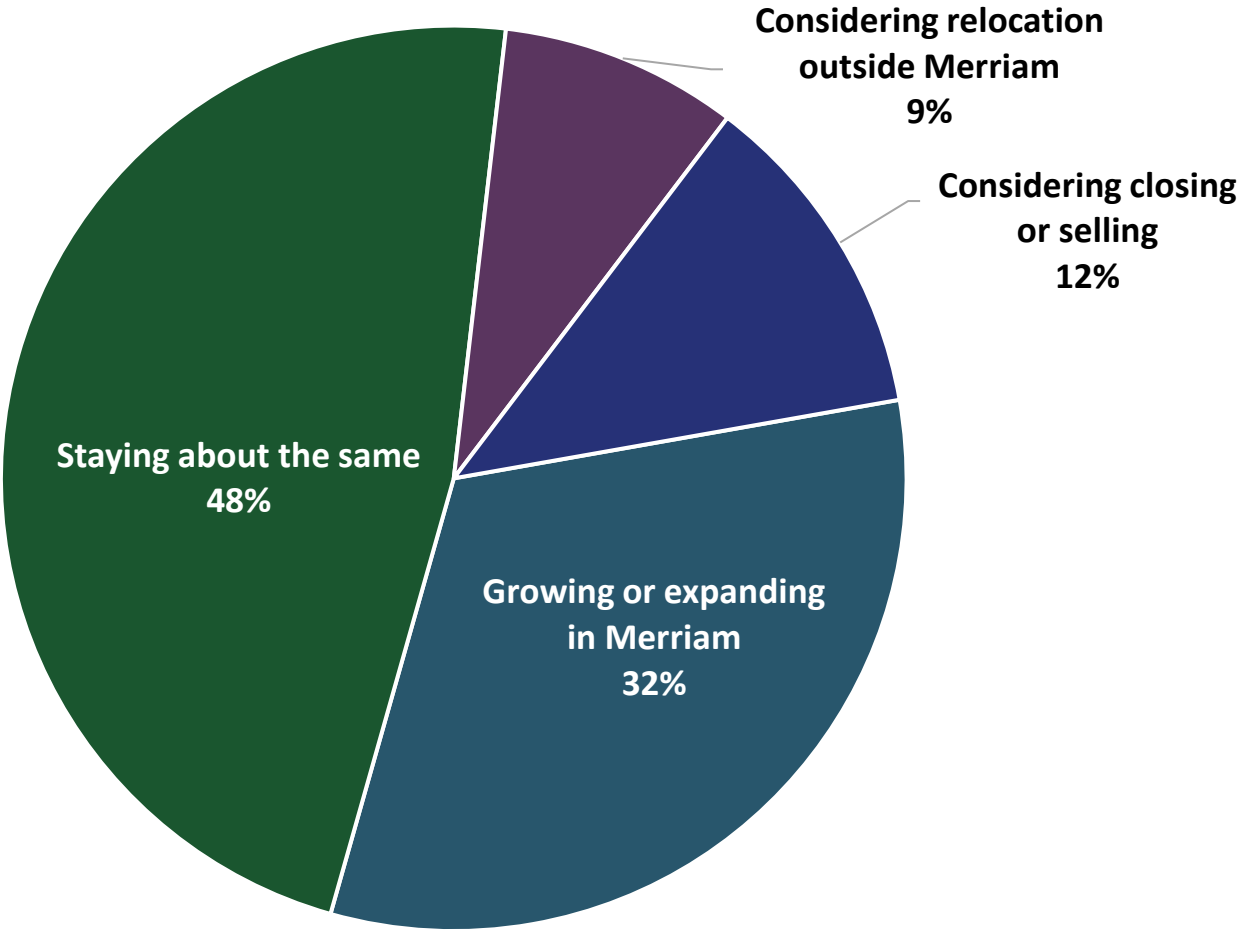


# Q22. How long has your business operated in Merriam? (BUSINESS OWNERS OR OPERATORS)

by the percentage of respondents

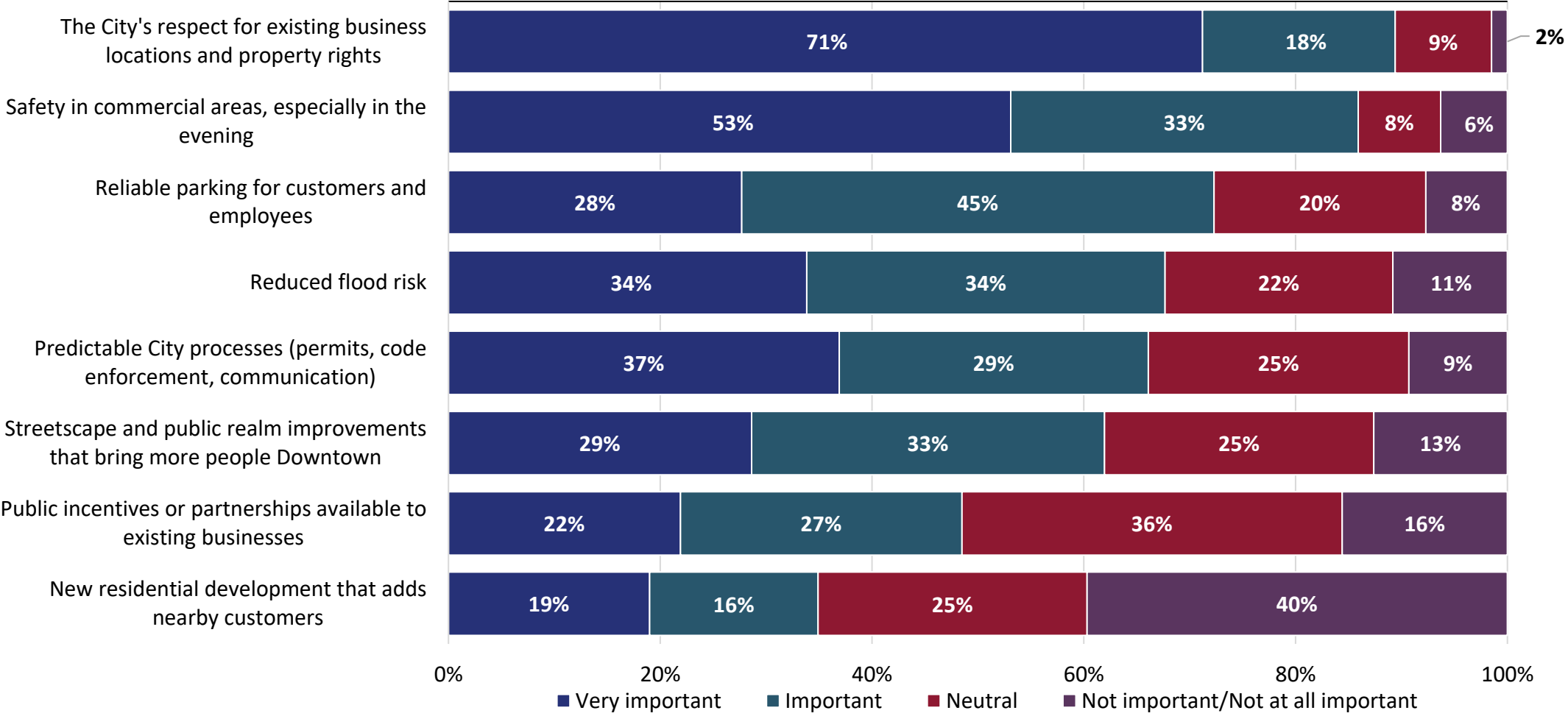


Q23. Looking ahead to the next 5 years, how do you see your Merriam business?  
(BUSINESS OWNERS OR OPERATORS)  
by the percentage of respondents (excluding “not sure”)



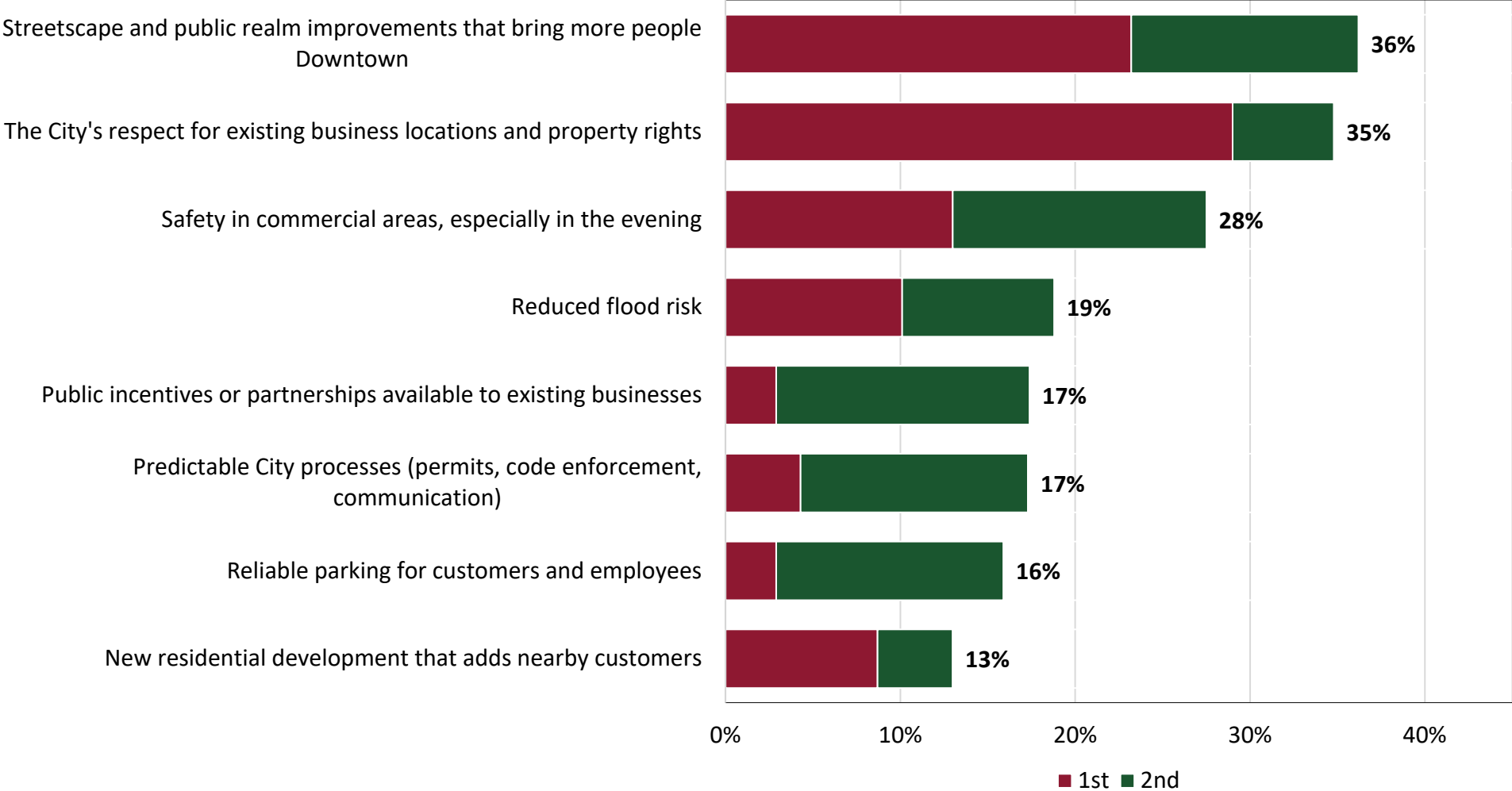
# Q24. From a business owner’s perspective, how important are each of the following for Downtown to be successful? (BUSINESS OWNERS OR OPERATORS)

by the percentage of respondents (excluding “not sure”)



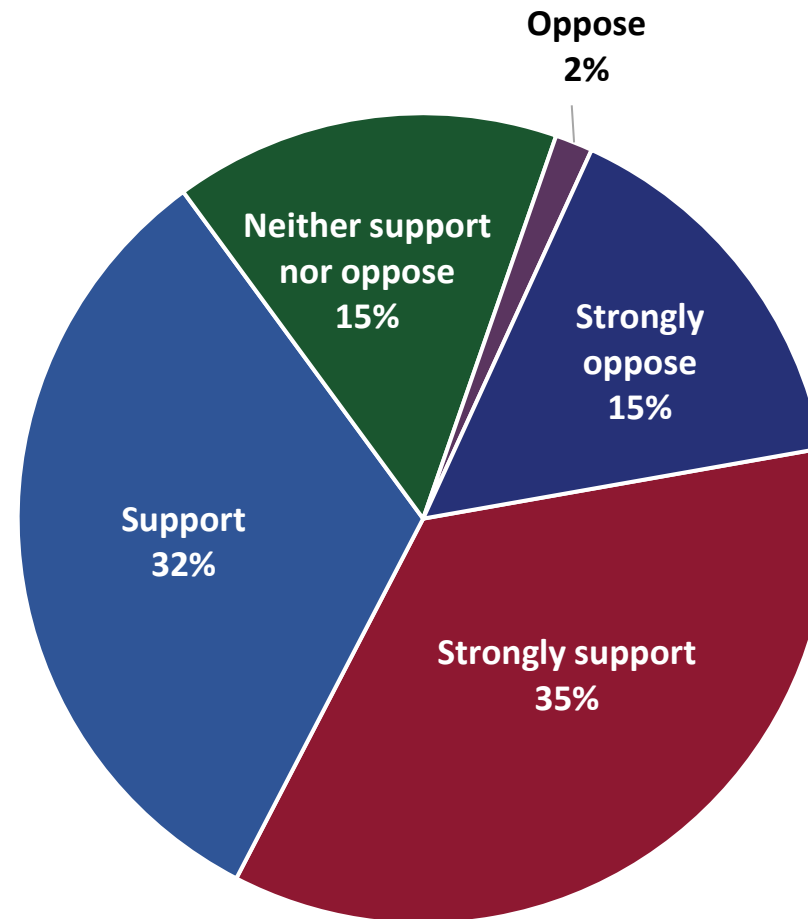
# Q25. Which TWO of the items listed in Question 24 do you think will have the most impact on the City of Merriam? (BUSINESS OWNERS OR OPERATORS)

by percentage of respondents who selected the item as one of their top two choices



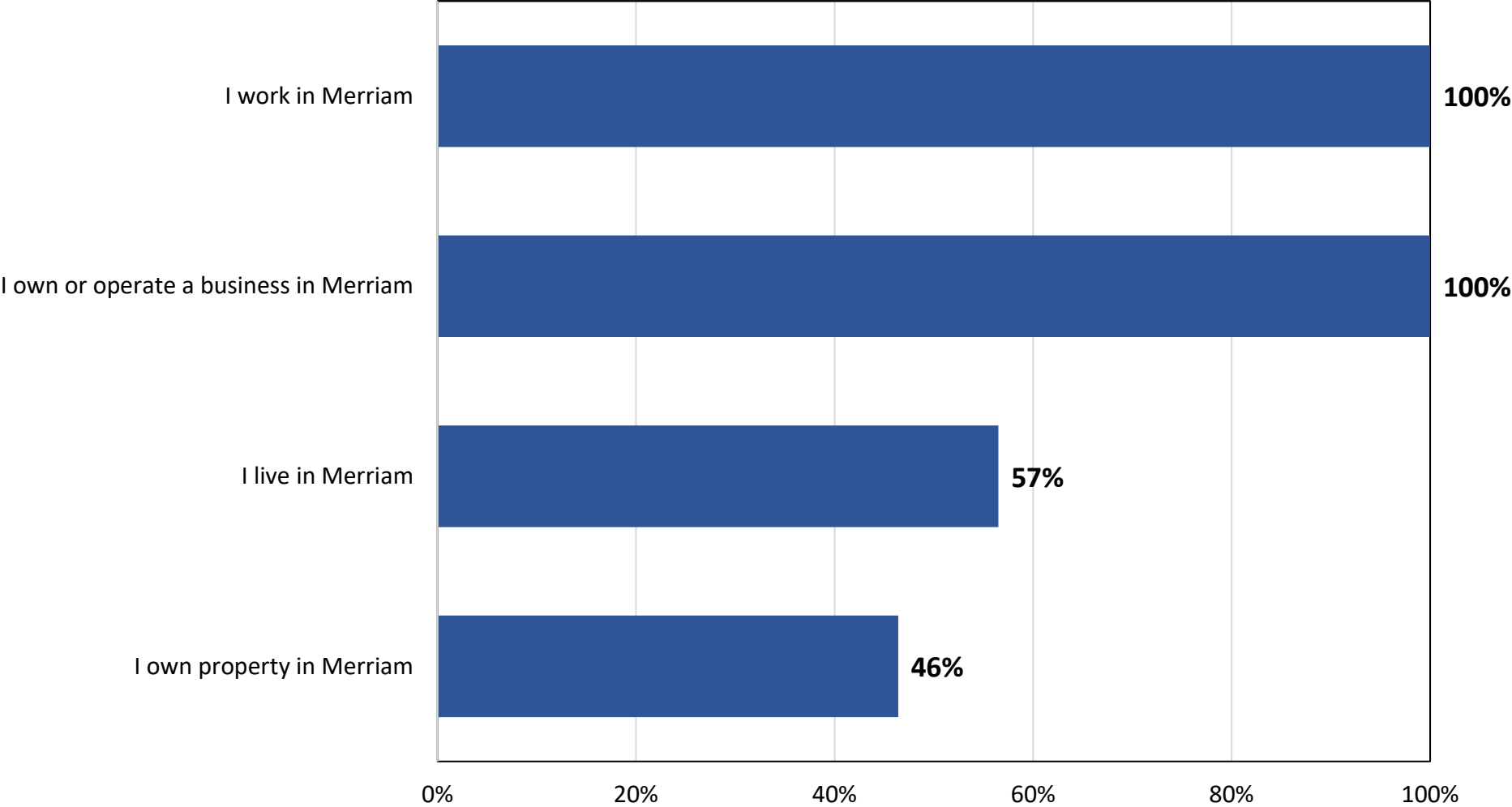
# Q26. Please rate your level of support for the City of Merriam moving in a different direction for Downtown, with more dining and local shops, more walkable streets, new public spaces, and some added housing (BUSINESS OWNERS OR OPERATORS)

by percentage of respondents (excluding “not sure”)



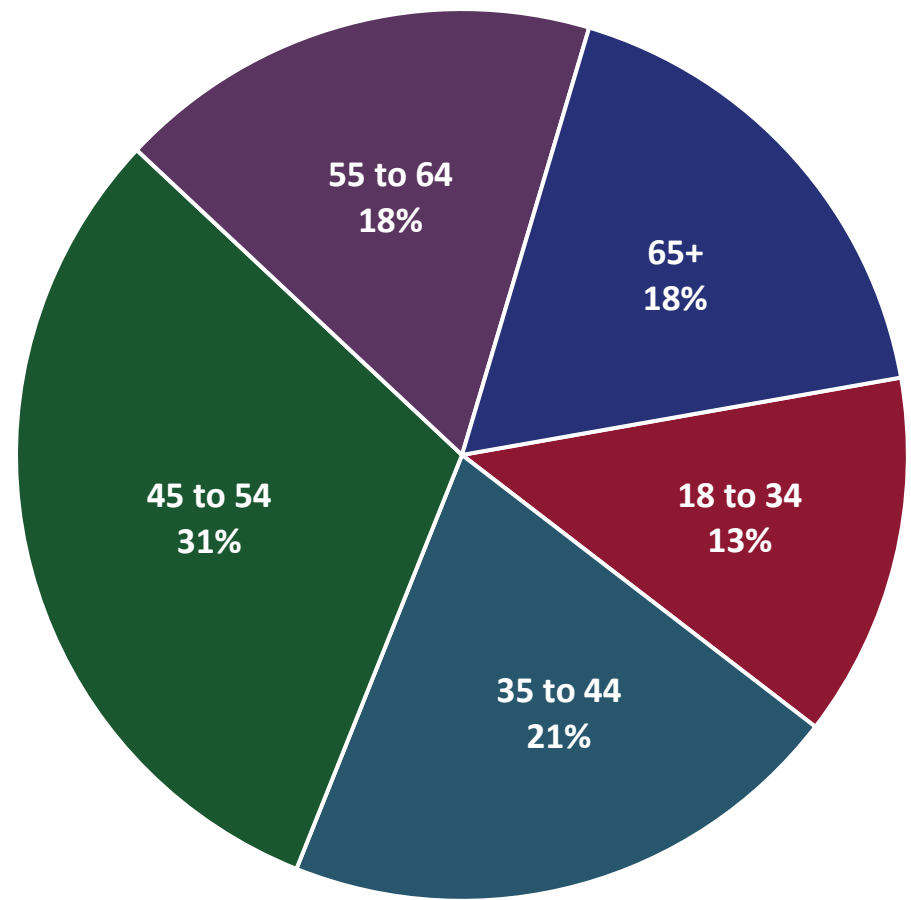
# Q28. Your connection to Merriam? (BUSINESS OWNERS OR OPERATORS)

by percentage of respondents (multiple selections allowed)



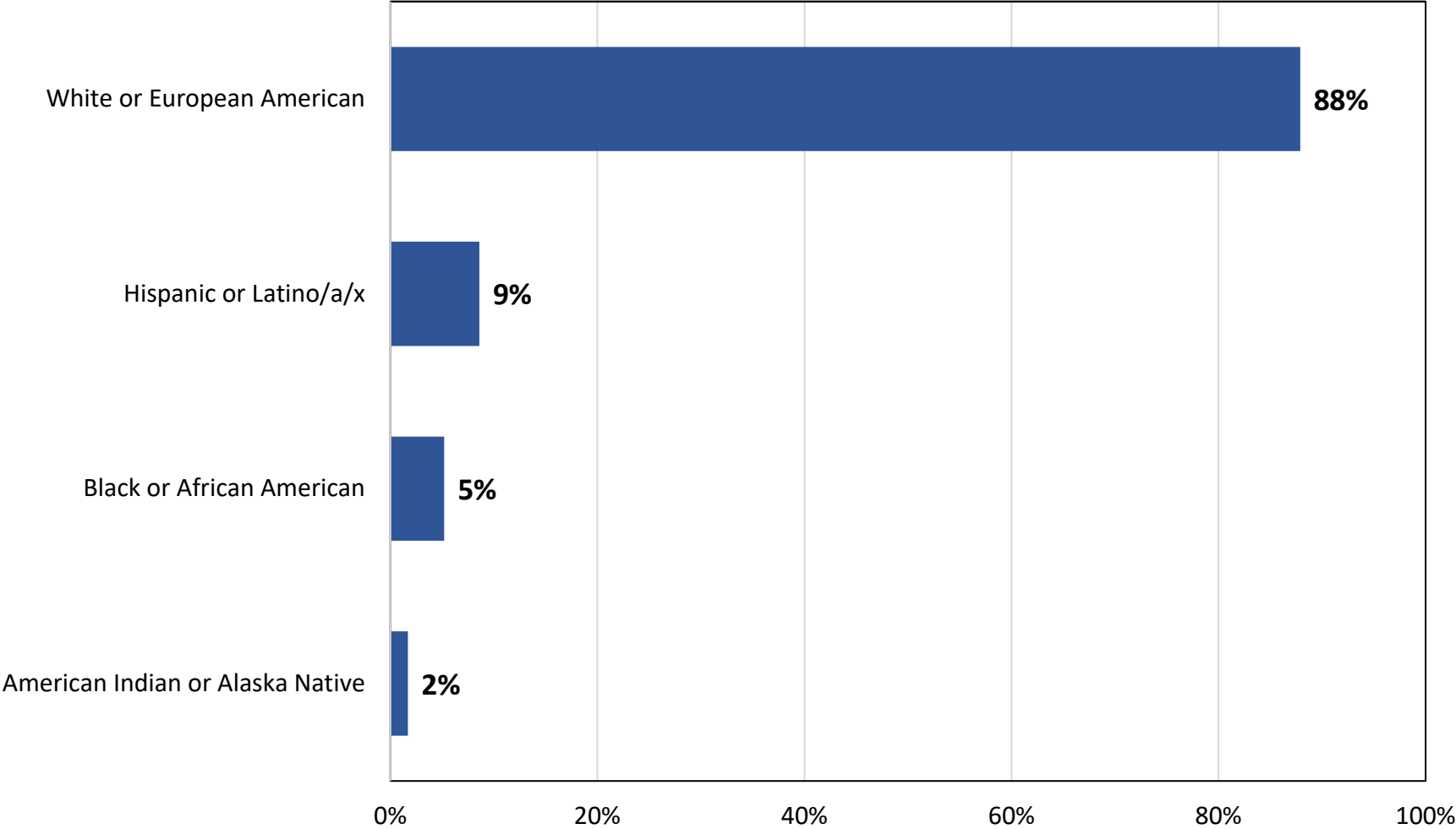
# Q29. Which of the following best describes your age? (BUSINESS OWNERS OR OPERATORS)

by the percentage of respondents (excluding “not provided”)



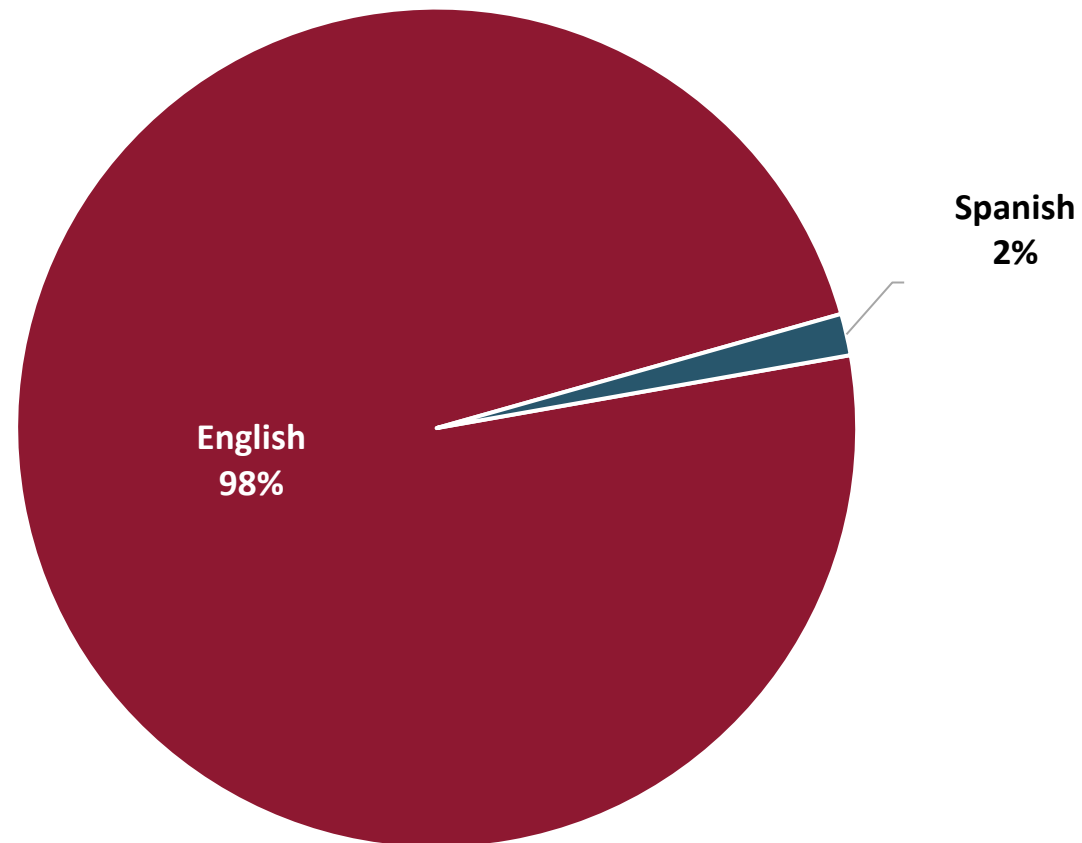
# Q30. Which of the following best describes your race or ethnicity? (BUSINESS OWNERS OR OPERATORS)

by the percentage of respondents (excluding “prefer not to say” - multiple selections allowed)



# Q31. What is the primary language spoken in your home? (BUSINESS OWNERS OR OPERATORS)

by percentage of respondents (excluding “prefer not to say”)



## 2. Tabular Data

**ALL RESPONDENTS****Q1. Which of the following best describes you?**

| Q1. Which following best describes you          | Number | Percent |
|-------------------------------------------------|--------|---------|
| Merriam resident only                           | 402    | 85.4 %  |
| Business owner or operator in Merriam only      | 30     | 6.4 %   |
| Both-Merriam resident & business owner/operator | 39     | 8.3 %   |
| Total                                           | 471    | 100.0 % |

**RESIDENTS****Q2. How many years have you lived and/or owned/operated a business in Merriam? (residents)**

| Q2. How many years have you lived and/or owned/operated a business in Merriam | Number | Percent |
|-------------------------------------------------------------------------------|--------|---------|
| 0-5                                                                           | 97     | 22.0 %  |
| 6-10                                                                          | 79     | 17.9 %  |
| 11-15                                                                         | 36     | 8.2 %   |
| 16-20                                                                         | 42     | 9.5 %   |
| 21-30                                                                         | 64     | 14.5 %  |
| 31+                                                                           | 104    | 23.6 %  |
| Not provided                                                                  | 19     | 4.3 %   |
| Total                                                                         | 441    | 100.0 % |

**RESIDENTS****WITHOUT "NOT PROVIDED"****Q2. How many years have you lived and/or owned/operated a business in Merriam? (residents) (without "not provided")**

| Q2. How many years have you lived and/or owned/operated a business in Merriam | Number | Percent |
|-------------------------------------------------------------------------------|--------|---------|
| 0-5                                                                           | 97     | 23.0 %  |
| 6-10                                                                          | 79     | 18.7 %  |
| 11-15                                                                         | 36     | 8.5 %   |
| 16-20                                                                         | 42     | 10.0 %  |
| 21-30                                                                         | 64     | 15.2 %  |
| 31+                                                                           | 104    | 24.6 %  |
| Total                                                                         | 422    | 100.0 % |

**BUSINESS OWNER OR OPERATORS****Q2. How many years have you lived and/or owned/operated a business in Merriam? (business owner or operator)**

Q2. How many years have you lived and/or  
owned/operated a business in Merriam

|              | Number | Percent |
|--------------|--------|---------|
| 0-5          | 10     | 14.5 %  |
| 6-10         | 12     | 17.4 %  |
| 11-15        | 13     | 18.8 %  |
| 16-20        | 8      | 11.6 %  |
| 21-30        | 10     | 14.5 %  |
| 31+          | 15     | 21.7 %  |
| Not provided | 1      | 1.4 %   |
| Total        | 69     | 100.0 % |

**BUSINESS OWNER OR OPERATORS****WITHOUT "NOT PROVIDED"****Q2. How many years have you lived and/or owned/operated a business in Merriam? (business owner or operator) (without "not provided")**

Q2. How many years have you lived and/or  
owned/operated a business in Merriam

|       | Number | Percent |
|-------|--------|---------|
| 0-5   | 10     | 14.7 %  |
| 6-10  | 12     | 17.6 %  |
| 11-15 | 13     | 19.1 %  |
| 16-20 | 8      | 11.8 %  |
| 21-30 | 10     | 14.7 %  |
| 31+   | 15     | 22.1 %  |
| Total | 68     | 100.0 % |

**RESIDENTS****Q3. Currently, how often do you visit or spend time in Downtown Merriam?**

Q3. How often do you visit or spend time in

| <u>Downtown Merriam</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------|---------------|----------------|
| Weekly or more often    | 92            | 20.9 %         |
| A few times per month   | 104           | 23.6 %         |
| A few times per year    | 117           | 26.5 %         |
| Rarely                  | 106           | 24.0 %         |
| Never                   | 19            | 4.3 %          |
| Not provided            | 3             | 0.7 %          |
| Total                   | 441           | 100.0 %        |

**RESIDENTS****WITHOUT "NOT PROVIDED"****Q3. Currently, how often do you visit or spend time in Downtown Merriam? (without "not provided")**

Q3. How often do you visit or spend time in

| <u>Downtown Merriam</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------|---------------|----------------|
| Weekly or more often    | 92            | 21.0 %         |
| A few times per month   | 104           | 23.7 %         |
| A few times per year    | 117           | 26.7 %         |
| Rarely                  | 106           | 24.2 %         |
| Never                   | 19            | 4.3 %          |
| Total                   | 438           | 100.0 %        |

**RESIDENTS**

**Q4. The vision defined by the community in the 2040 Comprehensive Plan describes a Downtown that is noticeably different from today-more dining and local shops, more walkable streets, new public spaces, and some added housing. Please rate your level of support for the City of Merriam moving in this direction for Downtown.**

| Q4. Your level of support for City moving in this direction for Downtown | Number | Percent |
|--------------------------------------------------------------------------|--------|---------|
| Strongly support                                                         | 201    | 45.6 %  |
| Support                                                                  | 127    | 28.8 %  |
| Neither support nor oppose                                               | 48     | 10.9 %  |
| Oppose                                                                   | 16     | 3.6 %   |
| Strongly oppose                                                          | 27     | 6.1 %   |
| Not sure                                                                 | 22     | 5.0 %   |
| Total                                                                    | 441    | 100.0 % |

**RESIDENTS****WITHOUT "NOT SURE"**

**Q4. The vision defined by the community in the 2040 Comprehensive Plan describes a Downtown that is noticeably different from today-more dining and local shops, more walkable streets, new public spaces, and some added housing. Please rate your level of support for the City of Merriam moving in this direction for Downtown. (without "not sure")**

| Q4. Your level of support for City moving in this direction for Downtown | Number | Percent |
|--------------------------------------------------------------------------|--------|---------|
| Strongly support                                                         | 201    | 48.0 %  |
| Support                                                                  | 127    | 30.3 %  |
| Neither support nor oppose                                               | 48     | 11.5 %  |
| Oppose                                                                   | 16     | 3.8 %   |
| Strongly oppose                                                          | 27     | 6.4 %   |
| Total                                                                    | 419    | 100.0 % |

**RESIDENTS****Q5. How important are each of the following to you and the members of your household?**

(N=441)

|                                                                                 | Very<br>important | Important | Neutral | Not important | Not at all<br>important | Not sure |
|---------------------------------------------------------------------------------|-------------------|-----------|---------|---------------|-------------------------|----------|
| Q5-1. Keeping people safe during floods, including safe routes in & out         | 66.2%             | 22.7%     | 6.6%    | 1.8%          | 1.4%                    | 1.4%     |
| Q5-2. Keeping stormwater from carrying pollution into the creek                 | 62.8%             | 24.9%     | 8.4%    | 1.8%          | 1.4%                    | 0.7%     |
| Q5-3. Protecting homes & businesses from flood damage                           | 65.1%             | 23.6%     | 8.4%    | 1.1%          | 0.9%                    | 0.9%     |
| Q5-4. Keeping flooding from getting worse for properties upstream or downstream | 58.5%             | 30.2%     | 8.2%    | 1.4%          | 0.7%                    | 1.1%     |
| Q5-5. Getting more homes & businesses out of the floodplain                     | 40.4%             | 28.3%     | 21.3%   | 4.3%          | 1.4%                    | 4.3%     |
| Q5-6. Other                                                                     | 4.3%              | 0.2%      | 0.7%    | 0.0%          | 0.2%                    | 94.6%    |

**RESIDENTS****WITHOUT "NOT SURE"****Q5. How important are each of the following to you and the members of your household? (without "not sure")**

(N=441)

|                                                                                 | Very important | Important | Neutral | Not important | Not at all important |
|---------------------------------------------------------------------------------|----------------|-----------|---------|---------------|----------------------|
| Q5-1. Keeping people safe during floods, including safe routes in & out         | 67.1%          | 23.0%     | 6.7%    | 1.8%          | 1.4%                 |
| Q5-2. Keeping stormwater from carrying pollution into the creek                 | 63.2%          | 25.1%     | 8.4%    | 1.8%          | 1.4%                 |
| Q5-3. Protecting homes & businesses from flood damage                           | 65.7%          | 23.8%     | 8.5%    | 1.1%          | 0.9%                 |
| Q5-4. Keeping flooding from getting worse for properties upstream or downstream | 59.2%          | 30.5%     | 8.3%    | 1.4%          | 0.7%                 |
| Q5-5. Getting more homes & businesses out of the floodplain                     | 42.2%          | 29.6%     | 22.3%   | 4.5%          | 1.4%                 |
| Q5-6. Other                                                                     | 79.2%          | 4.2%      | 12.5%   | 0.0%          | 4.2%                 |

## **Q5-6. Other**

- assisting current businesses to move if necessary
- Bridge over 1-35. Much more parking. Eliminate the RR crossing. Keep only the architectural significant structures
- Build a bridge over 1-35 and eliminate the RR crossing and add much more parking and create a park on the entire West side of Merriam Drive from South of SM Parkway to 55th street.
- Business to be out of flood
- Construction of pedestrian bridges or tunnels to access downtown from the east side of 35.
- Cost efficiency-no new higher tax
- Do not destroy historic buildings
- do not raise property tax
- Don't know if that is fixable or possible ?
- Fix actual flood bottleneck at RR bridge
- having a nice downtown to go to
- How are you going to support small businesses when the flood plain businesses have to move?
- I think there needs to be something downtown that we draw people to it and make it look a lot better. Right now it's pretty bland looking and there's nothing there that would really make people want to visit it.
- I'm for the improvement of the downtown Miriam area, but not at the expense of the current owners of businesses and homeowners out of was rightfully. There's if we can make Miriam a better place and do so while retaining the liberties of homeowners and business owners in the downtown area that I'm for, but only if we can do such.  
Also, let's not kill ourselves about the foot dangers of downtown Miriam. This is just used as an excuse to evict people from what's rightfully. there's, shame on whoever created this questionnaire.
- If the flooding risk is mitigated more business will be willing to invest into downtown Merriam. This will allow the plan to Make downtown more worth going to. Keep our historic buildings.
- Maintaining a small town feel, safe, community centered, with local businesses. (not corporate America and there tax abatements or apartment complex that will be run down in 10 years.)
- No raising taxes to do it
- preventing floods
- Protecting our local businesses that are already there & not pushing them out or harming them.
- Remove all structures from the West side of Johnson Dr to 55th st. It would become a park and a flood runoff. Johnson Dr. would be a wide 3 lane road with diagonal parking on both sides and a turn lane in the middle. All architecturally significant structures would be moved to the East side on lots vacated by non significant structures. Other structures would be rebuilt with old town fronts like the bank at Johnson Drive and Merriam Drive on the property formerly Merriam Grade school. This is just a few ideas I have and would be open to discussion of others. Chuck Crawford, 6617 Eby Place, Merriam Ks 913-961-4624
- Schools and parks
- There have been zero flooding in 20 years
- Turkey Creek project was to vastly reduce areas in flood plane so more confused as to what went wrong.

**RESIDENTS****Q6. Which TWO of the items listed in Question 5 do you think will have the most impact on Downtown Merriam?**

| Q6. Top choice                                                            | Number | Percent |
|---------------------------------------------------------------------------|--------|---------|
| Keeping people safe during floods, including safe routes in & out         | 184    | 41.7 %  |
| Keeping stormwater from carrying pollution into the creek                 | 58     | 13.2 %  |
| Protecting homes & businesses from flood damage                           | 100    | 22.7 %  |
| Keeping flooding from getting worse for properties upstream or downstream | 22     | 5.0 %   |
| Getting more homes & businesses out of the floodplain                     | 30     | 6.8 %   |
| Other                                                                     | 5      | 1.1 %   |
| None chosen                                                               | 42     | 9.5 %   |
| Total                                                                     | 441    | 100.0 % |

**RESIDENTS****Q6. Which TWO of the items listed in Question 5 do you think will have the most impact on Downtown Merriam?**

| Q6. 2nd choice                                                            | Number | Percent |
|---------------------------------------------------------------------------|--------|---------|
| Keeping people safe during floods, including safe routes in & out         | 59     | 13.4 %  |
| Keeping stormwater from carrying pollution into the creek                 | 66     | 15.0 %  |
| Protecting homes & businesses from flood damage                           | 152    | 34.5 %  |
| Keeping flooding from getting worse for properties upstream or downstream | 65     | 14.7 %  |
| Getting more homes & businesses out of the floodplain                     | 35     | 7.9 %   |
| Other                                                                     | 3      | 0.7 %   |
| None chosen                                                               | 61     | 13.8 %  |
| Total                                                                     | 441    | 100.0 % |

**RESIDENTS****Q6. Which TWO of the items listed in Question 5 do you think will have the most impact on Downtown Merriam? (top 2)**

| Q6. Top choice                                                            | Number | Percent |
|---------------------------------------------------------------------------|--------|---------|
| Keeping people safe during floods, including safe routes in & out         | 243    | 55.1 %  |
| Keeping stormwater from carrying pollution into the creek                 | 124    | 28.1 %  |
| Protecting homes & businesses from flood damage                           | 252    | 57.1 %  |
| Keeping flooding from getting worse for properties upstream or downstream | 87     | 19.7 %  |
| Getting more homes & businesses out of the floodplain                     | 65     | 14.7 %  |
| Other                                                                     | 8      | 1.8 %   |
| None chosen                                                               | 42     | 9.5 %   |
| Total                                                                     | 821    |         |

**RESIDENTS****Q7. Which THREE of the following would you most like to see in Downtown Merriam's future?**

| Q7. Top choice                                                        | Number | Percent |
|-----------------------------------------------------------------------|--------|---------|
| More restaurants & cafes                                              | 184    | 41.7 %  |
| More local shops & retail                                             | 53     | 12.0 %  |
| Evening venues such as a brewery, music venue, or entertainment space | 37     | 8.4 %   |
| More housing options                                                  | 17     | 3.9 %   |
| Public plazas & gathering spaces                                      | 12     | 2.7 %   |
| Turkey Creek greenway & trails                                        | 43     | 9.8 %   |
| Parks & family amenities                                              | 25     | 5.7 %   |
| Preserved historic character                                          | 34     | 7.7 %   |
| Public art                                                            | 1      | 0.2 %   |
| More parking options                                                  | 7      | 1.6 %   |
| Safer walking & crossings                                             | 18     | 4.1 %   |
| None chosen                                                           | 10     | 2.3 %   |
| Total                                                                 | 441    | 100.0 % |

**RESIDENTS****Q7. Which THREE of the following would you most like to see in Downtown Merriam's future?**

| Q7. 2nd choice                                                        | Number | Percent |
|-----------------------------------------------------------------------|--------|---------|
| More restaurants & cafes                                              | 56     | 12.7 %  |
| More local shops & retail                                             | 106    | 24.0 %  |
| Evening venues such as a brewery, music venue, or entertainment space | 56     | 12.7 %  |
| More housing options                                                  | 17     | 3.9 %   |
| Public plazas & gathering spaces                                      | 30     | 6.8 %   |
| Turkey Creek greenway & trails                                        | 53     | 12.0 %  |
| Parks & family amenities                                              | 51     | 11.6 %  |
| Preserved historic character                                          | 23     | 5.2 %   |
| Public art                                                            | 6      | 1.4 %   |
| More parking options                                                  | 12     | 2.7 %   |
| Safer walking & crossings                                             | 15     | 3.4 %   |
| None chosen                                                           | 16     | 3.6 %   |
| Total                                                                 | 441    | 100.0 % |

**RESIDENTS****Q7. Which THREE of the following would you most like to see in Downtown Merriam's future?**

| <u>Q7. 3rd choice</u>                                                 | <u>Number</u> | <u>Percent</u> |
|-----------------------------------------------------------------------|---------------|----------------|
| More restaurants & cafes                                              | 34            | 7.7 %          |
| More local shops & retail                                             | 54            | 12.2 %         |
| Evening venues such as a brewery, music venue, or entertainment space | 57            | 12.9 %         |
| More housing options                                                  | 15            | 3.4 %          |
| Public plazas & gathering spaces                                      | 34            | 7.7 %          |
| Turkey Creek greenway & trails                                        | 44            | 10.0 %         |
| Parks & family amenities                                              | 46            | 10.4 %         |
| Preserved historic character                                          | 45            | 10.2 %         |
| Public art                                                            | 7             | 1.6 %          |
| More parking options                                                  | 31            | 7.0 %          |
| Safer walking & crossings                                             | 40            | 9.1 %          |
| None chosen                                                           | 34            | 7.7 %          |
| Total                                                                 | 441           | 100.0 %        |

**RESIDENTS****Q7. Which THREE of the following would you most like to see in Downtown Merriam's future? (top 3)**

| <u>Q7. Top choice</u>                                                 | <u>Number</u> | <u>Percent</u> |
|-----------------------------------------------------------------------|---------------|----------------|
| More restaurants & cafes                                              | 274           | 62.1 %         |
| More local shops & retail                                             | 213           | 48.3 %         |
| Evening venues such as a brewery, music venue, or entertainment space | 150           | 34.0 %         |
| More housing options                                                  | 49            | 11.1 %         |
| Public plazas & gathering spaces                                      | 76            | 17.2 %         |
| Turkey Creek greenway & trails                                        | 140           | 31.7 %         |
| Parks & family amenities                                              | 122           | 27.7 %         |
| Preserved historic character                                          | 102           | 23.1 %         |
| Public art                                                            | 14            | 3.2 %          |
| More parking options                                                  | 50            | 11.3 %         |
| Safer walking & crossings                                             | 73            | 16.6 %         |
| None chosen                                                           | 10            | 2.3 %          |
| Total                                                                 | 1273          |                |

**RESIDENTS**

**Q8. Adding homes Downtown, such as apartments, townhomes, or housing above shops, is one way to bring more activity and support to local businesses. Please rate your level of support for adding housing in Downtown Merriam.**

Q8. Your level of support for adding housing in

| <u>Downtown Merriam</u>    | <u>Number</u> | <u>Percent</u> |
|----------------------------|---------------|----------------|
| Strongly support           | 91            | 20.6 %         |
| Support                    | 115           | 26.1 %         |
| Neither support nor oppose | 101           | 22.9 %         |
| Oppose                     | 50            | 11.3 %         |
| Strongly oppose            | 66            | 15.0 %         |
| Not sure                   | 18            | 4.1 %          |
| Total                      | 441           | 100.0 %        |

**RESIDENTS****WITHOUT "NOT SURE"**

**Q8. Adding homes Downtown, such as apartments, townhomes, or housing above shops, is one way to bring more activity and support to local businesses. Please rate your level of support for adding housing in Downtown Merriam. (without "not sure")**

Q8. Your level of support for adding housing in

| <u>Downtown Merriam</u>    | <u>Number</u> | <u>Percent</u> |
|----------------------------|---------------|----------------|
| Strongly support           | 91            | 21.5 %         |
| Support                    | 115           | 27.2 %         |
| Neither support nor oppose | 101           | 23.9 %         |
| Oppose                     | 50            | 11.8 %         |
| Strongly oppose            | 66            | 15.6 %         |
| Total                      | 423           | 100.0 %        |

**RESIDENTS**

**Q9. Building heights can affect the character of downtown, the amount of housing and business space available, and how development fits into surrounding neighborhoods. As Downtown Merriam evolves, what building scale feels most appropriate?**

| <u>Q9. What building scale feels most appropriate</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------------------------------------|---------------|----------------|
| Primarily 1-2 stories                                 | 162           | 36.7 %         |
| Primarily 3-4 stories                                 | 90            | 20.4 %         |
| Primarily 5 or more stories                           | 4             | 0.9 %          |
| A mix of heights depending on location                | 150           | 34.0 %         |
| Not sure                                              | 35            | 7.9 %          |
| Total                                                 | 441           | 100.0 %        |

**RESIDENTS****WITHOUT "NOT SURE"**

**Q9. Building heights can affect the character of downtown, the amount of housing and business space available, and how development fits into surrounding neighborhoods. As Downtown Merriam evolves, what building scale feels most appropriate? (without "not sure")**

| <u>Q9. What building scale feels most appropriate</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------------------------------------|---------------|----------------|
| Primarily 1-2 stories                                 | 162           | 39.9 %         |
| Primarily 3-4 stories                                 | 90            | 22.2 %         |
| Primarily 5 or more stories                           | 4             | 1.0 %          |
| A mix of heights depending on location                | 150           | 36.9 %         |
| Total                                                 | 406           | 100.0 %        |

**RESIDENTS****Q10. How important is it to you that Downtown be a place to go in the evenings and on weekends, not just during the workday?**

Q10. How important is it to you that Downtown  
be a place to go in the evenings & on weekends, not  
just during the workday

|                      | Number | Percent |
|----------------------|--------|---------|
| Very important       | 103    | 23.4 %  |
| Important            | 177    | 40.1 %  |
| Neutral              | 112    | 25.4 %  |
| Not important        | 18     | 4.1 %   |
| Not at all important | 26     | 5.9 %   |
| Not sure             | 5      | 1.1 %   |
| Total                | 441    | 100.0 % |

**RESIDENTS****Q10. How important is it to you that Downtown be a place to go in the evenings and on weekends, not just during the workday? (without "not sure")**

Q10. How important is it to you that Downtown  
be a place to go in the evenings & on weekends, not  
just during the workday

|                      | Number | Percent |
|----------------------|--------|---------|
| Very important       | 103    | 23.6 %  |
| Important            | 177    | 40.6 %  |
| Neutral              | 112    | 25.7 %  |
| Not important        | 18     | 4.1 %   |
| Not at all important | 26     | 6.0 %   |
| Total                | 436    | 100.0 % |

**RESIDENTS****Q11. How supportive are you of each of the following being a part of Downtown's future?**

(N=441)

|                                                                                         | Strongly<br>support | Support | Neither<br>support nor<br>oppose | Oppose | Strongly<br>oppose | Not sure |
|-----------------------------------------------------------------------------------------|---------------------|---------|----------------------------------|--------|--------------------|----------|
| Q11-1. A full-service hotel with a restaurant & conference or event space               | 10.4%               | 22.7%   | 28.1%                            | 17.7%  | 15.6%              | 5.4%     |
| Q11-2. Office space for businesses & employers                                          | 6.3%                | 37.6%   | 30.8%                            | 11.6%  | 9.1%               | 4.5%     |
| Q11-3. Live-work spaces for artists & makers                                            | 14.3%               | 38.3%   | 30.2%                            | 6.1%   | 6.1%               | 5.0%     |
| Q11-4. Shared workspace or coworking space for remote workers & small businesses        | 7.5%                | 29.0%   | 41.0%                            | 8.6%   | 7.9%               | 5.9%     |
| Q11-5. A shared commercial kitchen or food business incubator for small food businesses | 13.2%               | 31.3%   | 35.6%                            | 7.5%   | 6.6%               | 5.9%     |

**RESIDENTS****WITHOUT "NOT SURE"****Q11. How supportive are you of each of the following being a part of Downtown's future? (without "not sure")**

(N=441)

|                                                                                         | Strongly support | Support | Neither support<br>nor oppose | Oppose | Strongly oppose |
|-----------------------------------------------------------------------------------------|------------------|---------|-------------------------------|--------|-----------------|
| Q11-1. A full-service hotel with a restaurant & conference or event space               | 11.0%            | 24.0%   | 29.7%                         | 18.7%  | 16.5%           |
| Q11-2. Office space for businesses & employers                                          | 6.7%             | 39.4%   | 32.3%                         | 12.1%  | 9.5%            |
| Q11-3. Live-work spaces for artists & makers                                            | 15.0%            | 40.3%   | 31.7%                         | 6.4%   | 6.4%            |
| Q11-4. Shared workspace or coworking space for remote workers & small businesses        | 8.0%             | 30.8%   | 43.6%                         | 9.2%   | 8.4%            |
| Q11-5. A shared commercial kitchen or food business incubator for small food businesses | 14.0%            | 33.3%   | 37.8%                         | 8.0%   | 7.0%            |

**RESIDENTS****Q12. How aware are you that the majority of Downtown Merriam sits within the Turkey Creek floodplain which limits expansion and redevelopment?**

Q12. How aware are you that the majority of Downtown Merriam sits within the Turkey Creek floodplain which limits expansion & redevelopment

|                  | Number | Percent |
|------------------|--------|---------|
| Very aware       | 208    | 47.2 %  |
| Somewhat aware   | 143    | 32.4 %  |
| Not very aware   | 55     | 12.5 %  |
| Not aware at all | 28     | 6.3 %   |
| Not sure         | 7      | 1.6 %   |
| Total            | 441    | 100.0 % |

**RESIDENTS****WITHOUT "NOT SURE"****Q12. How aware are you that the majority of Downtown Merriam sits within the Turkey Creek floodplain which limits expansion and redevelopment? (without "not sure")**

Q12. How aware are you that the majority of Downtown Merriam sits within the Turkey Creek floodplain which limits expansion & redevelopment

|                  | Number | Percent |
|------------------|--------|---------|
| Very aware       | 208    | 47.9 %  |
| Somewhat aware   | 143    | 32.9 %  |
| Not very aware   | 55     | 12.7 %  |
| Not aware at all | 28     | 6.5 %   |
| Total            | 434    | 100.0 % |

**RESIDENTS**

**Q13. When major floods threaten Downtown, to keep people safe, the City may close Merriam Drive for an extended period of time. During those closures, residents and businesses along the corridor lose access to their property. Which statement comes closest to your view of this current approach?**

| Q13. Which statement comes closest to your view of this current approach                  | Number | Percent |
|-------------------------------------------------------------------------------------------|--------|---------|
| A reasonable safety measure that should continue as-is                                    | 79     | 17.9 %  |
| Acceptable for now, but City should invest in shortening the length of closures           | 104    | 23.6 %  |
| City should invest in major flood improvements that keep Merriam Drive open during floods | 217    | 49.2 %  |
| Not sure                                                                                  | 41     | 9.3 %   |
| Total                                                                                     | 441    | 100.0 % |

**RESIDENTS****WITHOUT "NOT SURE"**

**Q13. When major floods threaten Downtown, to keep people safe, the City may close Merriam Drive for an extended period of time. During those closures, residents and businesses along the corridor lose access to their property. Which statement comes closest to your view of this current approach? (without "not sure")**

| Q13. Which statement comes closest to your view of this current approach                  | Number | Percent |
|-------------------------------------------------------------------------------------------|--------|---------|
| A reasonable safety measure that should continue as-is                                    | 79     | 19.8 %  |
| Acceptable for now, but City should invest in shortening the length of closures           | 104    | 26.0 %  |
| City should invest in major flood improvements that keep Merriam Drive open during floods | 217    | 54.3 %  |
| Total                                                                                     | 400    | 100.0 % |

**RESIDENTS**

**Q14. Some Downtown improvements could happen on land that is already outside the floodplain. Large flood-control projects, by contrast, would take many years and major public funding. Which comes closest to what you think the City should do?**

| Q14. Which comes closest to what you think City should do                      | Number | Percent |
|--------------------------------------------------------------------------------|--------|---------|
| Move ahead now with improvements on safe land, & decide on flood control later | 75     | 17.0 %  |
| Focus on flood control first, before new Downtown investment                   | 150    | 34.0 %  |
| Pursue both at the same time                                                   | 173    | 39.2 %  |
| Not sure                                                                       | 43     | 9.8 %   |
| Total                                                                          | 441    | 100.0 % |

**RESIDENTS****WITHOUT "NOT SURE"**

**Q14. Some Downtown improvements could happen on land that is already outside the floodplain. Large flood-control projects, by contrast, would take many years and major public funding. Which comes closest to what you think the City should do? (without "not sure")**

| Q14. Which comes closest to what you think City should do                      | Number | Percent |
|--------------------------------------------------------------------------------|--------|---------|
| Move ahead now with improvements on safe land, & decide on flood control later | 75     | 18.8 %  |
| Focus on flood control first, before new Downtown investment                   | 150    | 37.7 %  |
| Pursue both at the same time                                                   | 173    | 43.5 %  |
| Total                                                                          | 398    | 100.0 % |

**RESIDENTS****Q15. Flood-protection options vary widely in cost and in how much land they protect. Which statement comes closest to your view?**

| Q15. Which statement comes closest to your view                | Number | Percent |
|----------------------------------------------------------------|--------|---------|
| Pursue most flood protection, even if it is the most expensive | 59     | 13.4 %  |
| Pursue a moderate option that balances cost & benefit          | 290    | 65.8 %  |
| Pursue a low-cost option, or spend the money elsewhere         | 35     | 7.9 %   |
| City should not spend local funds on flood protection          | 26     | 5.9 %   |
| Not sure                                                       | 31     | 7.0 %   |
| Total                                                          | 441    | 100.0 % |

**RESIDENTS****WITHOUT "NOT SURE"****Q15. Flood-protection options vary widely in cost and in how much land they protect. Which statement comes closest to your view? (without "not sure")**

| Q15. Which statement comes closest to your view                | Number | Percent |
|----------------------------------------------------------------|--------|---------|
| Pursue most flood protection, even if it is the most expensive | 59     | 14.4 %  |
| Pursue a moderate option that balances cost & benefit          | 290    | 70.7 %  |
| Pursue a low-cost option, or spend the money elsewhere         | 35     | 8.5 %   |
| City should not spend local funds on flood protection          | 26     | 6.3 %   |
| Total                                                          | 410    | 100.0 % |

**RESIDENTS**

**Q16. Many Downtown improvements-streetscape, parks, public spaces, flood protection, and business incentives-would need to be funded with local taxes. Over 80% of the sales tax collected in Merriam is paid by shoppers and visitors from other cities, not by Merriam residents. Property tax is paid only by Merriam property owners. Which funding source do you think makes the most sense for Downtown improvements?**

| Q16. Which funding source makes the most sense for Downtown improvements                    | Number | Percent |
|---------------------------------------------------------------------------------------------|--------|---------|
| Mostly sales tax-because much of it is paid by non-residents who shop in Merriam            | 212    | 48.1 %  |
| A balanced mix of sales tax & property tax                                                  | 147    | 33.3 %  |
| Mostly property tax-because Merriam property owners benefit most from Downtown improvements | 7      | 1.6 %   |
| No taxes should fund the Downtown improvements                                              | 46     | 10.4 %  |
| Not sure                                                                                    | 29     | 6.6 %   |
| Total                                                                                       | 441    | 100.0 % |

**RESIDENTS****WITHOUT "NOT SURE"**

**Q16. Many Downtown improvements-streetscape, parks, public spaces, flood protection, and business incentives-would need to be funded with local taxes. Over 80% of the sales tax collected in Merriam is paid by shoppers and visitors from other cities, not by Merriam residents. Property tax is paid only by Merriam property owners. Which funding source do you think makes the most sense for Downtown improvements? (without "not sure")**

| Q16. Which funding source makes the most sense for Downtown improvements                    | Number | Percent |
|---------------------------------------------------------------------------------------------|--------|---------|
| Mostly sales tax-because much of it is paid by non-residents who shop in Merriam            | 212    | 51.5 %  |
| A balanced mix of sales tax & property tax                                                  | 147    | 35.7 %  |
| Mostly property tax-because Merriam property owners benefit most from Downtown improvements | 7      | 1.7 %   |
| No taxes should fund the Downtown improvements                                              | 46     | 11.2 %  |
| Total                                                                                       | 412    | 100.0 % |

**RESIDENTS**

**Q17. The City of Merriam currently collects a ¼ cent local sales tax approved by voters in 2017 to build the Merriam Community Center. This tax will expire at the end of 2027. With voter approval, a new ¼ cent sales tax could be dedicated to funding Downtown improvements beginning in 2028. This would not increase the sales tax rate that Merriam shoppers already pay. Would you support or oppose dedicating a ¼ cent sales tax to Downtown improvements?**

| Q17. Would you support or oppose dedicating 1/4 cent sales tax to Downtown improvements | Number | Percent |
|-----------------------------------------------------------------------------------------|--------|---------|
| Strongly support                                                                        | 186    | 42.2 %  |
| Support                                                                                 | 164    | 37.2 %  |
| Neither support nor oppose                                                              | 36     | 8.2 %   |
| Oppose                                                                                  | 22     | 5.0 %   |
| Strongly oppose                                                                         | 22     | 5.0 %   |
| Not sure                                                                                | 11     | 2.5 %   |
| Total                                                                                   | 441    | 100.0 % |

**RESIDENTS****WITHOUT "NOT SURE"**

**Q17. The City of Merriam currently collects a ¼ cent local sales tax approved by voters in 2017 to build the Merriam Community Center. This tax will expire at the end of 2027. With voter approval, a new ¼ cent sales tax could be dedicated to funding Downtown improvements beginning in 2028. This would not increase the sales tax rate that Merriam shoppers already pay. Would you support or oppose dedicating a ¼ cent sales tax to Downtown improvements? (without "not sure")**

| Q17. Would you support or oppose dedicating 1/4 cent sales tax to Downtown improvements | Number | Percent |
|-----------------------------------------------------------------------------------------|--------|---------|
| Strongly support                                                                        | 186    | 43.3 %  |
| Support                                                                                 | 164    | 38.1 %  |
| Neither support nor oppose                                                              | 36     | 8.4 %   |
| Oppose                                                                                  | 22     | 5.1 %   |
| Strongly oppose                                                                         | 22     | 5.1 %   |
| Total                                                                                   | 430    | 100.0 % |

**RESIDENTS**

**Q18. The City recently helped bring two new grocery stores-Trader Joe's and Aldi to Merriam using public incentives. Please rate your level of support for the City using partnerships or tax incentives to attract private investment to Downtown.**

Q18. Your level of support for City using  
partnerships or tax incentives to attract private  
investment to Downtown

|                            | Number | Percent |
|----------------------------|--------|---------|
| Strongly support           | 149    | 33.8 %  |
| Support                    | 181    | 41.0 %  |
| Neither support nor oppose | 54     | 12.2 %  |
| Oppose                     | 23     | 5.2 %   |
| Strongly oppose            | 24     | 5.4 %   |
| Not sure                   | 10     | 2.3 %   |
| Total                      | 441    | 100.0 % |

**RESIDENTS****WITHOUT "NOT SURE"**

**Q18. The City recently helped bring two new grocery stores-Trader Joe's and Aldi to Merriam using public incentives. Please rate your level of support for the City using partnerships or tax incentives to attract private investment to Downtown. (without "not sure")**

Q18. Your level of support for City using  
partnerships or tax incentives to attract private  
investment to Downtown

|                            | Number | Percent |
|----------------------------|--------|---------|
| Strongly support           | 149    | 34.6 %  |
| Support                    | 181    | 42.0 %  |
| Neither support nor oppose | 54     | 12.5 %  |
| Oppose                     | 23     | 5.3 %   |
| Strongly oppose            | 24     | 5.6 %   |
| Total                      | 431    | 100.0 % |

**RESIDENTS****Q19. Please rate how likely you would be to use the following if they were available in Downtown Merriam.**

(N=441)

|                                                    | Very likely | Somewhat likely | Not very likely | Not likely at all | Would not use | Not sure |
|----------------------------------------------------|-------------|-----------------|-----------------|-------------------|---------------|----------|
| Q19-1. Sit-down restaurants & cafes                | 61.5%       | 27.7%           | 5.9%            | 0.9%              | 2.3%          | 1.8%     |
| Q19-2. Live music or performance venues            | 29.0%       | 32.9%           | 20.4%           | 6.6%              | 6.6%          | 4.5%     |
| Q19-3. A brewery, taproom, or wine bar             | 27.7%       | 24.0%           | 20.9%           | 10.2%             | 14.5%         | 2.7%     |
| Q19-4. Locally owned shops & artisan goods         | 38.8%       | 42.4%           | 9.5%            | 3.6%              | 3.2%          | 2.5%     |
| Q19-5. Food trucks or a food hall                  | 31.7%       | 37.9%           | 15.9%           | 5.7%              | 5.9%          | 2.9%     |
| Q19-6. Public art, murals, & outdoor installations | 23.4%       | 33.6%           | 23.6%           | 7.5%              | 7.7%          | 4.3%     |
| Q19-7. Community events & festivals                | 33.1%       | 44.4%           | 13.6%           | 3.9%              | 2.9%          | 2.0%     |
| Q19-8. An expanded or year-round farmer's market   | 42.6%       | 38.5%           | 11.1%           | 2.7%              | 2.0%          | 2.9%     |
| Q19-9. Other                                       | 4.5%        | 0.7%            | 0.0%            | 0.0%              | 0.2%          | 94.6%    |

**RESIDENTS****WITHOUT "NOT SURE"**

**Q19. Please rate how likely you would be to use the following if they were available in Downtown Merriam.  
(without "not sure")**

(N=441)

|                                                    | Very likely | Somewhat likely | Not very likely | Not likely at all | Would not use |
|----------------------------------------------------|-------------|-----------------|-----------------|-------------------|---------------|
| Q19-1. Sit-down restaurants & cafes                | 62.6%       | 28.2%           | 6.0%            | 0.9%              | 2.3%          |
| Q19-2. Live music or performance venues            | 30.4%       | 34.4%           | 21.4%           | 6.9%              | 6.9%          |
| Q19-3. A brewery, taproom, or wine bar             | 28.4%       | 24.7%           | 21.4%           | 10.5%             | 14.9%         |
| Q19-4. Locally owned shops & artisan goods         | 39.8%       | 43.5%           | 9.8%            | 3.7%              | 3.3%          |
| Q19-5. Food trucks or a food hall                  | 32.7%       | 39.0%           | 16.4%           | 5.8%              | 6.1%          |
| Q19-6. Public art, murals, & outdoor installations | 24.4%       | 35.1%           | 24.6%           | 7.8%              | 8.1%          |
| Q19-7. Community events & festivals                | 33.8%       | 45.4%           | 13.9%           | 3.9%              | 3.0%          |
| Q19-8. An expanded or year-round farmer's market   | 43.9%       | 39.7%           | 11.4%           | 2.8%              | 2.1%          |
| Q19-9. Other                                       | 83.3%       | 12.5%           | 0.0%            | 0.0%              | 4.2%          |

**Q19-9. Other**

- accessible, universally designed playgrounds
- Add way more parking and building a bridge over the RR tracks with sound barriers and the rest will follow naturally
- Bowling alley or physical entertainment
- Community commercial kitchen
- DATA CENTER!!!
- do not raise taxes
- Gathering places inside and outside
- I would use parks and recreation. Space.
- Indoor shooting range
- Keep historic buildings
- Literally any activity closer to home we often drive for experiences. It would be nice to walk or have a short commute to have fun.
- More benches along the walk ways, for people who can't walk very far at a time and a couple more water fountains
- More clothing stores
- more food trucks
- more green space, parks
- Multi-use creates larger tax base
- Nature trails, access to a clean turkey creek, walkable sidewalks if there's a destination to walk to that is safe (speed bumps/traffic slow downs etc.)
- Paved dedicated paths.
- Pedestrian bridges or walkways that allowed access over SMP, Antioch and 35
- public park area, green space
- There's already sit-down restaurants. They left six months they don't make it. Music venue I already have to listen to the concerts at the farmers market in my backyard. There is already art installations dotted throughout the city. We as a family already enjoy the farmers market and all of its events.. farms market in January???
- transportation
- Walking and bike paths!!!! We need to be able to cross I35 to get to Trader Joe's via bike.
- Water Park, dog park

**RESIDENTS****Q28. Your connection to Merriam?**

| Q28. Your connection to Merriam        | Number | Percent |
|----------------------------------------|--------|---------|
| I live in Merriam                      | 441    | 100.0 % |
| I work in Merriam                      | 57     | 12.9 %  |
| I own property in Merriam              | 184    | 41.7 %  |
| I own or operate a business in Merriam | 39     | 8.8 %   |
| Total                                  | 721    |         |

**RESIDENTS****WITHOUT "NOT PROVIDED"****Q29. Which of the following best describes your age?**

| Q29. Your age | Number | Percent |
|---------------|--------|---------|
| 18-34         | 78     | 17.7 %  |
| 35-44         | 87     | 19.7 %  |
| 45-54         | 84     | 19.0 %  |
| 55-64         | 85     | 19.3 %  |
| 65+           | 90     | 20.4 %  |
| Not provided  | 17     | 3.9 %   |
| Total         | 441    | 100.0 % |

**RESIDENTS****WITHOUT "NOT PROVIDED"****Q29. Which of the following best describes your age? (without "not provided")**

| Q29. Your age | Number | Percent |
|---------------|--------|---------|
| 18-34         | 78     | 18.4 %  |
| 35-44         | 87     | 20.5 %  |
| 45-54         | 84     | 19.8 %  |
| 55-64         | 85     | 20.0 %  |
| 65+           | 90     | 21.2 %  |
| Total         | 424    | 100.0 % |

**RESIDENTS****WITHOUT "NOT PROVIDED"****Q30. Which of the following best describes your race or ethnicity?**

| Q30. Your race/ethnicity         | Number | Percent |
|----------------------------------|--------|---------|
| American Indian or Alaska Native | 5      | 1.1 %   |
| Asian or Asian American          | 8      | 1.8 %   |
| Black or African American        | 31     | 7.0 %   |
| Hispanic or Latino/a/x           | 43     | 9.8 %   |
| Middle Eastern or North African  | 1      | 0.2 %   |
| White or European American       | 343    | 77.8 %  |
| Other                            | 2      | 0.5 %   |
| Prefer not to say                | 32     | 7.3 %   |
| Total                            | 465    |         |

**RESIDENTS****WITHOUT "PREFER NOT TO SAY"****Q30. Which of the following best describes your race or ethnicity? (without "prefer not to say")**

| Q30. Your race/ethnicity         | Number | Percent |
|----------------------------------|--------|---------|
| White or European American       | 343    | 83.9 %  |
| Hispanic or Latino/a/x           | 43     | 10.5 %  |
| Black or African American        | 31     | 7.6 %   |
| Asian or Asian American          | 8      | 2.0 %   |
| American Indian or Alaska Native | 5      | 1.2 %   |
| Other                            | 2      | 0.5 %   |
| Middle Eastern or North African  | 1      | 0.2 %   |
| Total                            | 433    |         |

**RESIDENTS****Q30-8. Self-describe your race or ethnicity:**

| Q30-8. Self-describe your race/ethnicity | Number | Percent |
|------------------------------------------|--------|---------|
| European                                 | 1      | 50.0 %  |
| Bi-racial                                | 1      | 50.0 %  |
| Total                                    | 2      | 100.0 % |

**RESIDENTS****Q31. What is the primary language spoken in your home?**

| <u>Q31. Primary language spoken in your home</u> | <u>Number</u> | <u>Percent</u> |
|--------------------------------------------------|---------------|----------------|
| English                                          | 420           | 95.2 %         |
| Spanish                                          | 6             | 1.4 %          |
| Other                                            | 1             | 0.2 %          |
| Prefer not to say                                | 14            | 3.2 %          |
| Total                                            | 441           | 100.0 %        |

**RESIDENTS****WITHOUT "PREFER NOT TO SAY"****Q31. What is the primary language spoken in your home? (without "prefer not to say")**

| <u>Q31. Primary language spoken in your home</u> | <u>Number</u> | <u>Percent</u> |
|--------------------------------------------------|---------------|----------------|
| English                                          | 420           | 98.4 %         |
| Spanish                                          | 6             | 1.4 %          |
| Other                                            | 1             | 0.2 %          |
| Total                                            | 427           | 100.0 %        |

**RESIDENTS****Q31-3. Other:**

| <u>Q31-3. Other</u> | <u>Number</u> | <u>Percent</u> |
|---------------------|---------------|----------------|
| Arabic              | 1             | 100.0 %        |
| Total               | 1             | 100.0 %        |

**BUSINESS OWNER OR OPERATORS****Q20. Where is your Merriam business located?**

| <u>Q20. Where is your Merriam business located</u>                                           | <u>Number</u> | <u>Percent</u> |
|----------------------------------------------------------------------------------------------|---------------|----------------|
| Within the Downtown Merriam planning area (along Merriam Drive between 55th & Johnson Drive) | 14            | 20.3 %         |
| Along Merriam Drive but not in the Downtown Planning Area                                    | 14            | 20.3 %         |
| Elsewhere in Merriam                                                                         | 36            | 52.2 %         |
| Not provided                                                                                 | 5             | 7.2 %          |
| Total                                                                                        | 69            | 100.0 %        |

**BUSINESS OWNER OR OPERATORS****WITHOUT "NOT PROVIDED"****Q20. Where is your Merriam business located? (without "not provided")**

| <u>Q20. Where is your Merriam business located</u>                                           | <u>Number</u> | <u>Percent</u> |
|----------------------------------------------------------------------------------------------|---------------|----------------|
| Within the Downtown Merriam planning area (along Merriam Drive between 55th & Johnson Drive) | 14            | 21.9 %         |
| Along Merriam Drive but not in the Downtown Planning Area                                    | 14            | 21.9 %         |
| Elsewhere in Merriam                                                                         | 36            | 56.3 %         |
| Total                                                                                        | 64            | 100.0 %        |

**BUSINESS OWNER OR OPERATORS  
WITHOUT "NOT SURE"**

**Q21. What type of business do you operate?**

| Q21. Type of business you operate                                | Number | Percent |
|------------------------------------------------------------------|--------|---------|
| Restaurant, cafe, bar, or food service                           | 2      | 2.9 %   |
| Retail (shop, boutique, or store)                                | 5      | 7.2 %   |
| Professional services (legal, financial, real estate, & similar) | 11     | 15.9 %  |
| Personal services (salon, fitness, medical, & similar)           | 7      | 10.1 %  |
| Light industrial, automotive, or trades                          | 16     | 23.2 %  |
| Arts, culture, or entertainment                                  | 6      | 8.7 %   |
| Office, technology, or other                                     | 4      | 5.8 %   |
| Other                                                            | 14     | 20.3 %  |
| Not provided                                                     | 4      | 5.8 %   |
| Total                                                            | 69     | 100.0 % |

**BUSINESS OWNER OR OPERATORS  
WITHOUT "NOT PROVIDED"**

**Q21. What type of business do you operate? (without "not provided")**

| Q21. Type of business you operate                                | Number | Percent |
|------------------------------------------------------------------|--------|---------|
| Restaurant, cafe, bar, or food service                           | 2      | 3.1 %   |
| Retail (shop, boutique, or store)                                | 5      | 7.7 %   |
| Professional services (legal, financial, real estate, & similar) | 11     | 16.9 %  |
| Personal services (salon, fitness, medical, & similar)           | 7      | 10.8 %  |
| Light industrial, automotive, or trades                          | 16     | 24.6 %  |
| Arts, culture, or entertainment                                  | 6      | 9.2 %   |
| Office, technology, or other                                     | 4      | 6.2 %   |
| Other                                                            | 14     | 21.5 %  |
| Total                                                            | 65     | 100.0 % |

**BUSINESS OWNER OR OPERATORS**

**Q21-8. Other:**

| Q21-8. Other                        | Number | Percent |
|-------------------------------------|--------|---------|
| Rental property                     | 2      | 15.4 %  |
| Hotel                               | 1      | 7.7 %   |
| Coffee manufacturing                | 1      | 7.7 %   |
| Home sales office covering 6 states | 1      | 7.7 %   |
| Church                              | 1      | 7.7 %   |
| Consulting company                  | 1      | 7.7 %   |
| Dog daycare, boarding and grooming  | 1      | 7.7 %   |
| Production                          | 1      | 7.7 %   |
| Remote digital marketing agency     | 1      | 7.7 %   |
| Garage door service                 | 1      | 7.7 %   |
| Non profit landlord                 | 1      | 7.7 %   |
| Childcare center                    | 1      | 7.7 %   |
| Total                               | 13     | 100.0 % |

**BUSINESS OWNER OR OPERATORS****Q22. How long has your business operated in Merriam?**

Q22. How long has your business operated in

| Merriam          | Number | Percent |
|------------------|--------|---------|
| Less than 1 year | 5      | 7.2 %   |
| 1-5 years        | 12     | 17.4 %  |
| 6-10 years       | 11     | 15.9 %  |
| 11-20 years      | 20     | 29.0 %  |
| 20+ years        | 21     | 30.4 %  |
| Total            | 69     | 100.0 % |

**BUSINESS OWNER OR OPERATORS****Q23. Looking ahead to the next 5 years, how do you see your Merriam business?**

Q23. How do you see your Merriam business in

| next 5 years                           | Number | Percent |
|----------------------------------------|--------|---------|
| Growing or expanding in Merriam        | 19     | 27.5 %  |
| Staying about the same                 | 28     | 40.6 %  |
| Considering relocation outside Merriam | 5      | 7.2 %   |
| Considering closing or selling         | 7      | 10.1 %  |
| Not sure                               | 10     | 14.5 %  |
| Total                                  | 69     | 100.0 % |

**BUSINESS OWNER OR OPERATORS****WITHOUT "NOT SURE"****Q23. Looking ahead to the next 5 years, how do you see your Merriam business? (without "not sure")**

Q23. How do you see your Merriam business in

| next 5 years                           | Number | Percent |
|----------------------------------------|--------|---------|
| Growing or expanding in Merriam        | 19     | 32.2 %  |
| Staying about the same                 | 28     | 47.5 %  |
| Considering relocation outside Merriam | 5      | 8.5 %   |
| Considering closing or selling         | 7      | 11.9 %  |
| Total                                  | 59     | 100.0 % |

**BUSINESS OWNER OR OPERATORS****Q24. From a business owner's perspective, how important are each of the following for Downtown to be successful?**

(N=69)

|                                                                                | Very<br>important | Important | Neutral | Not important | Not at all<br>important | Not sure |
|--------------------------------------------------------------------------------|-------------------|-----------|---------|---------------|-------------------------|----------|
| Q24-1. Streetscape & public realm improvements that bring more people Downtown | 26.1%             | 30.4%     | 23.2%   | 5.8%          | 5.8%                    | 8.7%     |
| Q24-2. Reliable parking for customers & employees                              | 26.1%             | 42.0%     | 18.8%   | 4.3%          | 2.9%                    | 5.8%     |
| Q24-3. Reduced flood risk                                                      | 31.9%             | 31.9%     | 20.3%   | 4.3%          | 5.8%                    | 5.8%     |
| Q24-4. New residential development that adds nearby customers                  | 17.4%             | 14.5%     | 23.2%   | 15.9%         | 20.3%                   | 8.7%     |
| Q24-5. Public incentives or partnerships available to existing businesses      | 20.3%             | 24.6%     | 33.3%   | 7.2%          | 7.2%                    | 7.2%     |
| Q24-6. Predictable City processes (permits, code enforcement, communication)   | 34.8%             | 27.5%     | 23.2%   | 5.8%          | 2.9%                    | 5.8%     |
| Q24-7. Safety in commercial areas, especially in the evening                   | 49.3%             | 30.4%     | 7.2%    | 4.3%          | 1.4%                    | 7.2%     |
| Q24-8. City's respect for existing business locations & property rights        | 68.1%             | 17.4%     | 8.7%    | 1.4%          | 0.0%                    | 4.3%     |
| Q24-9. Other                                                                   | 2.9%              | 0.0%      | 0.0%    | 0.0%          | 1.4%                    | 95.7%    |

**BUSINESS OWNER OR OPERATORS****WITHOUT "NOT SURE"**

**Q24. From a business owner's perspective, how important are each of the following for Downtown to be successful? (without "not sure")**

(N=69)

|                                                                                | Very important | Important | Neutral | Not important | Not at all important |
|--------------------------------------------------------------------------------|----------------|-----------|---------|---------------|----------------------|
| Q24-1. Streetscape & public realm improvements that bring more people Downtown | 28.6%          | 33.3%     | 25.4%   | 6.3%          | 6.3%                 |
| Q24-2. Reliable parking for customers & employees                              | 27.7%          | 44.6%     | 20.0%   | 4.6%          | 3.1%                 |
| Q24-3. Reduced flood risk                                                      | 33.8%          | 33.8%     | 21.5%   | 4.6%          | 6.2%                 |
| Q24-4. New residential development that adds nearby customers                  | 19.0%          | 15.9%     | 25.4%   | 17.5%         | 22.2%                |
| Q24-5. Public incentives or partnerships available to existing businesses      | 21.9%          | 26.6%     | 35.9%   | 7.8%          | 7.8%                 |
| Q24-6. Predictable City processes (permits, code enforcement, communication)   | 36.9%          | 29.2%     | 24.6%   | 6.2%          | 3.1%                 |
| Q24-7. Safety in commercial areas, especially in the evening                   | 53.1%          | 32.8%     | 7.8%    | 4.7%          | 1.6%                 |
| Q24-8. City's respect for existing business locations & property rights        | 71.2%          | 18.2%     | 9.1%    | 1.5%          | 0.0%                 |
| Q24-9. Other                                                                   | 66.7%          | 0.0%      | 0.0%    | 0.0%          | 33.3%                |

## **BUSINESS OWNER OR OPERATORS**

### **Q24-9. Other**

- Maintaining the parts that are already downtown
- Merriam is already using tax payers money to buy then tear down existing businesses.
- Stop taking car lanes away for bikes/trails

**BUSINESS OWNER OR OPERATORS****Q25. Which TWO items listed in Question 24 do you think will have the most impact on the City of Merriam?**

| Q25. Top choice                                                         | Number | Percent |
|-------------------------------------------------------------------------|--------|---------|
| Streetscape & public realm improvements that bring more people Downtown | 16     | 23.2 %  |
| Reliable parking for customers & employees                              | 2      | 2.9 %   |
| Reduced flood risk                                                      | 7      | 10.1 %  |
| New residential development that adds nearby customers                  | 6      | 8.7 %   |
| Public incentives or partnerships available to existing businesses      | 2      | 2.9 %   |
| Predictable City processes (permits, code enforcement, communication)   | 3      | 4.3 %   |
| Safety in commercial areas, especially in the evening                   | 9      | 13.0 %  |
| City's respect for existing business locations & property rights        | 20     | 29.0 %  |
| None chosen                                                             | 4      | 5.8 %   |
| Total                                                                   | 69     | 100.0 % |

**BUSINESS OWNER OR OPERATORS****Q25. Which TWO items listed in Question 24 do you think will have the most impact on the City of Merriam?**

| Q25. 2nd choice                                                         | Number | Percent |
|-------------------------------------------------------------------------|--------|---------|
| Streetscape & public realm improvements that bring more people Downtown | 9      | 13.0 %  |
| Reliable parking for customers & employees                              | 9      | 13.0 %  |
| Reduced flood risk                                                      | 6      | 8.7 %   |
| New residential development that adds nearby customers                  | 3      | 4.3 %   |
| Public incentives or partnerships available to existing businesses      | 10     | 14.5 %  |
| Predictable City processes (permits, code enforcement, communication)   | 9      | 13.0 %  |
| Safety in commercial areas, especially in the evening                   | 10     | 14.5 %  |
| City's respect for existing business locations & property rights        | 4      | 5.8 %   |
| None chosen                                                             | 9      | 13.0 %  |
| Total                                                                   | 69     | 100.0 % |

**BUSINESS OWNER OR OPERATORS****Q25. Which TWO items listed in Question 24 do you think will have the most impact on the City of Merriam? (top 2)**

| Q25. Top choice                                                         | Number | Percent |
|-------------------------------------------------------------------------|--------|---------|
| Streetscape & public realm improvements that bring more people Downtown | 25     | 36.2 %  |
| Reliable parking for customers & employees                              | 11     | 15.9 %  |
| Reduced flood risk                                                      | 13     | 18.8 %  |
| New residential development that adds nearby customers                  | 9      | 13.0 %  |
| Public incentives or partnerships available to existing businesses      | 12     | 17.4 %  |
| Predictable City processes (permits, code enforcement, communication)   | 12     | 17.4 %  |
| Safety in commercial areas, especially in the evening                   | 19     | 27.5 %  |
| City's respect for existing business locations & property rights        | 24     | 34.8 %  |
| None chosen                                                             | 4      | 5.8 %   |
| Total                                                                   | 129    |         |

**BUSINESS OWNER OR OPERATORS**

**Q26. The vision defined by the community in the 2040 Comprehensive Plan describes a Downtown that is noticeably different from today-more dining and local shops, more walkable streets, new public spaces, and some added housing. Please rate your level of support for the City of Merriam moving in this direction for Downtown.**

| Q26. Your level of support for City of Merriam<br>moving in this direction for Downtown | Number | Percent |
|-----------------------------------------------------------------------------------------|--------|---------|
| Strongly support                                                                        | 23     | 33.3 %  |
| Support                                                                                 | 21     | 30.4 %  |
| Neither support nor oppose                                                              | 10     | 14.5 %  |
| Oppose                                                                                  | 1      | 1.4 %   |
| Strongly oppose                                                                         | 10     | 14.5 %  |
| Not sure                                                                                | 4      | 5.8 %   |
| Total                                                                                   | 69     | 100.0 % |

**BUSINESS OWNER OR OPERATORS****WITHOUT "NOT SURE"**

**Q26. The vision defined by the community in the 2040 Comprehensive Plan describes a Downtown that is noticeably different from today-more dining and local shops, more walkable streets, new public spaces, and some added housing. Please rate your level of support for the City of Merriam moving in this direction for Downtown. (without "not sure")**

| Q26. Your level of support for City of Merriam<br>moving in this direction for Downtown | Number | Percent |
|-----------------------------------------------------------------------------------------|--------|---------|
| Strongly support                                                                        | 23     | 35.4 %  |
| Support                                                                                 | 21     | 32.3 %  |
| Neither support nor oppose                                                              | 10     | 15.4 %  |
| Oppose                                                                                  | 1      | 1.5 %   |
| Strongly oppose                                                                         | 10     | 15.4 %  |
| Total                                                                                   | 65     | 100.0 % |

## BUSINESS OWNER OR OPERATORS

### **Q27. What is the single most important thing the City could do to help your business thrive Downtown?**

- allow common sense advertising via banners, etc. as is the case in Shawnee. The City should make every effort to buy from businesses in Merriam with a special early bid. Not once has the City purchased from us when all local JoCo cities have
- better signage and roads
- City being easy to work with. City buying from its businesses.
- City Hall should take no action in historic downtown without advanced notice to and expressed consent of DMP or a majority of businesses, adjacent, in writing.
- Continue supporting tourism and participating in area wide conventions. Already doing a great job i.e. participation, communication, presence to the businesses.
- Continued focus on safety, continued development and modernization. Thank you for all your efforts already in motion, the new grocery stores and asking for feedback, your work is making a big impact for Merriam residents and visitors.
- Could you please leave the historic buildings alone and get rid of restrictive sign and attention attracting device codes.
- Create some excitement while keeping the parks available to the public
- Do not close off Johnson Drive it will hinder and ruin multiple businesses and cut off communication/access to turn. Merriam is a ghost town after dark.
- Do something to reduce the homeless . They hang around my office, makes me feel unsafe.
- DOWNTOWN FLOOD BECAUSE OF WHAT MERRIAM DID ON THE OTHER SIDE OF THE HIGHWAY WITH THE MARINE THEATER AND HOME DEPOT. IF YOU PUT IN MORE PARKING LOTS AND ROOFS IN DOWNTOWN MERRIAM THAT WATER HAS TO GO SOMEWHERE AND THAT WILL BE WATERFALL PARK AREA. OUR BUSINESS IS RIGHT NEXT TO THE PARK AND FLOODS THE PARKING LOT ALREADY.
- For our particular business, keeping rules and regulations to a minimum and let us continue to do what we do without over-regulation
- Get the flooding under control.
- Have more kid friendly things to do
- Having commercial space available for small businesses starting out
- I believe Merriam is doing a great job on Shawnee Mission Parkway and think that if some different options on Merriam Drive can be made but not take away the charm of Merriam, I will support that.
- I think subtle changes, expanding the farmers market in improving streets, all Good things...becoming downtown OP? No thank you
- Include businesses most affected by planning and decisions 1st. If you do not let the people that are going to be affected the most know about plans then there is fear. The only assumption that person can come to is you do not care about their opinions or their livelihoods. Do you not care about all the businesses you are potentially putting at risk?
- Keep improving the city the way you are doing.
- Keep the small town feeling
- Keep us update in the processes with the army corps of engineers and possible raise/demolition of the Johnson drive bridge, as this would be horrible and a huge downfall for several businesses downtown. And if we have to think about relocating elsewhere.
- Leave it the way it is. This concept is trendy and will be out of date by 2040
- maintain roads
- make it more of a downtown where people shop and eat - creating a awesome downtown experience
- Mark parking
- More opportunities for home ownership
- More restaurants and cafe's.
- New residential development that adds nearby customers.

**BUSINESS OWNER OR OPERATORS****Q27. What is the single most important thing the City could do to help your business thrive Downtown?**

- Not build another apartment complex. If flooding is such a worry, then housing would be in the worst place possible. Overcrowded like Shawnee Mission. Takes the small town feeling away.
- Promote us. Highlight the people behind the businesses, on the social networks and publications.
- Rework the 67th Street & Frontage Road intersection.
- Safety
- safety-parking
- Stop the land grab
- Stop trying to use flood risk to justify reclaiming downtown for redevelopment. Not knowing if the city is going to take our property has led to extreme uncertainty and makes making business decisions difficult.
- Stop wasting money on hanging plants and the water truck. Take those funds and create beautification that area businesses
- can submit requests against For repairs and other beautification of existing structures
- Support local businesses
- The most important thing the government can do to help businesses is get out of the way. Stop meddling in downtown. Maintain the streets in the way the property owners want you to and then keep your mouth shut. Remove regulations. Reduce everyone's taxes. Don't you ever stop a business from opening down there again!  
OH AND HOW ABOUT YOU SELL ALL THE PROPERTIES YOU OWN AND ARE KEEPING VACANT DEPRESSING THE AREA!
- They say the want local businesses but most of the businesses they have brought in are national chains. The few local chains are nice, I guess.
- This doesn't apply to my business
- Walkable and bikeable streets and paths!!!
- We are not located downtown.
- Work with existing businesses and not drive them out.

**BUSINESS OWNER OR OPERATORS****Q28. Your connection to Merriam?**

| Q28. Your connection to Merriam        | Number | Percent |
|----------------------------------------|--------|---------|
| I live in Merriam                      | 39     | 56.5 %  |
| I work in Merriam                      | 69     | 100.0 % |
| I own property in Merriam              | 32     | 46.4 %  |
| I own or operate a business in Merriam | 69     | 100.0 % |
| Total                                  | 209    |         |

**BUSINESS OWNER OR OPERATORS****Q29. Which of the following best describes your age?**

| Q29. Your age | Number | Percent |
|---------------|--------|---------|
| 18-34         | 9      | 13.0 %  |
| 35-44         | 14     | 20.3 %  |
| 45-54         | 21     | 30.4 %  |
| 55-64         | 12     | 17.4 %  |
| 65+           | 12     | 17.4 %  |
| Not provided  | 1      | 1.4 %   |
| Total         | 69     | 100.0 % |

**BUSINESS OWNER OR OPERATORS****WITHOUT "NOT PROVIDED"****Q29. Which of the following best describes your age? (without "not provided")**

| Q29. Your age | Number | Percent |
|---------------|--------|---------|
| 18-34         | 9      | 13.2 %  |
| 35-44         | 14     | 20.6 %  |
| 45-54         | 21     | 30.9 %  |
| 55-64         | 12     | 17.6 %  |
| 65+           | 12     | 17.6 %  |
| Total         | 68     | 100.0 % |

**BUSINESS OWNER OR OPERATORS****Q30. Which of the following best describes your race or ethnicity?**

| <u>Q30. Your race/ethnicity</u>  | <u>Number</u> | <u>Percent</u> |
|----------------------------------|---------------|----------------|
| American Indian or Alaska Native | 1             | 1.4 %          |
| Black or African American        | 3             | 4.3 %          |
| Hispanic or Latino/a/x           | 5             | 7.2 %          |
| White or European American       | 51            | 73.9 %         |
| Prefer not to say                | 11            | 15.9 %         |
| Total                            | 71            |                |

**BUSINESS OWNER OR OPERATORS****WITHOUT "PREFER NOT TO SAY"****Q30. Which of the following best describes your race or ethnicity? (without "prefer not to say")**

| <u>Q30. Your race/ethnicity</u>  | <u>Number</u> | <u>Percent</u> |
|----------------------------------|---------------|----------------|
| White or European American       | 51            | 87.9 %         |
| Hispanic or Latino/a/x           | 5             | 8.6 %          |
| Black or African American        | 3             | 5.2 %          |
| American Indian or Alaska Native | 1             | 1.7 %          |
| Total                            | 60            |                |

**BUSINESS OWNER OR OPERATORS****Q31. What is the primary language spoken in your home?**

| <u>Q31. Primary language spoken in your home</u> | <u>Number</u> | <u>Percent</u> |
|--------------------------------------------------|---------------|----------------|
| English                                          | 62            | 89.9 %         |
| Spanish                                          | 1             | 1.4 %          |
| Prefer not to say                                | 6             | 8.7 %          |
| Total                                            | 69            | 100.0 %        |

**BUSINESS OWNER OR OPERATORS****WITHOUT "PREFER NOT TO SAY"****Q31. What is the primary language spoken in your home? (without "prefer not to say")**

| <u>Q31. Primary language spoken in your home</u> | <u>Number</u> | <u>Percent</u> |
|--------------------------------------------------|---------------|----------------|
| English                                          | 62            | 98.4 %         |
| Spanish                                          | 1             | 1.6 %          |
| Total                                            | 63            | 100.0 %        |

## 3. Survey Instrument



July 2026

Dear Merriam Resident/Business Owner:

**The City of Merriam is developing a new Downtown Master Plan, and we want your input.**

Downtown Merriam has the potential to evolve over the coming years with new restaurants, shops, housing, public spaces, trails, and other improvements. At the same time, the area faces important challenges related to flooding, access, redevelopment, and how future improvements could be funded. This survey is designed to help the City understand the priorities and preferences of Merriam residents and business owners as the plan is developed.

You have been randomly selected to participate in this important survey. Your feedback will help guide future planning and investment decisions for Downtown Merriam, including the area along Merriam Drive between W. 55th Street and Johnson Drive.

**Instructions**

Please return your completed survey in the next week using the postage-paid envelope provided. **You can also fill out the survey online at [MerriamSurvey.org](https://MerriamSurvey.org).**

All responses are confidential. ETC Institute, an independent research firm, will compile and report the results in aggregate only; individual responses will not be shared with the City. **At the end of the survey, you may also choose to enter a drawing for a chance to win one \$500 prepaid Visa gift card.**

The Downtown Master Plan is expected to be presented to the City Council for consideration later this year. For more information about the planning process, please visit [merriam.org/downtown](https://merriam.org/downtown).

**Questions?**

Please contact ETC Institute's Director of Community Research, Ryan Murray at 913-254-4598 or [ryan.murray@etcinstitute.com](mailto:ryan.murray@etcinstitute.com).

Thank you in advance for your participation!

Sincerely,

Bob Pape  
Mayor

# 2026 City of Merriam Downtown Master Plan Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's planning process and will be used by City leaders to make planning and investment decisions. If you prefer, you can take this survey at [MerriamSurvey.org](https://merriamsurvey.org). **At the end of this survey, you will have an opportunity to opt-in for a chance to win one (1) \$500 prepaid Visa gift card for fully completing your survey.** We greatly appreciate your time!

## 1. Which of the following best describes you?

- ☐ (1) Merriam resident only  
☐ (2) Business owner or operator in Merriam only [Go to Question 20.]  
☐ (3) Both - Merriam resident AND business owner/operator  
☐ (4) None of the above [END SURVEY.]

## Your Connection to Downtown

### 2. How many years have you lived and/or owned/operated a business in Merriam? \_\_\_\_\_ years

### 3. Currently, how often do you visit or spend time in Downtown Merriam?

- ☐ (1) Weekly or more often      ☐ (3) A few times per year      ☐ (5) Never  
☐ (2) A few times per month      ☐ (4) Rarely

## The Direction of Downtown

### 4. The vision defined by the community in the 2040 Comprehensive Plan describes a Downtown that is noticeably different from today - more dining and local shops, more walkable streets, new public spaces, and some added housing. Rate your level of support for the City of Merriam moving in this direction for Downtown.

- ☐ (5) Strongly support      ☐ (3) Neither support nor oppose      ☐ (1) Strongly oppose  
☐ (4) Support      ☐ (2) Oppose      ☐ (9) Not sure

To learn more about the City of Merriam's 2040 Comprehensive Plan please visit: [merriam.org/2040](https://merriam.org/2040)

### 5. How important are each of the following to you and the members of your household?

| How important is...                                                          | Very Important | Important | Neutral | Not Important | Not at all Important | Not Sure |
|------------------------------------------------------------------------------|----------------|-----------|---------|---------------|----------------------|----------|
| 1. Keeping people safe during floods, including safe routes in and out       | 5              | 4         | 3       | 2             | 1                    | 9        |
| 2. Keeping stormwater from carrying pollution into the creek                 | 5              | 4         | 3       | 2             | 1                    | 9        |
| 3. Protecting homes and businesses from flood damage                         | 5              | 4         | 3       | 2             | 1                    | 9        |
| 4. Keeping flooding from getting worse for properties upstream or downstream | 5              | 4         | 3       | 2             | 1                    | 9        |
| 5. Getting more homes and businesses out of the floodplain                   | 5              | 4         | 3       | 2             | 1                    | 9        |
| 6. Other:                                                                    | 5              | 4         | 3       | 2             | 1                    | 9        |

### 6. Which TWO of the items listed in Question 5 do you think will have the most impact on Downtown Merriam? [Write in your answers below using the numbers from the list in Question 5, or circle "NONE."]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ NONE

### 7. Which THREE of the of the following would you most like to see in Downtown Merriam's future? [Write in your choices below using the item numbers from the list below.]

- |                                                                          |                                     |
|--------------------------------------------------------------------------|-------------------------------------|
| 1. More restaurants and cafés                                            | 6. Turkey Creek greenway and trails |
| 2. More local shops and retail                                           | 7. Parks and family amenities       |
| 3. Evening venues such as a brewery, music venue, or entertainment space | 8. Preserved historic character     |
| 4. More housing options                                                  | 9. Public art                       |
| 5. Public plazas and gathering spaces                                    | 10. More parking options            |
|                                                                          | 11. Safer walking and crossings     |

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE

## The Choices the Plan Must Make

8. **Adding homes Downtown, such as apartments, townhomes, or housing above shops, is one way to bring more activity and support to local businesses. Please rate your level of support for adding housing in Downtown Merriam.**

☐ (5) Strongly support      ☐ (3) Neither support nor oppose      ☐ (1) Strongly oppose  
☐ (4) Support      ☐ (2) Oppose      ☐ (9) Not sure

9. **Building heights can affect the character of downtown, the amount of housing and business space available, and how development fits into surrounding neighborhoods. As Downtown Merriam evolves, what building scale feels most appropriate? [Check only ONE.]**

☐ (1) Primarily 1-2 stories      ☐ (3) Primarily 5 or more stories      ☐ (9) Not sure  
☐ (2) Primarily 3-4 stories      ☐ (4) A mix of heights depending on location

10. **How important is it to you that Downtown be a place to go in the evenings and on weekends, not just during the workday?**

☐ (5) Very important      ☐ (3) Neutral      ☐ (1) Not at all important  
☐ (4) Important      ☐ (2) Not important      ☐ (9) Not sure

11. **How supportive are you of each of the following being a part of Downtown's future?**

| How supportive are you of ... |                                                                                  | Strongly Support | Support | Neither Support nor Oppose | Oppose | Strongly Oppose | Not Sure |
|-------------------------------|----------------------------------------------------------------------------------|------------------|---------|----------------------------|--------|-----------------|----------|
| 1.                            | A full-service hotel with a restaurant and conference or event space             | 5                | 4       | 3                          | 2      | 1               | 9        |
| 2.                            | Office space for businesses and employers                                        | 5                | 4       | 3                          | 2      | 1               | 9        |
| 3.                            | Live-work spaces for artists and makers                                          | 5                | 4       | 3                          | 2      | 1               | 9        |
| 4.                            | Shared workspace or coworking space for remote workers and small businesses      | 5                | 4       | 3                          | 2      | 1               | 9        |
| 5.                            | A shared commercial kitchen or food business incubator for small food businesses | 5                | 4       | 3                          | 2      | 1               | 9        |

## Flood Risks and How to Pay for the Future

12. **How aware are you that the majority of Downtown Merriam sits within the Turkey Creek floodplain which limits expansion and redevelopment?**

☐ (4) Very aware      ☐ (2) Not very aware      ☐ (9) Not sure  
☐ (3) Somewhat aware      ☐ (1) Not aware at all

13. **When major floods threaten Downtown, to keep people safe, the City may close Merriam Drive for an extended period of time. During those closures, residents and businesses along the corridor lose access to their property. Which statement comes closest to your view of this current approach? [Check only ONE.]**

☐ (1) A reasonable safety measure that should continue as-is  
☐ (2) Acceptable for now, but the City should invest in shortening the length of closures  
☐ (3) The City should invest in major flood improvements that keep Merriam Drive open during floods  
☐ (9) Not sure

14. **Some Downtown improvements could happen on land that is already outside the floodplain. Large flood-control projects, by contrast, would take many years and major public funding. Which comes closest to what you think the City should do? [Check only ONE.]**

☐ (1) Move ahead now with improvements on safe land, and decide on flood control later  
☐ (2) Focus on flood control first, before new Downtown investment  
☐ (3) Pursue both at the same time  
☐ (9) Not sure

**15. Flood-protection options vary widely in cost and in how much land they protect. Which statement comes closest to your view? [Check only ONE.]**

- ☐ (1) Pursue the most flood protection, even if it is the most expensive  
☐ (2) Pursue a moderate option that balances cost and benefit  
☐ (3) Pursue a low-cost option, or spend the money elsewhere  
☐ (4) The City should not spend local funds on flood protection  
☐ (9) Not sure

**Public Incentives and What You Would Spend Money On**

**16. Many Downtown improvements - streetscape, parks, public spaces, flood protection, and business incentives - would need to be funded with local taxes. Over 80% of the sales tax collected in Merriam is paid by shoppers and visitors from other cities, not by Merriam residents. Property tax is paid only by Merriam property owners. Which funding source do you think makes the most sense for Downtown improvements? [Check only ONE.]**

- ☐ (1) Mostly sales tax - because much of it is paid by non-residents who shop in Merriam  
☐ (2) A balanced mix of sales tax and property tax  
☐ (3) Mostly property tax - because Merriam property owners benefit most from Downtown improvements  
☐ (4) No taxes should fund the Downtown improvements  
☐ (9) Not sure

**17. The City of Merriam currently collects a ¼ cent local sales tax approved by voters in 2017 to build the Merriam Community Center. This tax will expire at the end of 2027. With voter approval, a new ¼ cent sales tax could be dedicated to funding Downtown improvements beginning in 2028. This would not increase the sales tax rate that Merriam shoppers already pay. Would you support or oppose dedicating a ¼ cent sales tax to Downtown improvements?**

- ☐ (5) Strongly support                      ☐ (3) Neither support nor oppose                      ☐ (1) Strongly oppose  
☐ (4) Support                                      ☐ (2) Oppose                                      ☐ (9) Not sure

**18. The City recently helped bring two new grocery stores - Trader Joe's and Aldi to Merriam using public incentives. Rate your level of support for the City using partnerships or tax incentives to attract private investment to Downtown.**

- ☐ (5) Strongly support                      ☐ (3) Neither support nor oppose                      ☐ (1) Strongly oppose  
☐ (4) Support                                      ☐ (2) Oppose                                      ☐ (9) Not sure

**19. Please rate how likely you would be to use the following if they were available in Downtown Merriam.**

| If available Downtown ...                        | Very Likely | Somewhat Likely | Not Very Likely | Not Likely At All | Would Not Use | Not Sure |
|--------------------------------------------------|-------------|-----------------|-----------------|-------------------|---------------|----------|
| 1. Sit-down restaurants and cafés                | 5           | 4               | 3               | 2                 | 1             | 9        |
| 2. Live music or performance venues              | 5           | 4               | 3               | 2                 | 1             | 9        |
| 3. A brewery, taproom, or wine bar               | 5           | 4               | 3               | 2                 | 1             | 9        |
| 4. Locally owned shops and artisan goods         | 5           | 4               | 3               | 2                 | 1             | 9        |
| 5. Food trucks or a food hall                    | 5           | 4               | 3               | 2                 | 1             | 9        |
| 6. Public art, murals, and outdoor installations | 5           | 4               | 3               | 2                 | 1             | 9        |
| 7. Community events and festivals                | 5           | 4               | 3               | 2                 | 1             | 9        |
| 8. An expanded or year-round farmer's market     | 5           | 4               | 3               | 2                 | 1             | 9        |
| 9. Other:                                        | 5           | 4               | 3               | 2                 | 1             | 9        |

**For Business Owners and Operators: If you are a resident ONLY please skip to Question 28**

**20. Where is your Merriam business located? [Check only ONE.]**

- ☐ (1) Within the Downtown Merriam planning area (along Merriam Drive between 55th and Johnson Drive)  
☐ (2) Along Merriam Drive but not in the Downtown Planning Area.  
☐ (3) Elsewhere in Merriam

**21. What type of business do you operate? [Check only ONE.]**

- ☐ (1) Restaurant, café, bar, or food service  
☐ (2) Retail (shop, boutique, or store)  
☐ (3) Professional services (legal, financial, real estate, and similar)  
☐ (4) Personal services (salon, fitness, medical, and similar)  
☐ (5) Light industrial, automotive, or trades  
☐ (6) Arts, culture, or entertainment  
☐ (7) Office, technology, or other  
☐ (8) Other: \_\_\_\_\_

**22. How long has your business operated in Merriam?**

- ☐ (1) Less than 1 year                      ☐ (3) 6-10 years                      ☐ (5) More than 20 years  
☐ (2) 1-5 years                                  ☐ (4) 11-20 years

**23. Looking ahead to the next 5 years, how do you see your Merriam business?**

- ☐ (1) Growing or expanding in Merriam                      ☐ (4) Considering closing or selling  
☐ (2) Staying about the same                                      ☐ (9) Not sure  
☐ (3) Considering relocation outside Merriam

**24. From a business owner's perspective, how important are each of the following for Downtown to be successful?**

| How important is...                                                          | Very Important | Important | Neutral | Not Important | Not at all Important | Not Sure |
|------------------------------------------------------------------------------|----------------|-----------|---------|---------------|----------------------|----------|
| 1. Streetscape and public realm improvements that bring more people Downtown | 5              | 4         | 3       | 2             | 1                    | 9        |
| 2. Reliable parking for customers and employees                              | 5              | 4         | 3       | 2             | 1                    | 9        |
| 3. Reduced flood risk                                                        | 5              | 4         | 3       | 2             | 1                    | 9        |
| 4. New residential development that adds nearby customers                    | 5              | 4         | 3       | 2             | 1                    | 9        |
| 5. Public incentives or partnerships available to existing businesses        | 5              | 4         | 3       | 2             | 1                    | 9        |
| 6. Predictable City processes (permits, code enforcement, communication)     | 5              | 4         | 3       | 2             | 1                    | 9        |
| 7. Safety in commercial areas, especially in the evening                     | 5              | 4         | 3       | 2             | 1                    | 9        |
| 8. The City's respect for existing business locations and property rights    | 5              | 4         | 3       | 2             | 1                    | 9        |
| 9. Other:                                                                    | 5              | 4         | 3       | 2             | 1                    | 9        |

**25. Which TWO items listed in Question 24 do you think will have the most impact on the City of Merriam? [Write in your answers below using the numbers from the list in Question 24, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ NONE

**26. The vision defined by the community in the 2040 Comprehensive Plan describes a Downtown that is noticeably different from today - more dining and local shops, more walkable streets, new public spaces, and some added housing. Rate your level of support for the City of Merriam moving in this direction for Downtown.**

- ☐ (5) Strongly support                      ☐ (3) Neither support nor oppose                      ☐ (1) Strongly oppose  
☐ (4) Support                                      ☐ (2) Oppose                                      ☐ (9) Not sure

To learn more about the City of Merriam's 2040 Comprehensive Plan please visit: [merriam.org/2040](http://merriam.org/2040)

**27. What is the single most important thing the City could do to help your business thrive Downtown?**

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**Demographics:** All answers are confidential. ETC Institute reports results only in aggregate - your individual responses will not be shared with the City.

**28. Your connection to Merriam?** *[Check ALL that apply.]*

- ☐ (1) I live in Merriam                      ☐ (3) I own property in Merriam  
☐ (2) I work in Merriam                      ☐ (4) I own or operate a business in Merriam

**29. Which of the following best describes your age?**

- ☐ (1) 18-34    ☐ (2) 35-44    ☐ (3) 45-54    ☐ (4) 55-64    ☐ (5) 65 or older

**30. Which of the following best describes your race or ethnicity?** *[Check ALL that apply.]*

- ☐ (1) American Indian or Alaska Native                      ☐ (6) Native Hawaiian or Pacific Islander  
☐ (2) Asian or Asian American                      ☐ (7) White or European American  
☐ (3) Black or African American                      ☐ (8) Other: \_\_\_\_\_  
☐ (4) Hispanic or Latino/a/x                      ☐ (9) Prefer not to say  
☐ (5) Middle Eastern or North African

**31. What is the primary language spoken in your home?**

- ☐ (1) English                      ☐ (3) Other: \_\_\_\_\_  
☐ (2) Spanish                      ☐ (9) Prefer not to say

**32. For fully completing your survey, would you like to be entered into a drawing for a chance to win one (1) prepaid \$500 Visa Gift Card?** *[The gift card will be sent via email and is limited to one entry per household.]*

- ☐ (1) Yes [Answer Q32a.]                      ☐ (2) No

**32a. Please provide your contact information.**

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**33. Would you like to receive email updates about the Downtown Merriam Master Plan?**

- ☐ (1) Yes, Email Address: \_\_\_\_\_  
☐ (2) No, thank you

**This concludes the survey. We appreciate your time!**

Your input shapes the Downtown Merriam Master Plan, which the City Council will consider for adoption on November 23, 2026. For more information, visit [merriam.org/downtown](https://merriam.org/downtown).

Please return your completed survey in the enclosed return-reply envelope addressed to:  
ETC Institute, 725 W. Frontier Lane, Olathe, KS 66061