

# Silver Lake Strategic Planning Process

Monica Murnan, Center of Community Supports at Greenbush



# What is the Center of Community Supports?

The Center of Community Supports (CCS) at Greenbush provides individualized assistance to help local groups define and reimagine what they can achieve.

# How are we helping?

---

**We are assisting the City of Silver Lake through:**

- Access to community data
- Survey development and reporting of results
- Facilitation of a strategic planning process

# Objectives of Today's Presentation

---

Review Data: About Silver Lake, Demographic Information, & Survey Results

Identify Beliefs, Wants, & Priorities

The Strategic Planning process identified the following:

What Do We Know?

What Do We Believe?

What Do We Want?

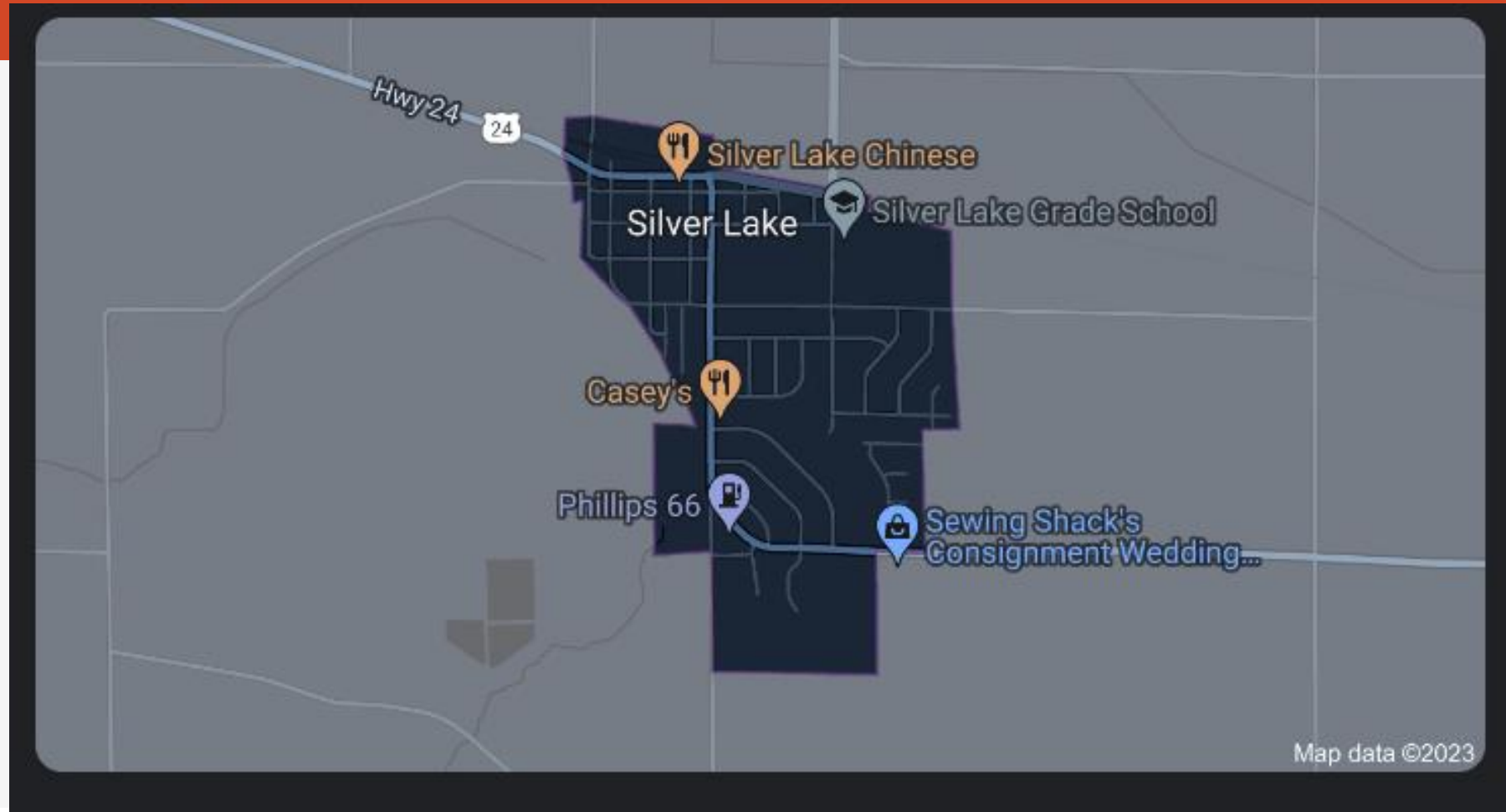
What Are We Willing to Do to Get What We Want?



# What Do We Know?



# Silver Lake, Kansas



# The People in the Community

Population has remained fairly consistent over time but is lower than in 1991.

Year	Population
2021	1,337
2011	1,440
2001	1,363
1991	1,402



# Racial Composition

Race	Silver Lake	Shawnee County	Kansas
White	98.6%	80.8%	83.0%
Black or African American	0.0%	8.2%	5.7%
American Indian and Alaska Native	0.4%	0.8%	0.8%
Asian	0.2%	1.3%	3.9%
Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.1%
Some Other Race	0.2%	3.5%	2.7%
Two or More Races	0.6%	5.2%	4.8%

# Income

---

	Silver Lake	Shawnee County	Kansas
Mean Family Income	<b>\$101,422</b>	\$92,406	\$99,062
Median Family Income	\$75,500	\$75,612	\$77,620
Mean Household Income	\$81,893	\$75,660	\$82,103
Median Household Income	\$59,375	\$58,652	\$61,091

US Census: American Community Survey, 5 Year Data 2020

**Family Income:** Total income for those related by blood, marriage, or adoption.

**Household Income:** Total income for all individuals at the same address.

# Community Indicators

---

	Silver Lake	Shawnee County	Kansas
Residents who are disabled	8.2%	13.5%	13.0%
Veterans who are disabled	10.4%	8.8%	7.9%
Families in Poverty	<b>2.9%</b>	7.5%	7.6%
Population Without Health Insurance	<b>1.1%</b>	7.3%	8.7%
Households With Food Stamp (SNAP) Benefits	<b>3.7%</b>	8.0%	7.2%

# Educational Attainment (over 25 years of age)

---

	Silver Lake	Shawnee County	Kansas
No High School Diploma or GED	<b>1.4%</b>	7.7%	8.7%
High School Diploma Only	27.7%	31.3%	25.8%
Associate's Degree	8.3%	7.0%	8.8%
Bachelor's Degree or Higher	<b>39.5%</b>	31.3%	33.9%

# Occupation

Unemployment Rate is 1.4%. This is lower than the county (2.6%) and state (2.7%) averages.

	Silver Lake	Shawnee County	Kansas
<b>Education, Health Care</b>	<b>39.0%</b>	25.7%	24.7%
<b>Finance, Insurance, Real Estate, Leasing</b>	<b>10.8%</b>	8.2%	6.3%
<b>Public Administration</b>	<b>10.2%</b>	9.2%	4.5%
Retail Trade	8.8%	10.0%	10.5%
Professional, Management	6.8%	8.0%	9.7%
Transportation, Warehousing, and Utilities	5.9%	5.6%	5.1%
Construction	5.7%	6.1%	6.4%

# Occupation

Unemployment Rate is 1.4%. This is lower than the county (2.6%) and state (2.7%) averages.

	Silver Lake	Shawnee County	Kansas
Manufacturing	4.6%	10.8%	12.5%
Other (ex. Cosmetology, Car washes)	4.3%	4.3%	4.5%
Arts, Entertainment, Recreation	2.2%	7.7%	8.2%
Information	1.5%	1.6%	1.8%
Wholesale Trade	0.3%	2.2%	2.8%
Agriculture, Forestry, Fishing, Hunting	0.0%	0.7%	3.1%

# Housing Data

---

	Silver Lake	Shawnee County	Kansas
Median Year Home Was Built	1974	1970	1974
Median Gross Rent	<b>\$698</b>	\$825	\$863
Median Value of Homes Owned	\$149,300	\$135,100	\$157,600
Vacant Housing Units	<b>3.1%</b>	8.9%	10.8%
Owner Occupied Housing Units	<b>69.5%</b>	66.3%	66.2%

# About the City of Silver Lake



# City Fast Facts

---

Assessed Value: \$11.7 million

Land: 0.58 sq. miles of land and 0.02 sq. miles of water (2020 Census)

Housing: 568 units.

69.5% are owner-occupied and 30.5% are rentals.

# City Fast Facts

---

City Employees: 8 FTE, including police

Services Provided: Court, police, water, and sewer.  
(trash/fire not provided)

Roads: Annual maintenance budget of \$146,167

# City Fast Facts

---

Two Parks

Community Center is rented 75 times per year

Approximately 60 tickets per year written by Police Department

# City Fast Facts

---

<b>Water Lines</b>	<b>Sewer Lines</b>
10.5 Miles	8 Miles

\*Approximately 40 water leaks annually

\*200,000 gallon water tank was painted and repaired

# Budget **\$1,505,689**

---

Water: \$535,000 (35.5%)

Law Enforcement: \$453,700 (30.1%)

Administration: \$276,000 (18.3%)

Special Highway: \$120,000 (8.0%)

Streets: \$85,500 (5.7%)

Special Parks & Recreation: \$11,000 (0.7%)

Street Lights: \$10,000 (0.7%)

Parks: \$9,000 (0.6%)

DARE: \$3,211 (0.2%)

Transfers: \$2,278 (0.2%)

# Resident Survey Results

**There were 424 Resident Surveys as of February 17, 2023.**

# What do you think should be the City of Silver Lake's top **three** priorities? (Choose three only)

Economic Development	38.3%
Utilization/Optimization of the Lake in Silver Lake	37.9%
Recreation- Parks	32.6%
Recreation- Walking Trails	29.3%
Public Safety	25.0%

# What do you think should be the City of Silver Lake's top **three** priorities?

School Collaboration	24.5%
Recreation- Youth/Senior Citizens	24.3%
Sidewalks	24.3%
Drainage/Ditches	18.1%
Community Partnerships	14.5%



# What do you think should be the City of Silver Lake's top **three** priorities?

---

Streets	9.0%
Tourism	1.2%
Other	12.1%

# What do you think should be the City of Silver Lake's top **three** priorities?

---

## **“Other” (51) Responses Include**

Town Beautification- Removal/Hiding of Unsightly Properties

Town Beautification- Downtown Improvements

Recreational Improvements- Baseball/Softball Field, City Pool

Which of the following do you feel the City of Silver Lake should be investing in financially? (Select all that apply)

Economic Development	44.3%
Recreation- Parks	38.8%
Utilization/Optimization of the Lake in Silver Lake	36.4%
Sidewalks	32.3%
Recreation- Walking Trails	32.1%

# Which of the following do you feel the City of Silver Lake should be investing in financially?

Drainage/Ditches	29.7%
Recreation- Youth/Senior Citizens	28.2%
Public Safety	27.8%
School Collaboration	27.0%
Streets	21.3%

# Which of the following do you feel the City of Silver Lake should be investing in financially?

Community Partnerships	17.5%
Tourism	4.1%
Other	8.6%

Which of the following do you feel the City of Silver Lake should be investing in financially?

---

## **“Other” (36) Responses Include**

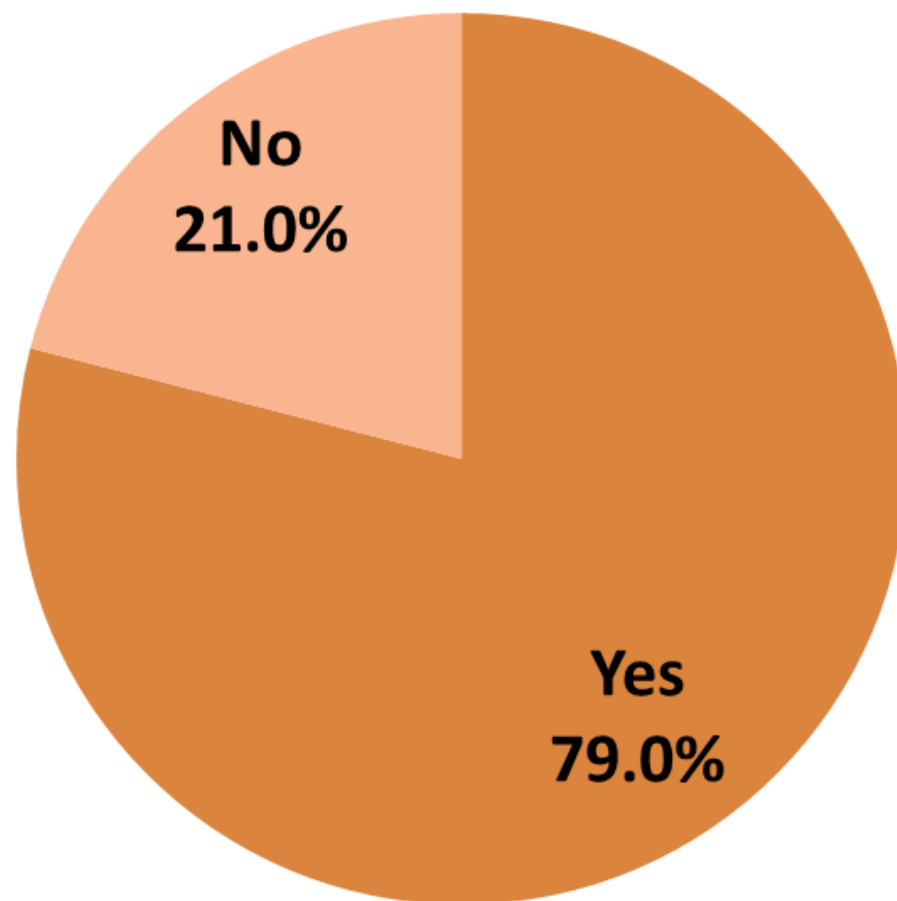
Town Beautification- Removal/Hiding of Unsightly Properties

Increase Public Safety Efforts

Population Growth/Affordable Housing

Recreational Investments- Baseball Complex, Pool, Summer Programming

Would you support increased funding to the City in order to pay for the items you've identified as most important to you? \_\_\_\_\_



# Best Thing About Silver Lake

---

- Small Town Pride/Living
- Community Atmosphere/Quiet
- Schools



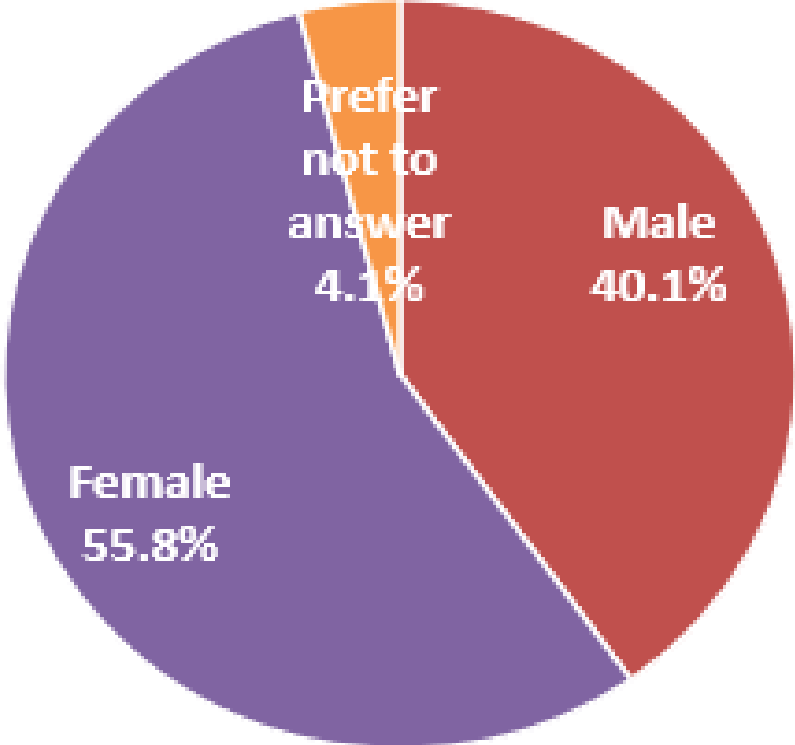
# Concerns about Silver Lake

---

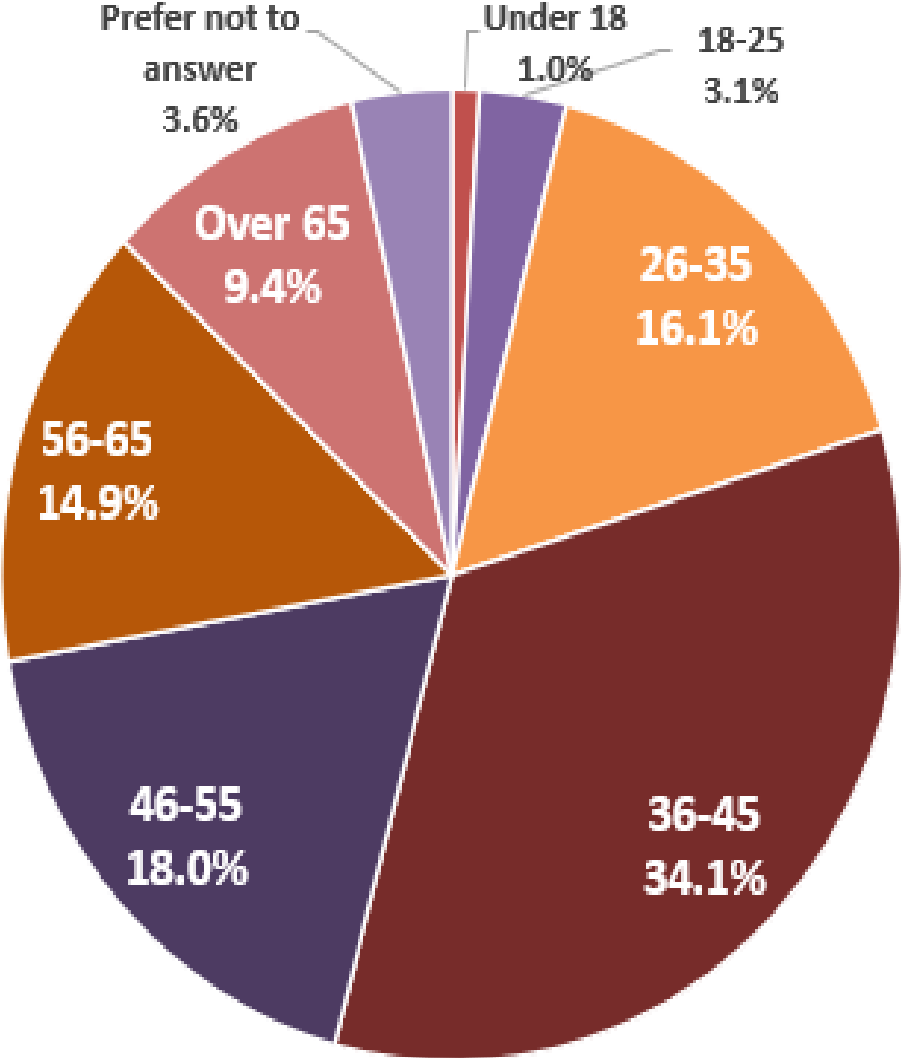
- Lack of Curb Appeal- Physical Appearance
- No Code Enforcement
- Lack of public safety- law enforcement/sidewalks/visibility on roads
- Lack of Income Generated in City Limits/Innovation
- Stagnant/Decreasing Younger Population
- Lack of Activities and Infrastructure
- Mosquitoes

# Demographic Information

### What is your gender?

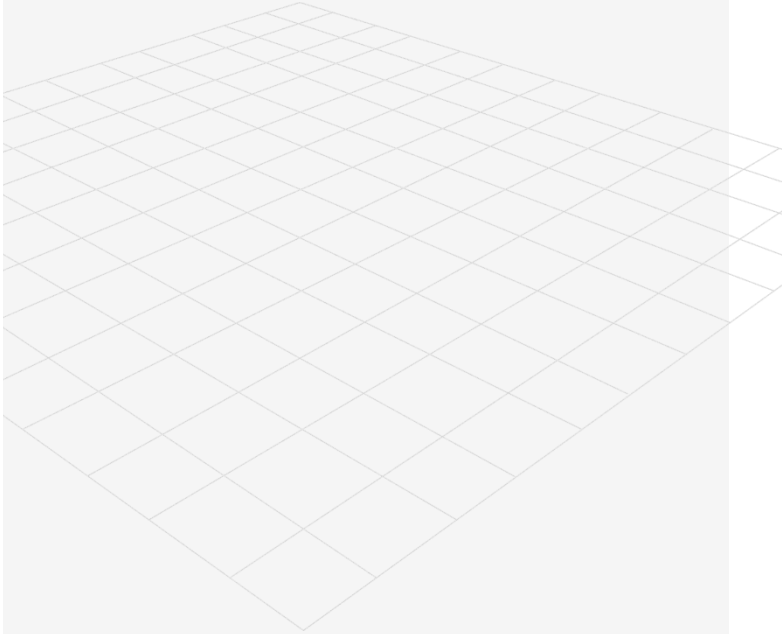
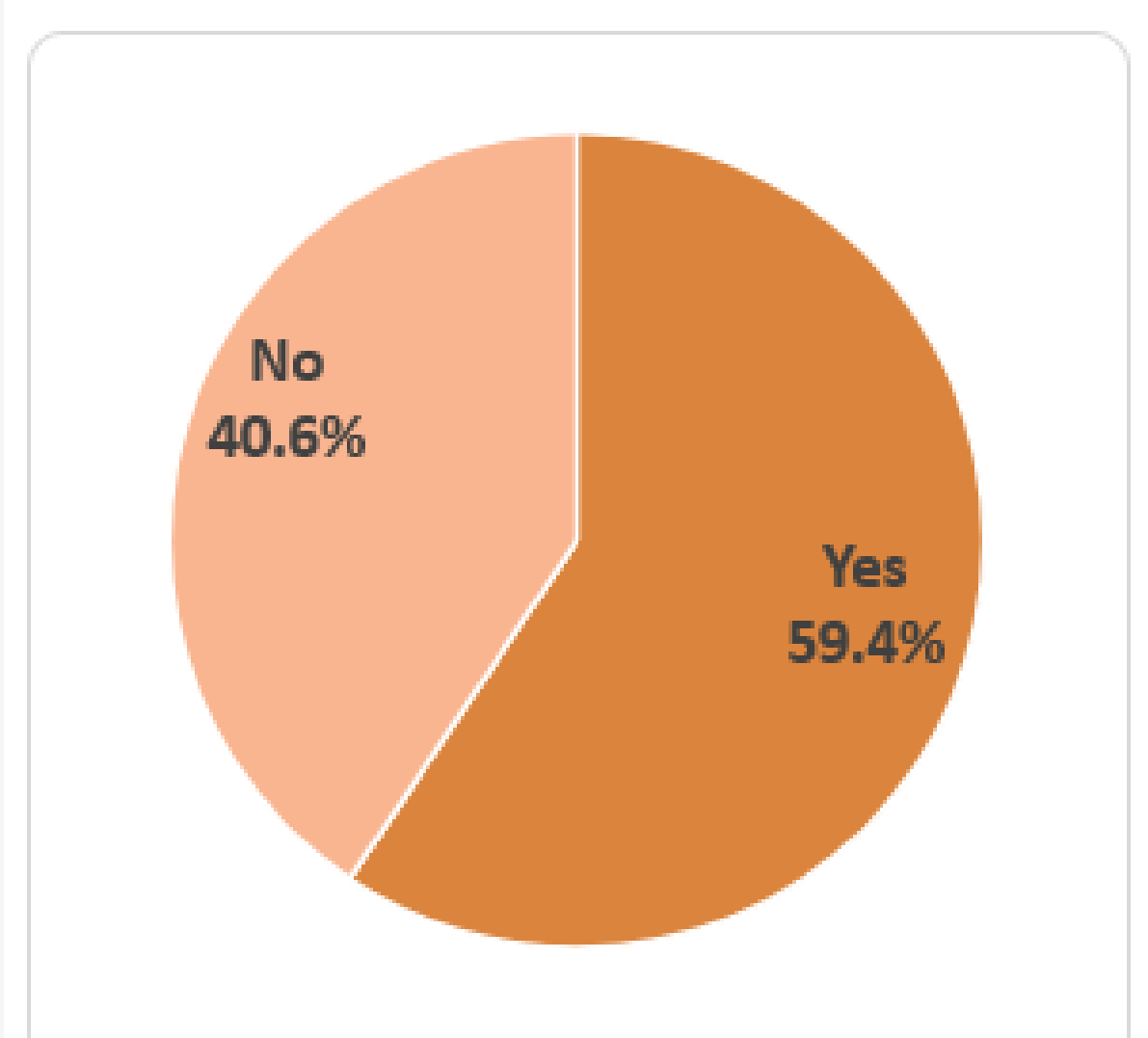


### How old are you?



# Do you live inside the city limits of Silver Lake?

---



# Stakeholder Survey Results

**There were 52 Stakeholder Surveys as of February 17, 2023.**

# What do you think should be the City of Silver Lake's top **three** priorities? (Choose three only)

Sidewalks	38.5%
Utilization/Optimization of the Lake in Silver Lake	34.6%
Public Safety	30.8%
Recreation- Parks	30.8%
Economic Development	28.8%

# What do you think should be the City of Silver Lake's top **three** priorities?

Recreation- Youth/Senior Citizens	26.9%
Drainage/Ditches	23.1%
Recreation- Walking Trails	21.2%
School Collaboration	21.2%
Community Partnerships	15.4%

# What do you think should be the City of Silver Lake's top **three** priorities?

Streets	11.5%
Other	9.6%

## **Other Responses (5):**

Water Quality

City Pool

Prioritize All Areas

Highway Bypass

New Businesses

Which of the following do you feel the City of Silver Lake should be investing in financially? (Select all that apply)

Recreation- Parks	50.0%
Sidewalks	48.1%
Drainage/Ditches	42.3%
Public Safety	42.3%
Economic Development	38.5%



# Which of the following do you feel the City of Silver Lake should be investing in financially?

Recreation- Youth/Senior Citizens	36.5%
School Collaboration	36.5%
Recreation- Walking Trails	34.6%
Utilization/Optimization of the Lake in Silver Lake	34.6%
Streets	30.8%

Which of the following do you feel the City of Silver Lake should be investing in financially?

Community Partnerships	25.0%
Tourism	5.8%
Other	3.8%

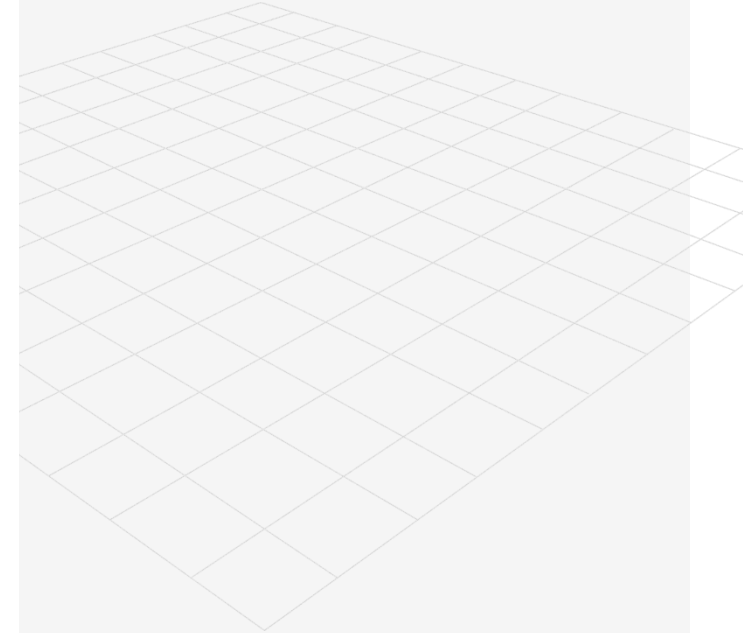
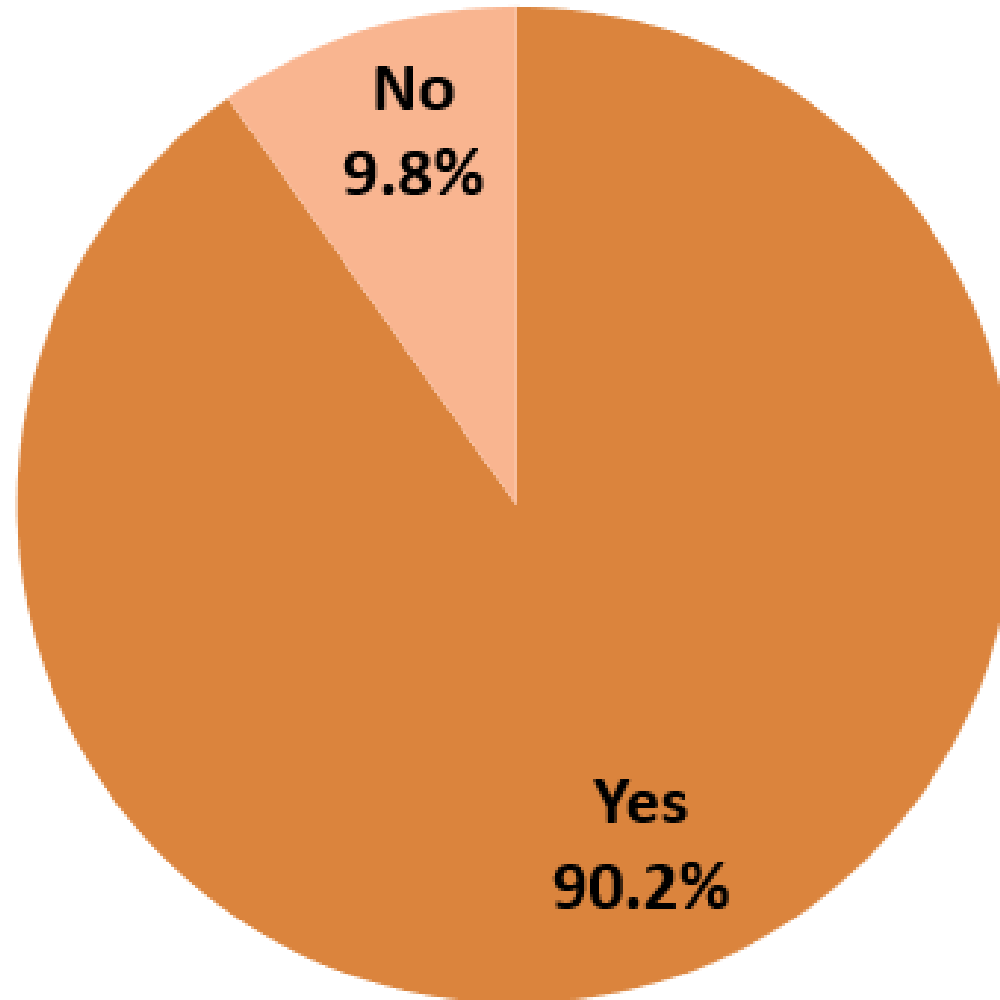
**Other Responses (2):**

City Pool

Prioritize All Areas

Would you support increased funding to the City in order to pay for the items you've identified as most important to you?

---



# Collaboration Considerations

---

- Explore Recreation Opportunities- Begin Committee/Explore Partnerships
- Bring Groups Together (avoid duplication/inspire change)
- City/School Increase Collaboration for Youth Activities
- Invest in Updated City Amenities/Sidewalks/Lake
- Consider annexation (add to tax base/provide additional land for houses)


# In your opinion, what is the best thing about the City of Silver Lake?

---

- Sense of Community/People
  - Leaders of Public Safety/Low Crime Rate
  - Schools
- 

# What concerns you the most about the City of Silver Lake?

---

- Lack of Curb Appeal- Physical Appearance
  - City Lacks a Focus/Vision
  - Lack of Economic Development/Progress
  - Infrastructure/City Investment Needed-  
Roads/Lake/Police Department
- 

## Sector Represented (Choose all that apply)

---

Resident	62.7%
Education Professional	31.4%
Civic/Volunteer Group Member	19.6%
Non-Profit Organization Representative	13.7%

## Sector Represented (Choose all that apply)

---

Religious Institution Representative	11.8%
For-Profit Business Owner/Leader	9.8%
Elected Official	7.8%
State, County, or Local Agency Representative	7.8%
Health Care Professional	5.9%



## Sector Represented (Choose all that apply)

---

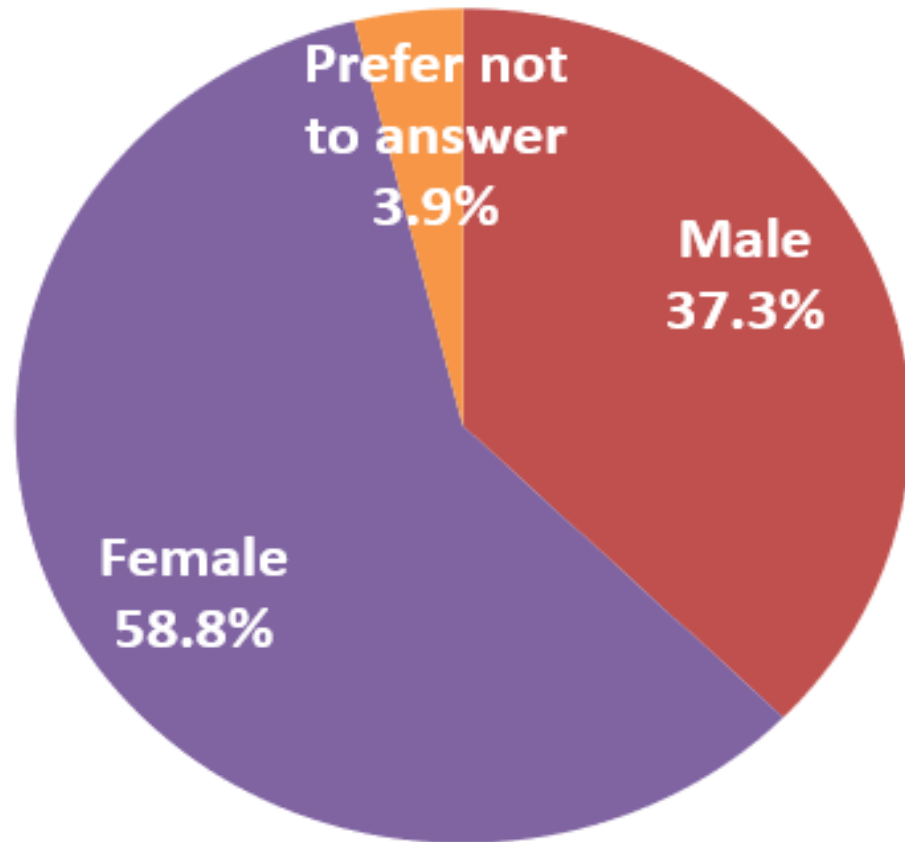
Media Professional	2.0%
Other - Write In	7.8%

### **Other Responses (4):**

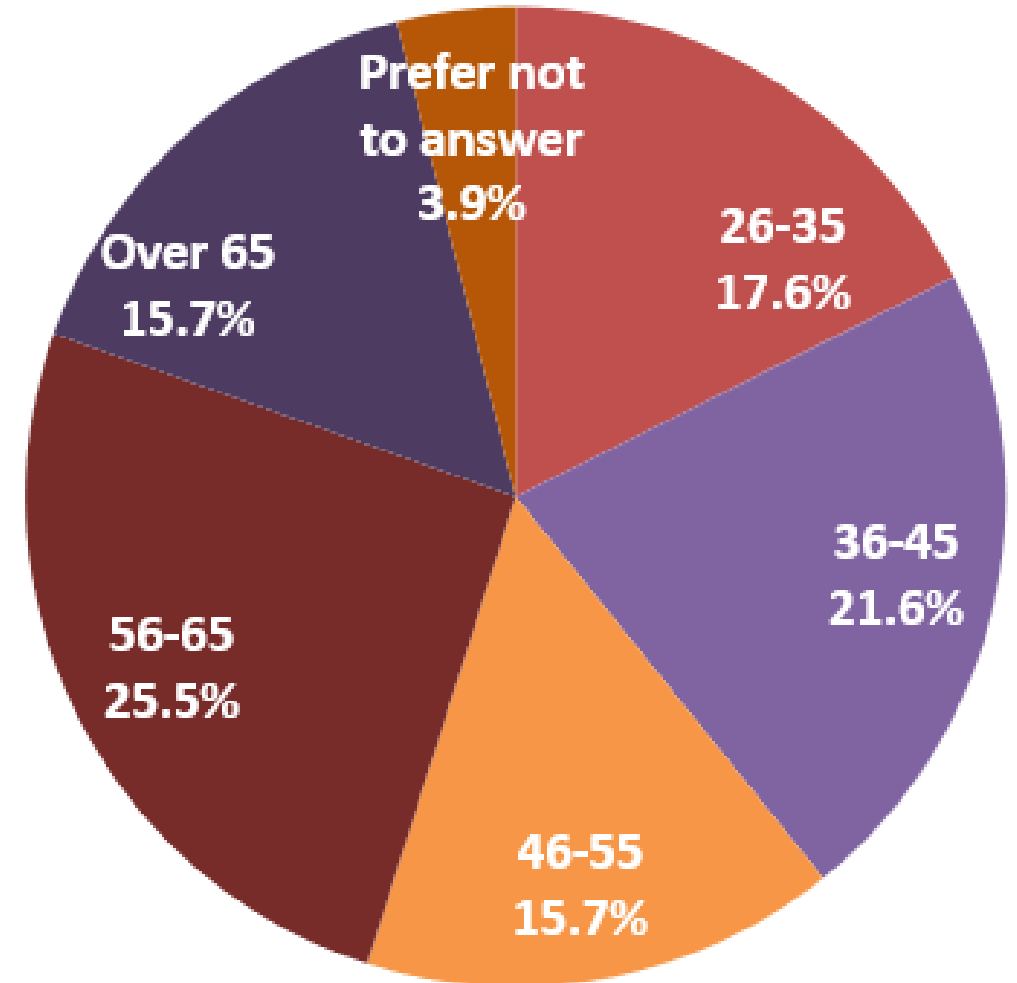
- County Resident
- Government Employee
- School Employee
- Concerned Resident

# Demographic Information

## What is your gender?

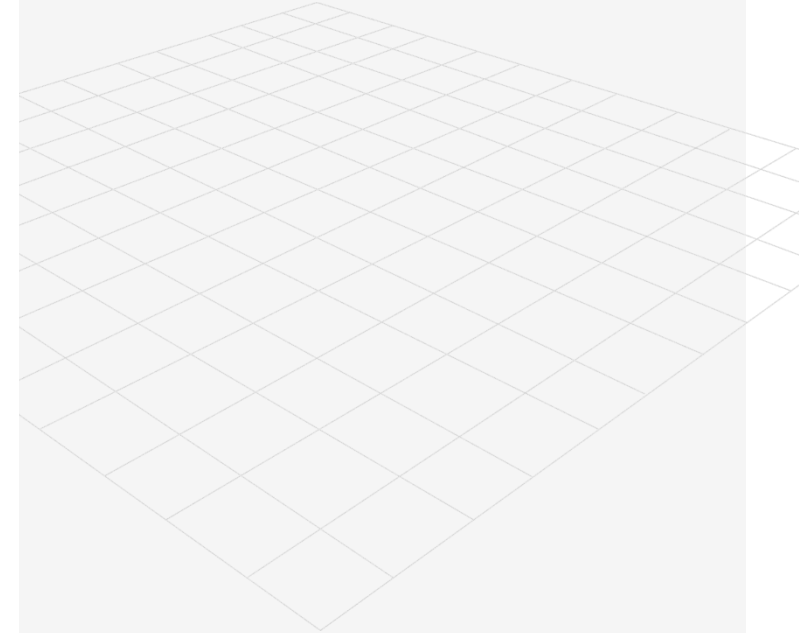
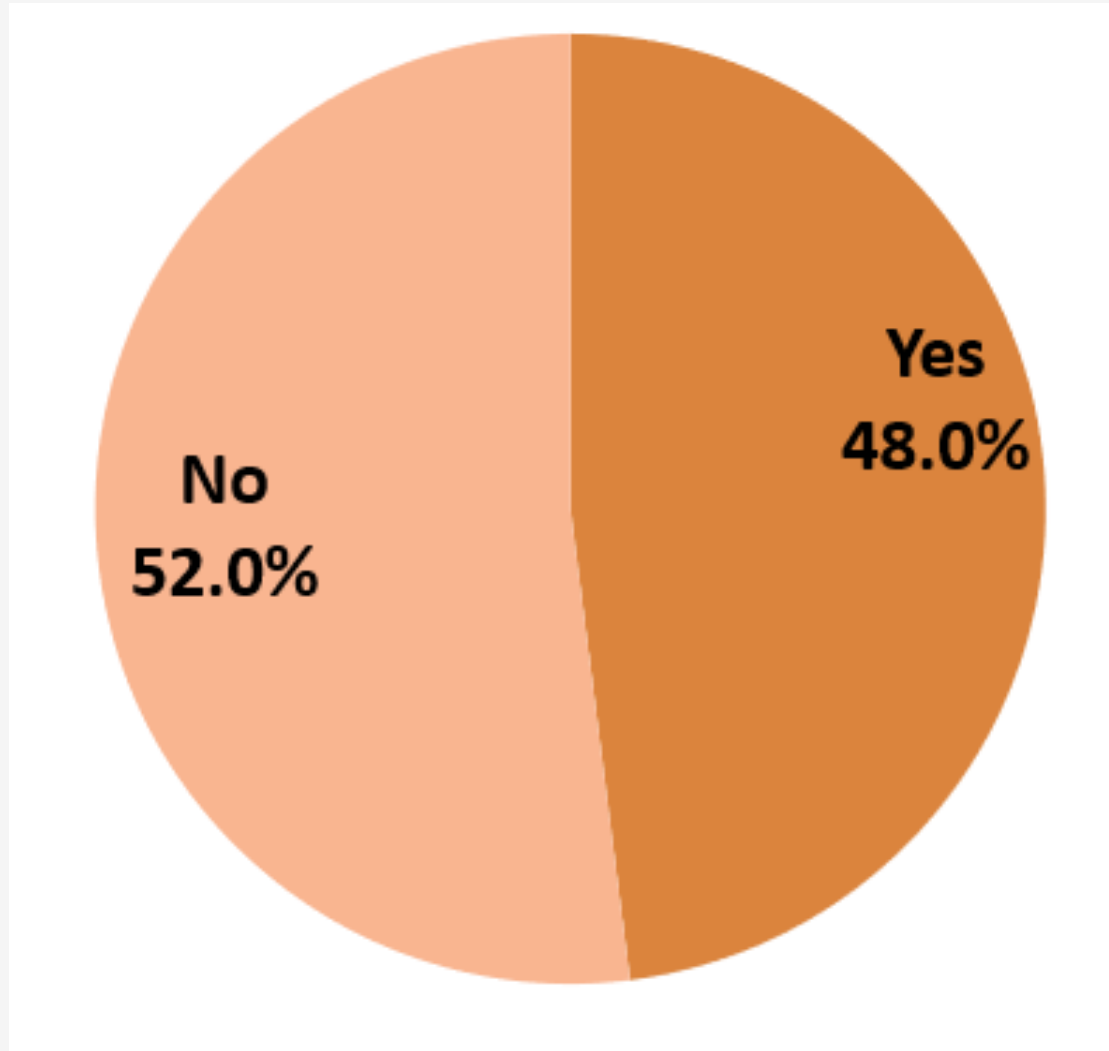


## How old are you?



# Do you live inside the city limits of Silver Lake?

---



# Prioritization of Investment from Resident and Stakeholder Surveys

# Top Five Priorities (Choosing Only Three Per Respondent)

	<b>Resident</b>	<b>Stakeholder</b>
1	<b>Economic Development</b>	Sidewalks
2	<b>Utilization/Optimization of the Lake in Silver Lake</b>	<b>Utilization/Optimization of the Lake in Silver Lake</b>
3	<b>Recreation-Parks</b>	<b>Public Safety</b>
4	Recreation- Walking Trails	<b>Recreation- Parks</b>
5	<b>Public Safety</b>	<b>Economic Development</b>

## Top Five To Invest In Financially (Choose all that apply)

	<b>Resident</b>	<b>Stakeholder</b>
1	<b>Economic Development</b>	<b>Recreation- Parks</b>
2	<b>Recreation- Parks</b>	<b>Sidewalks</b>
3	Utilization/Optimization of the Lake in Silver Lake	Drainage/Ditches
4	<b>Sidewalks</b>	Public Safety
5	Walking Trails	<b>Economic Development</b>

# Prioritization of Investment from Staff and Stakeholder Sessions

# Top Five Priorities During Staff/Stakeholder Sessions

	<b>Staff</b>	<b>Stakeholders</b>
1	<b>Clean Up Town/Code Enforcement</b>	<b>Transparency in Gov't/Quicker Council Decisions</b>
2	Focus on Human Resources- More staff, better pay, and better equipment	Review Feasibility of Sidewalks
3	<b>Transparency in Gov't/Quicker Financial Decisions</b>	<b>Consider Recreation Commission (ex. park enhancement)</b>
4	Beautification of Downtown	<b>Clean Up Town/Code Enforcement</b>
5	<b>Consider Recreation Commission (ex. park enhancement)</b>	Make the Lake a Usable Attraction



# Prioritization of Investments by City Council

# Identified Priorities of City Council for 2023 and 2024

---

Investigate a potential special election for city sales tax to fund infrastructure projects.

Promote the City of Silver Lake and Silver Lake School District (USD 372) collaboration.

Implement a coordinated effort to update and enforce city codes regarding commercial and residential properties

Improve shared community places and spaces for recreation and leisure time.

**Thank you!**

**Monica Murnan**  
**[monica.murnan@greenbush.org](mailto:monica.murnan@greenbush.org)**  
**620.249.7149**

**Center of Community Supports at Greenbush**