



Ad Hoc Strategic Planning Committee

Meeting 3
July 14, 2025

Agenda

1. Community Engagement Calendar (20 minutes)
2. Parks and Recreation Plan Discovery (40 minutes)
3. Strategic Plan Discovery (30 minutes)

Timeline and Milestones

Phases	Activities	We are here											
		Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Discovery and planning	Project kick-off	complete											
	Existing conditions review		complete										
	Capacity analysis			complete									
Engagement	Governing body feedback				complete								
	Staff feedback					complete							
	Community survey						complete						
	Business survey							complete					
	Public engagement								complete				
Plan Development	Synthesis of feedback								complete				
	Feasibility review									complete			
	Governing body feedback										complete		
	Plan creation											complete	

Proposed Engagement Calendar

Event	Date	Type of Engagement
Summer Concert Series Event	Saturday, August 23	Table/booth with information and quick interactive exercises at event
Summer Concert Series Event (Fiesta RP)	Saturday, September 13	Table/booth with information and quick interactive exercises at event
Open House #1	Saturday in late September / early October	Two-hour open house at community center with interactive engagement
Open House #2	Weeknight in late September / early October	Two-hour open house at Roesland Elementary with interactive engagement
Roundtables	Dates/times TBD	30-45 minute roundtable discussions (in-person or virtual) with committees and/or civic groups

Resident survey will launch toward the end of summer and be cross-promoted at events.
Business survey will launch in tandem with the resident survey.

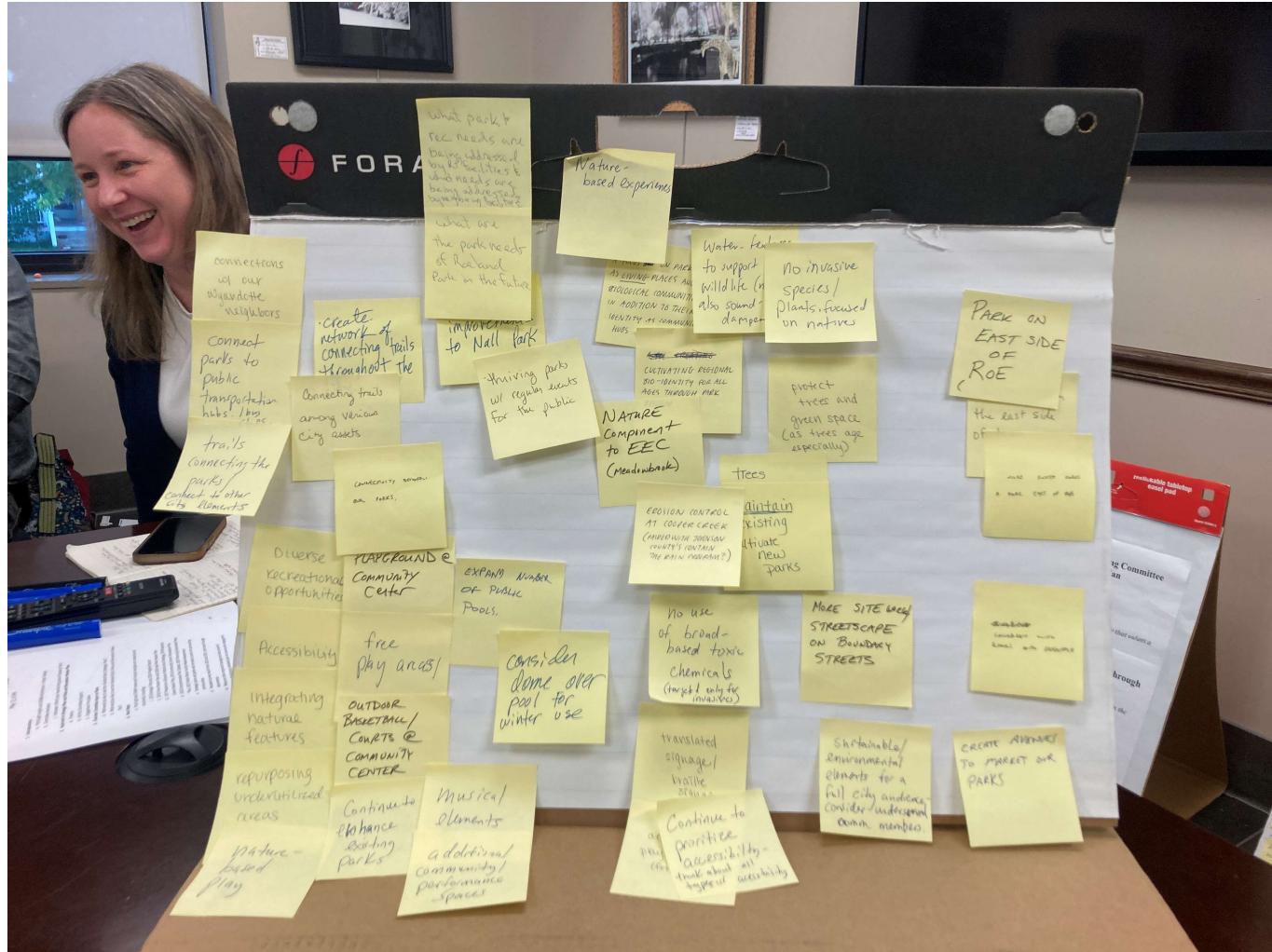
Purpose of Discovery Phase

- Baseline understanding of both parks and recreation system and city's strategic direction
- Allows for initial benchmarking / comparison with peer communities
- Provides information to guide feedback gathering through community engagement
- Provides necessary context for facilitating informed decision-making by the Ad Hoc Committee and City staff

Parks and Recreation Master Plan Discovery

- Laying some groundwork
- Key demographics
- Parks & rec facilities and service analysis
- National trends in parks & rec
- Visitor origins and counts
- Past & future spending trends
- Next steps

SEVEN THEMES



1. Equity
2. Parks
3. Trees
4. Sustainability
5. Connectivity
6. Facilities
7. Programming

Performance Metrics: Two Schools of Thought

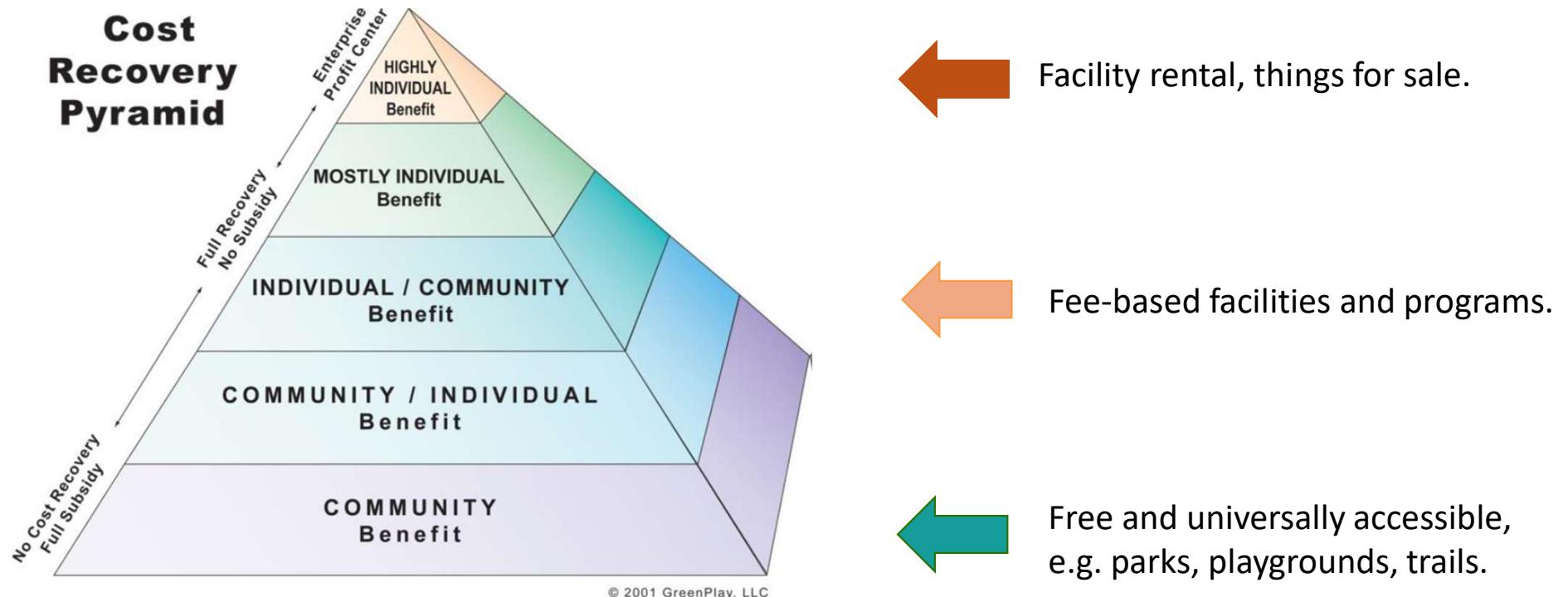
TRADITIONAL

- Conceptualizes the public realm as siloed management units
- Performance metrics generally limited to tangible outputs like lane miles of road paved et al.

EMERGENT

- Conceptualizes the public realm as an integrated system
- Also considers outcomes-based measures such as equity, public health, and ecosystem services et al.

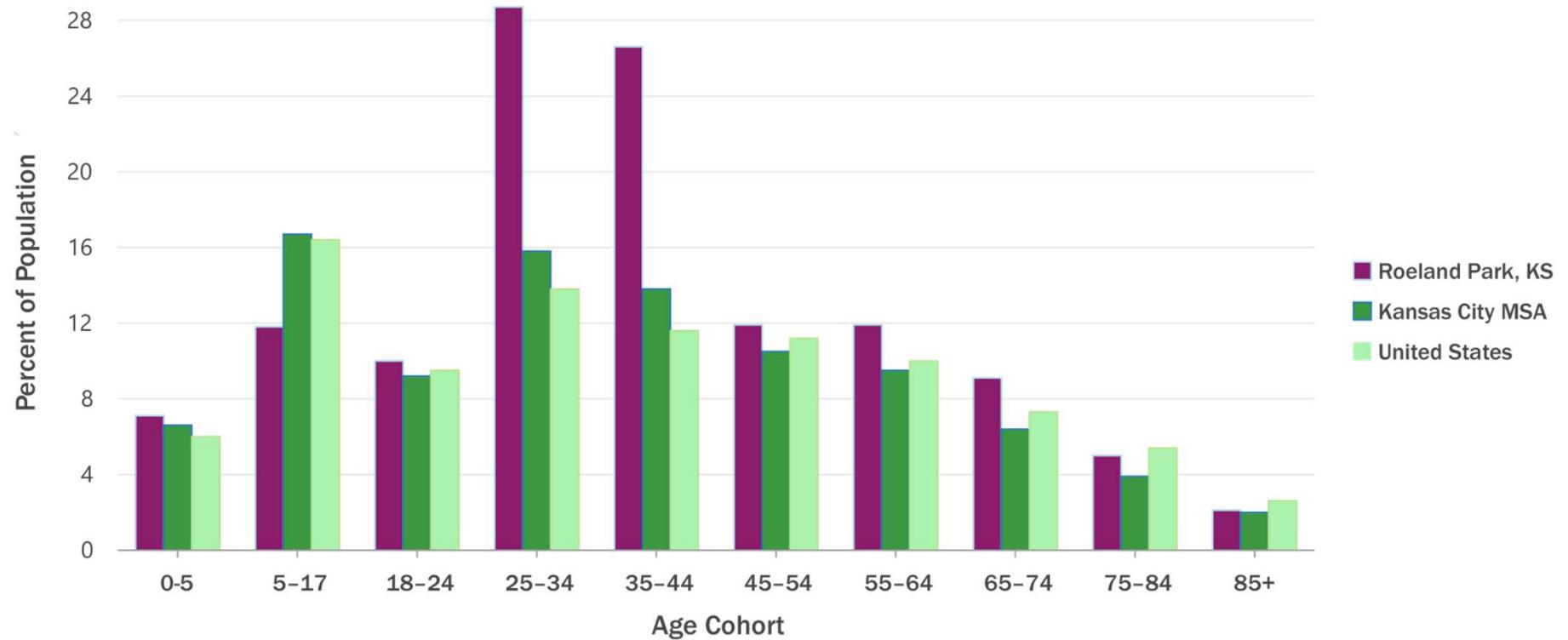
The Hierarchy of Community Benefit



Selected Demographics	Roeland Park, KS	KC MSA	United States
Median household income (2019-2023)	\$89,385	\$79,842	\$78,538
Poverty Rate	11.50%	9.00%	11.10%
Median Age (2022)	36.7	38.4	38.9
Avg Household Size	2.09	2.4	2.54
White (non-Hispanic)	80.50%	70.00%	57.70%
Black or African American (non-Hispanic)	3.70%	11.70%	11.90%
Asian (non-Hispanic)	2.00%	2.60%	5.80%
Two or More Races (non-Hispanic)	4.80%	4.10%	4.30%
Hispanic or Latino (any race)	13.80%	8.10%	19.10%

(Source: US Census Bureau)

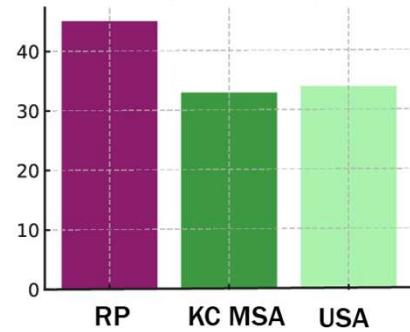
Age Cohort Distribution: Roeland Park, KC MSA, USA



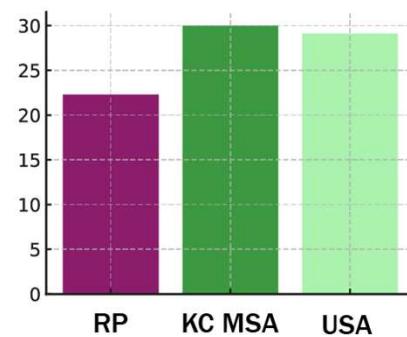
(Source: US Census Bureau)

Factors Contributing to Lower Household Size (ACS 2020 5-Year Estimates)

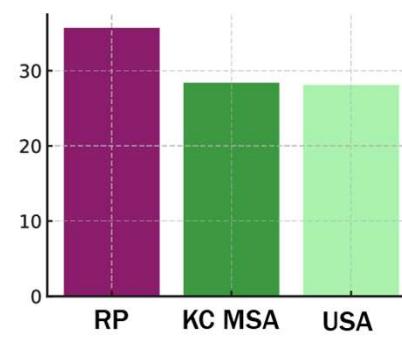
Non-Family Households (%)



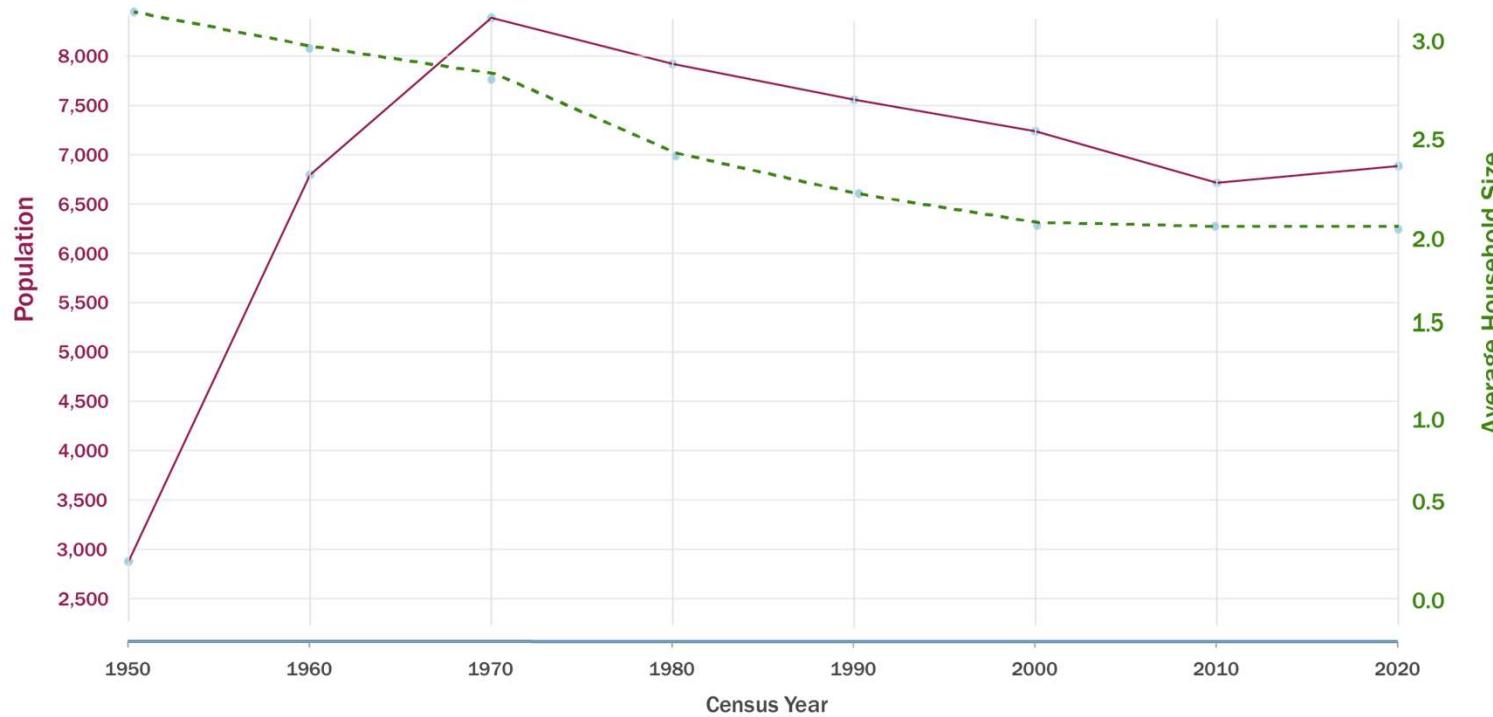
Households w/ Children <18 (%)



People Living Alone (%)

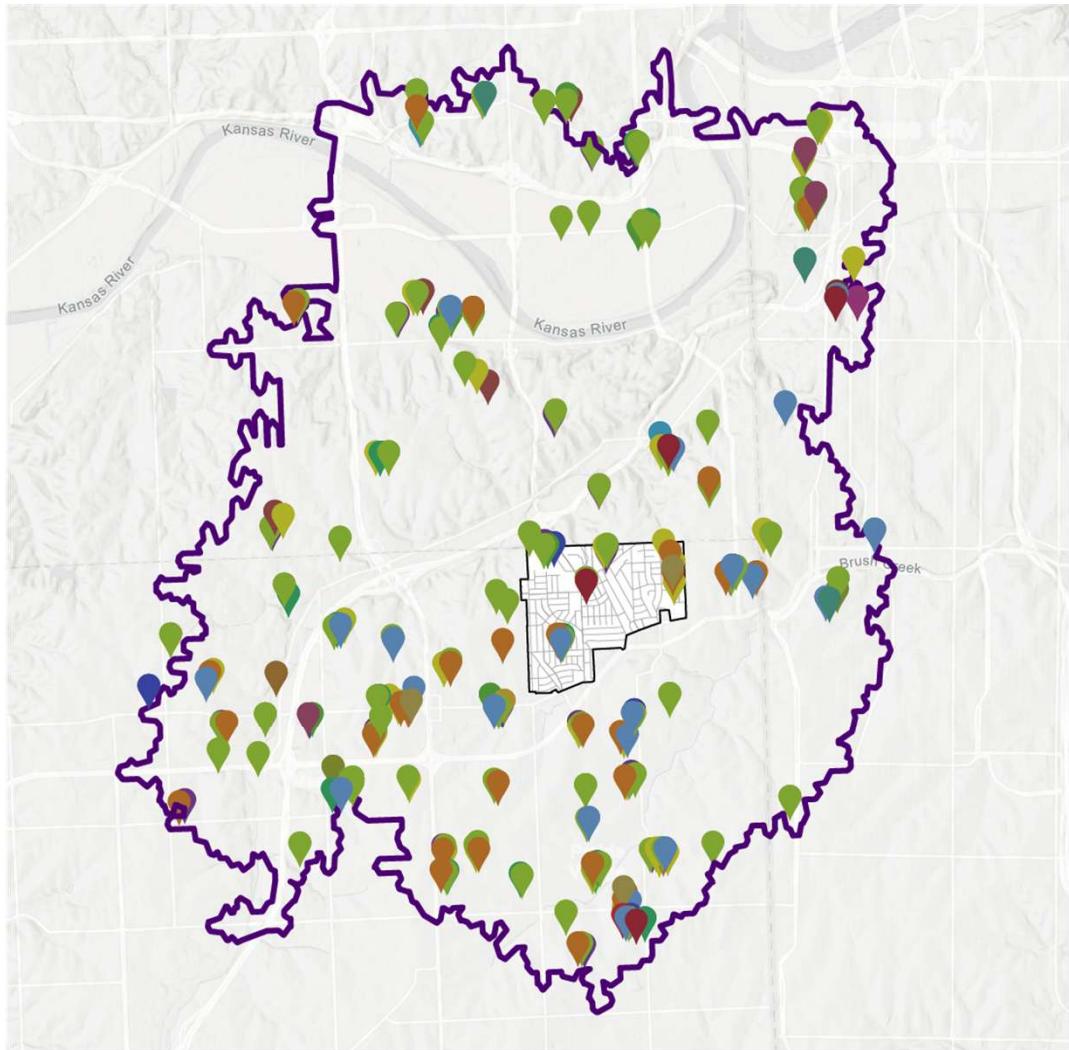


Roeland Park, KS: Population and Household Size (1950-2020)

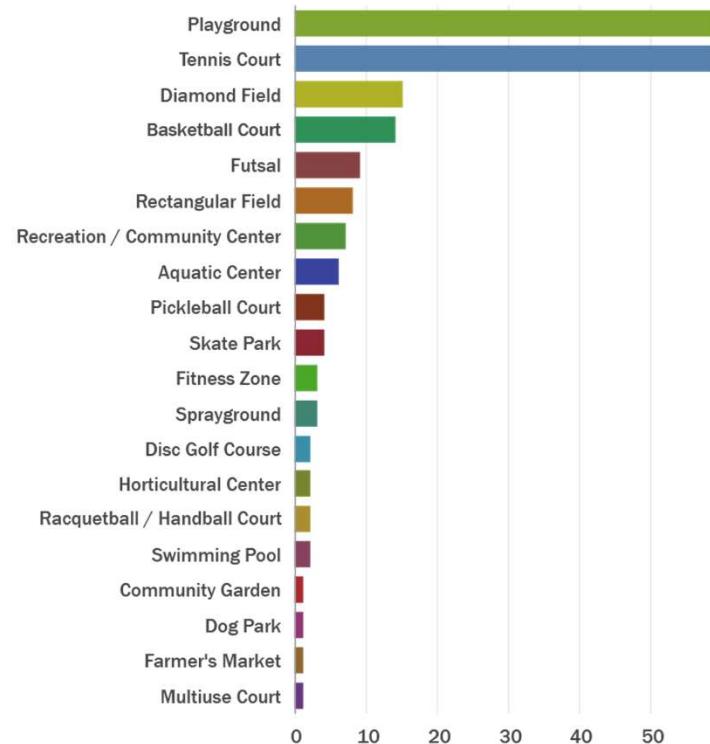


Nationally, household size is projected to decrease slightly over the next several decades, meaning Roeland Park's population is projected to remain steady or decrease slightly through 2040.

(Source: US Census Bureau)



Parks & Rec Facilities Within a 10-Minute Service Radius



PARKS & REC FACILITY LEVEL OF SERVICE COMPARISON

Most Common Parks and Recreation Facilities and Amenities (Public or Public Fee-Restricted Only)

OUTDOOR FACILITIES

Playground
Basketball Court
Diamond Field
Rectangular Field
Tennis Court
Dog Park
Community Garden Plot
Swimming Pool
Skate Park
Pickleball Court
Volleyball Court
Fitness Zone
Multi-Use Court
Park Splash Pad
Multi-Use Racquet Court
Walking / Running Track
Disc Golf Course

Median Number of Residents per Facility			Prevalence	Quantity of Facilities	
All Agencies (USA)	10-Minute Service Area	Roeland Park	% of Agencies with this Facility (USA)	10-Minute Service Area	Roeland Park
3,737	2,212	1,672	94%	60	4
8,500	8,849	3,344	85%	15	2
4,749	8,849	0	80%	15	-
5,946	16,591	6,689	77%	8	1
6,794	2,329	3,344	74%	57	2
47,247	132,733	0	70%	1	-
35,065	132,733	-	54%	1	-
46,800	18,961	6,689	49%	8	1
55,722	33,183	6,689	47%	4	1
10,419	33,183	0	45%	4	-
26,904	0	0	41%	-	-
32,044	44,244	0	39%	3	-
23,739	132,733	6,689	38%	0	1
49,392	44,244	0	38%	3	-
16,776	66,637	0	38%	2	-
17,724	0	0	36%	-	-
66,923	66,366	*	35%	2	*

INDOOR FACILITIES

Community / Recreation Center
Performance Amphitheater
Aquatic Center
Multi-use Court
Swimming Pool

57,613	18,962	6689	62%	7	1
115,000	0	0	43%	-	-
109,454	22,122	6689	30%	6	1
38,924	132,733	6689	29%	1	1
116,616	66,367	0	23%	2	-

FAR ABOVE MEDIAN

ABOVE MEDIAN

BELOW MEDIAN

FAR BELOW MEDIAN

(Source: NRPA 2025)

20 Most Popular and/or Trending Activities	Participants (millions)	% change 2019-23
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FITNESS

Walking for Fitness	114	2.3%
Treadmill	54.8	-3.5%
Free Weights (Dumbbells / Hand Weights)	29.3	4.7%
Running / Jogging	48.3	-3.5%
Stationary Cycling	32.6	-12%
Weight / Resistance Machines	29.4	-18.7%
Elliptical Motion / Cross-Trainer	27.1	-18.1%
Yoga	34.2	12.5%
Swimming for Fitness	28.2	-.2%
Pilates	11.9	28.3%

SPORTS & ACTIVITIES

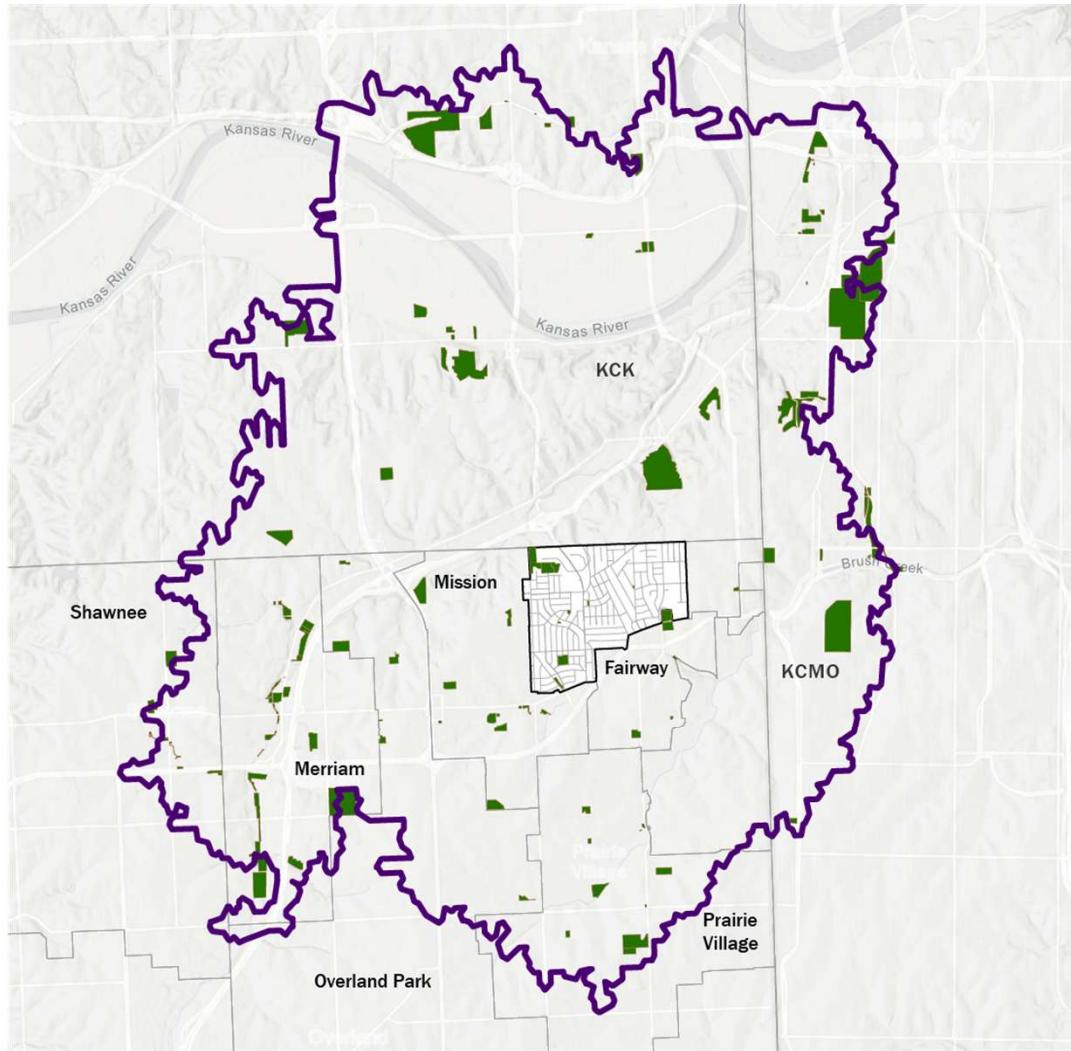
Hiking	61.4	5.3%
Bicycling (Road)	42.2	1.8%
Basketball	29.7	19.3%
Tennis	23.9	3.3%
Birdwatching	16.5	6.1%
Trail Running	14.8	8.3%
Soccer (Outdoor)	14.1	18.1%
Pickleball	13.6	223.5%
Bicycling (Mountain / Non-Paved)	9.3	1.4%
Skateboarding	8.9	7.3%

TRENDS IN FITNESS, SPORTS AND RELATED ACTIVITIES

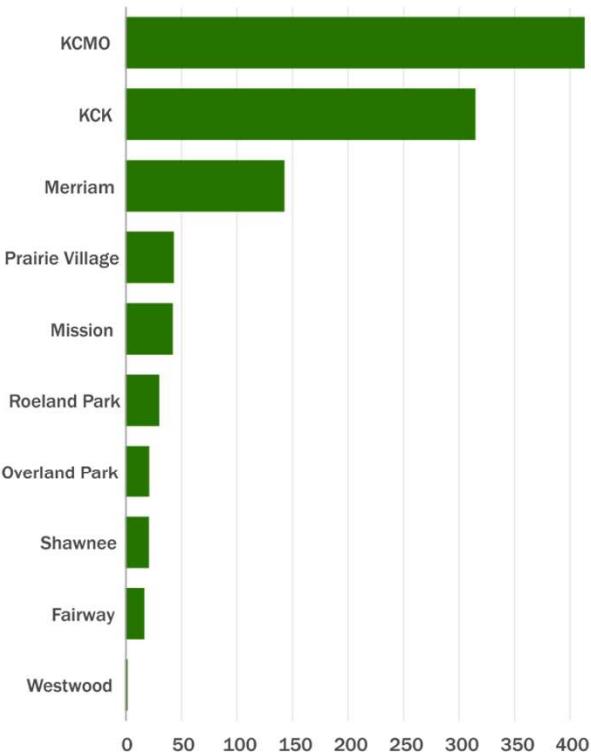
Fitness and outdoor sports are by far the most popular activities across all generations, but particularly Millennials.

Based upon these trends and the level of service analysis, there may be opportunities to expand facilities, at minimum, related to outdoor fitness and pickleball.

(Source: SFIA, 2024)



Park Acreage Within a 10-Minute Service Radius

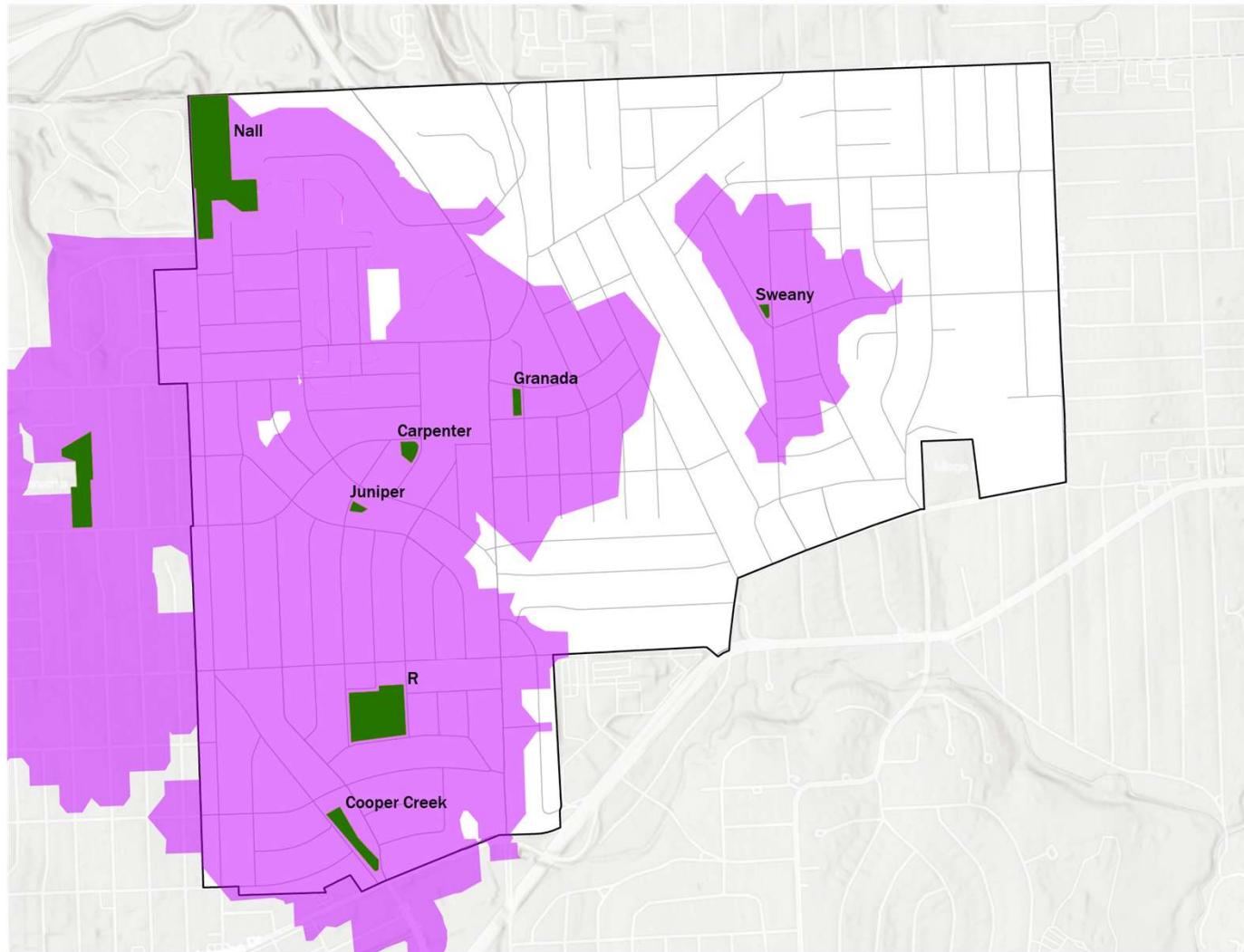


PARKS & REC FACILITY LEVEL OF SERVICE COMPARISON



FAR ABOVE MEDIAN
ABOVE MEDIAN
BELOW MEDIAN
FAR BELOW MEDIAN

(Source: NRPA 2025)



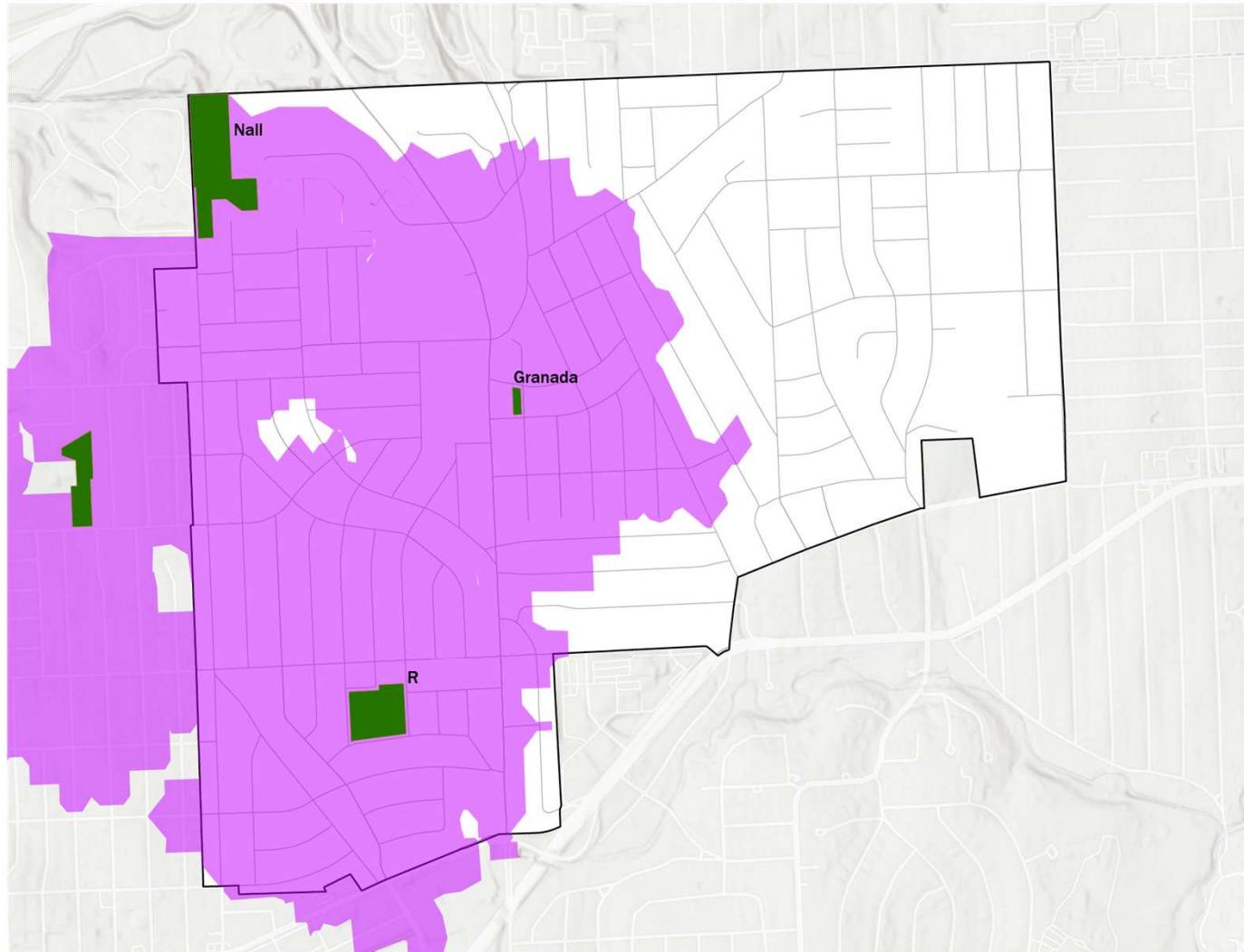
PARK WALKSHEDS

66.7%

of Roeland Park residents live within walking distance of a public park.

Acres

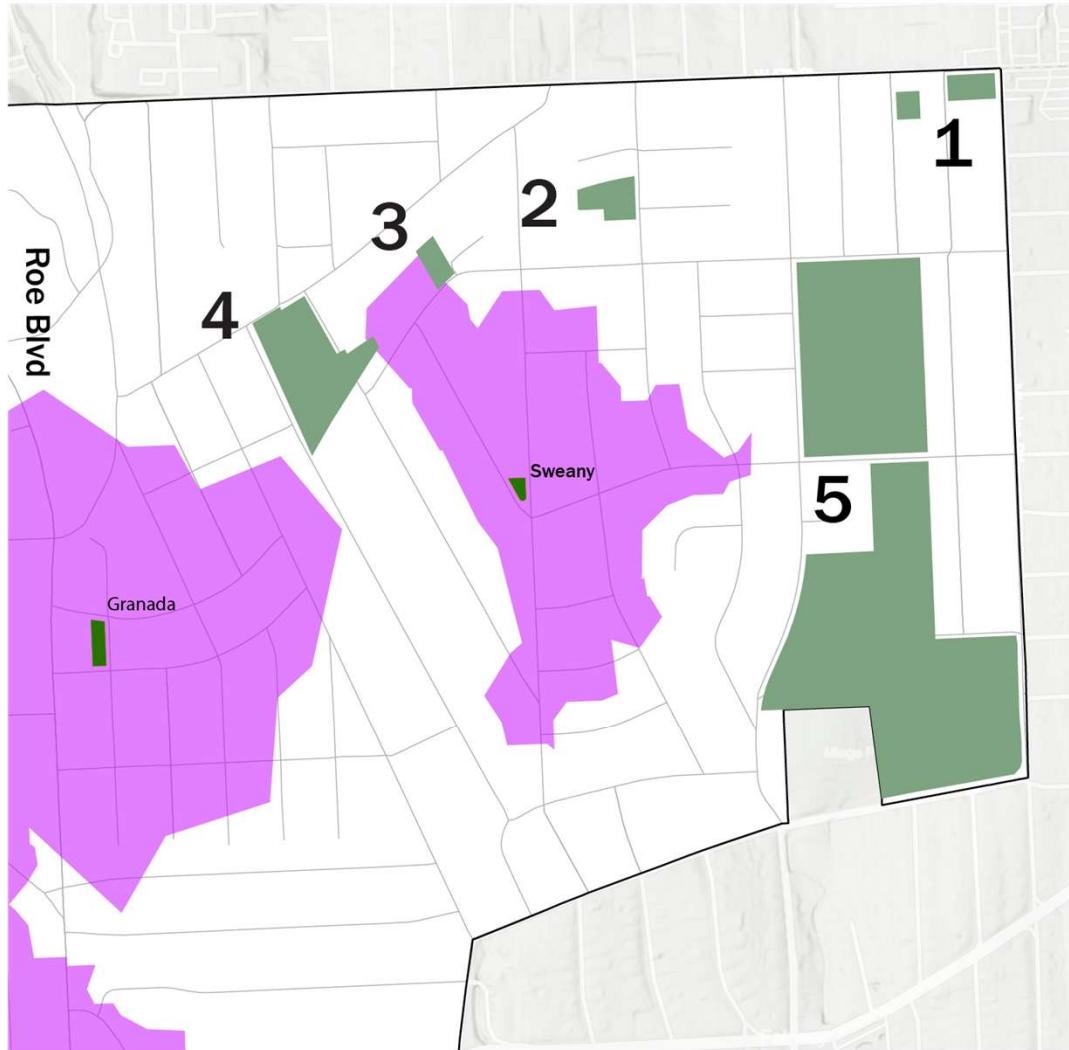
Nall	10.48
R	5.37
Cooper	1.56
Carpenter	0.54
Granada	0.43
Juniper	0.22
Sweany	0.18



PLAYGROUND WALKSHEDS

72.6%

of Roeland Park residents live within walking distance of a public playground.

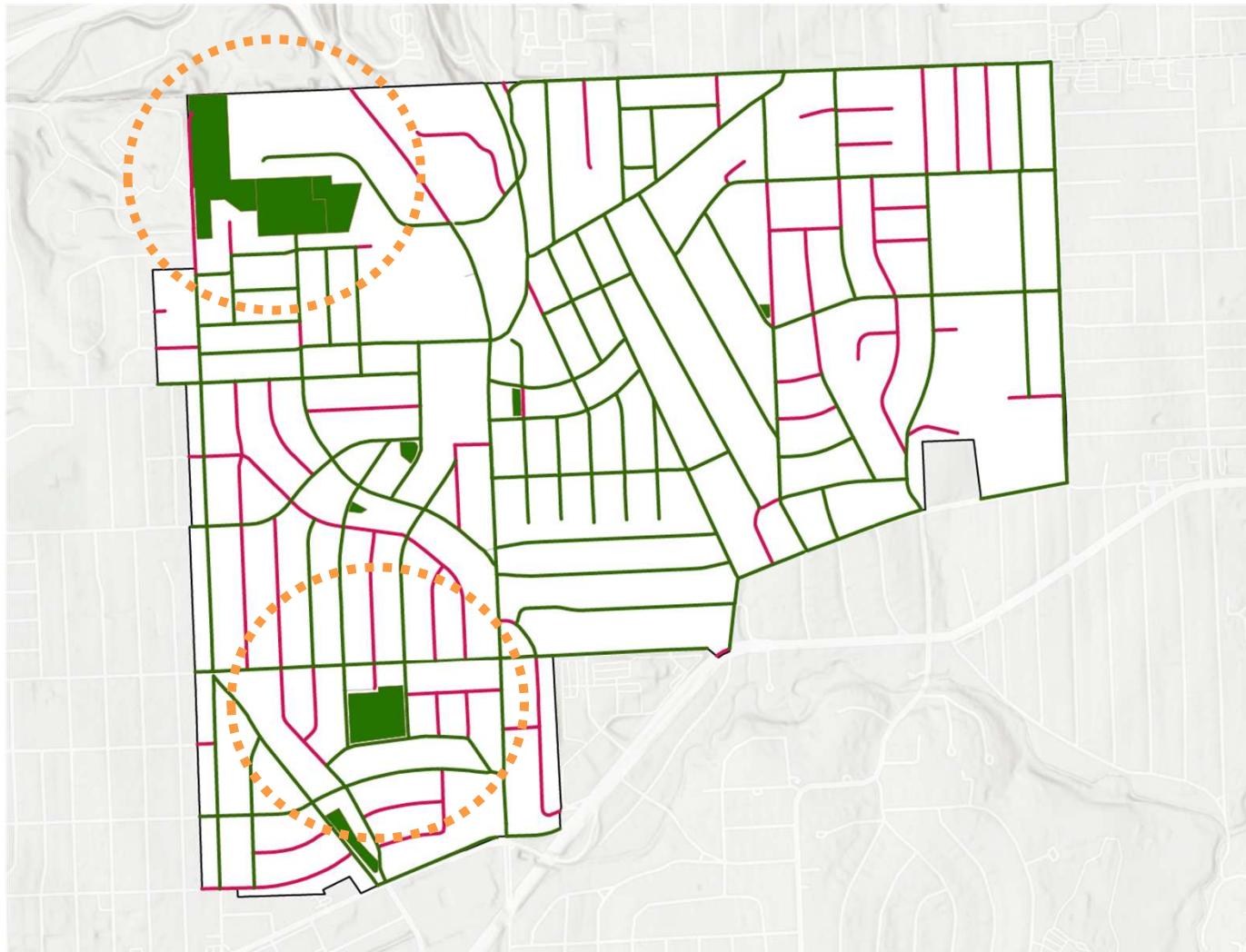


Joint-Use Open Space Opportunities East of Roe Blvd

These are non-residential properties east of Roe Blvd that contain open green space, are outside the existing park walkshed, and are at least .5 acres in size.

There may be an opportunity to expand public access to existing green spaces and playground facilities by negotiating a joint-use benefits agreement with one or more of these property owners.

- 1 Vacant lot assemblies**
- 2 Oak Grove Church**
- 3 Water District #1**
- 4 Roesland Elementary**
- 5 Bishop Miege**



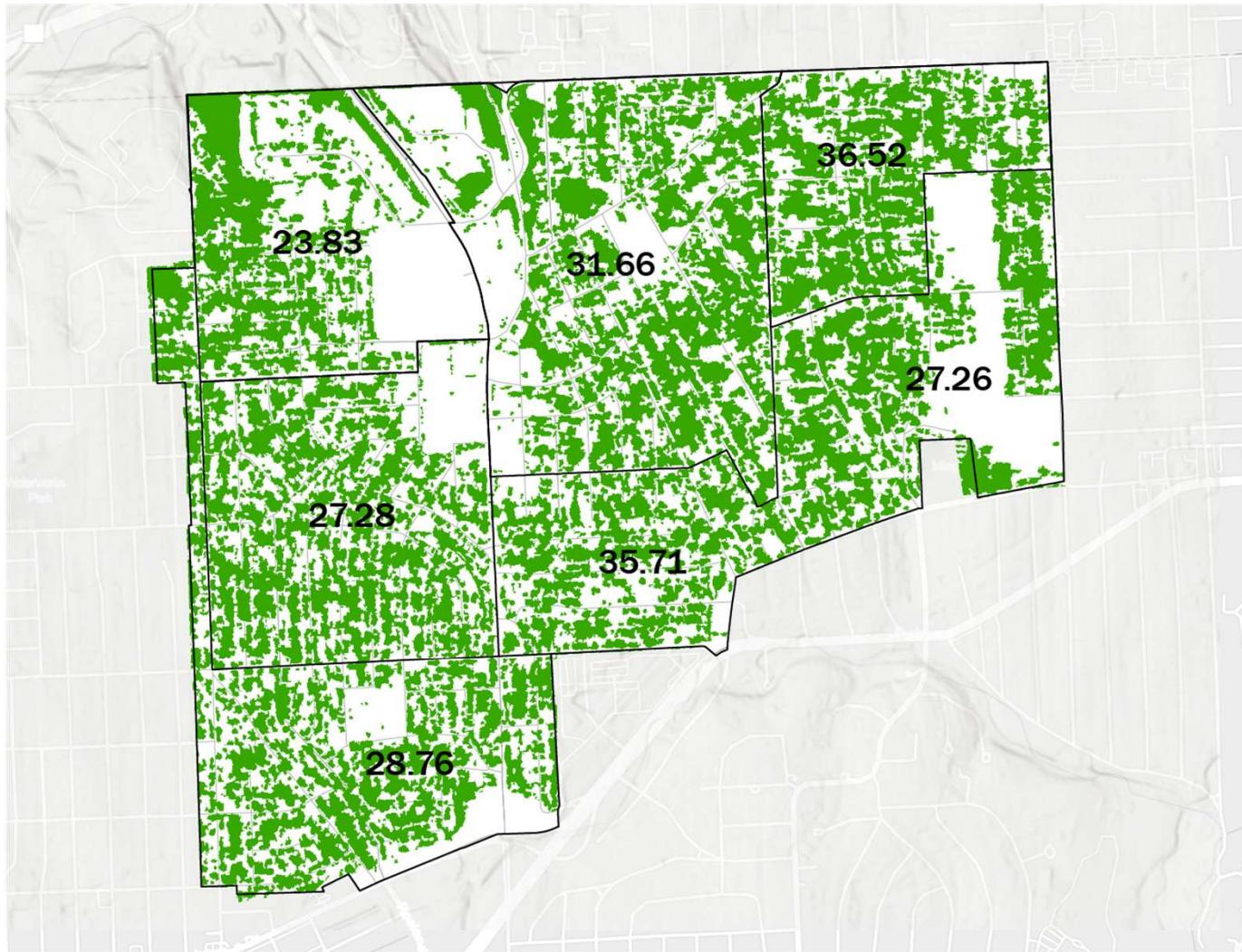
SIDEWALK NETWORK

73.8%

Roeland Park's streets
that have a sidewalk.

Creating sidewalk connections from the Nall Park Complex to Boulevard Apartments and Bella Roe Shopping Center would greatly expand its service area walkshed. Topography and property-owner buy-in are challenges.

The R Park network is fragmented, but traffic conditions may not deter people from walking.



URBAN TREE CANOPY

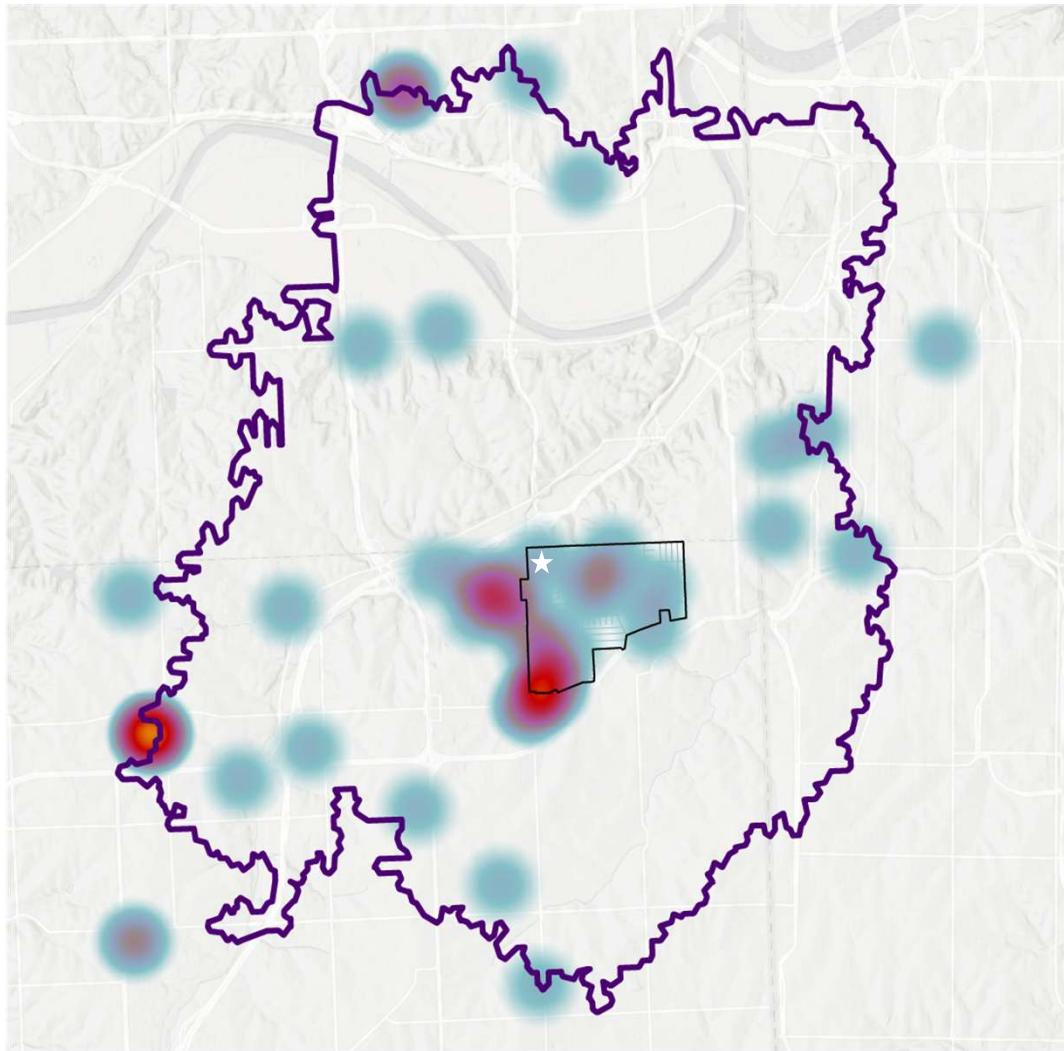
30%

Roeland Park's overall urban tree canopy coverage.

30% is considered the threshold where UTC benefits begin to be broadly realized.

20% UTC is considered a good baseline for grassland ecoregions, 40-60% for forested ecoregions.

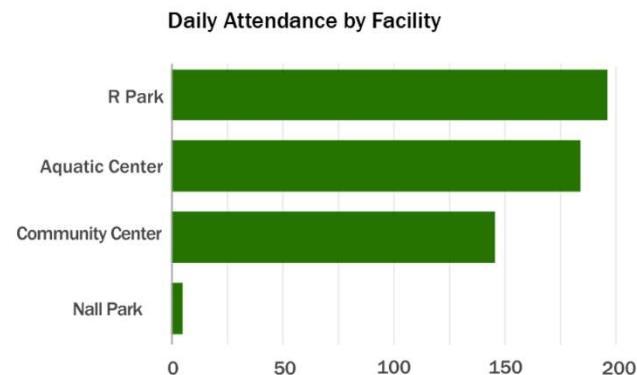
Sources: National Land Cover Database (USFS, 2015), i-Tree

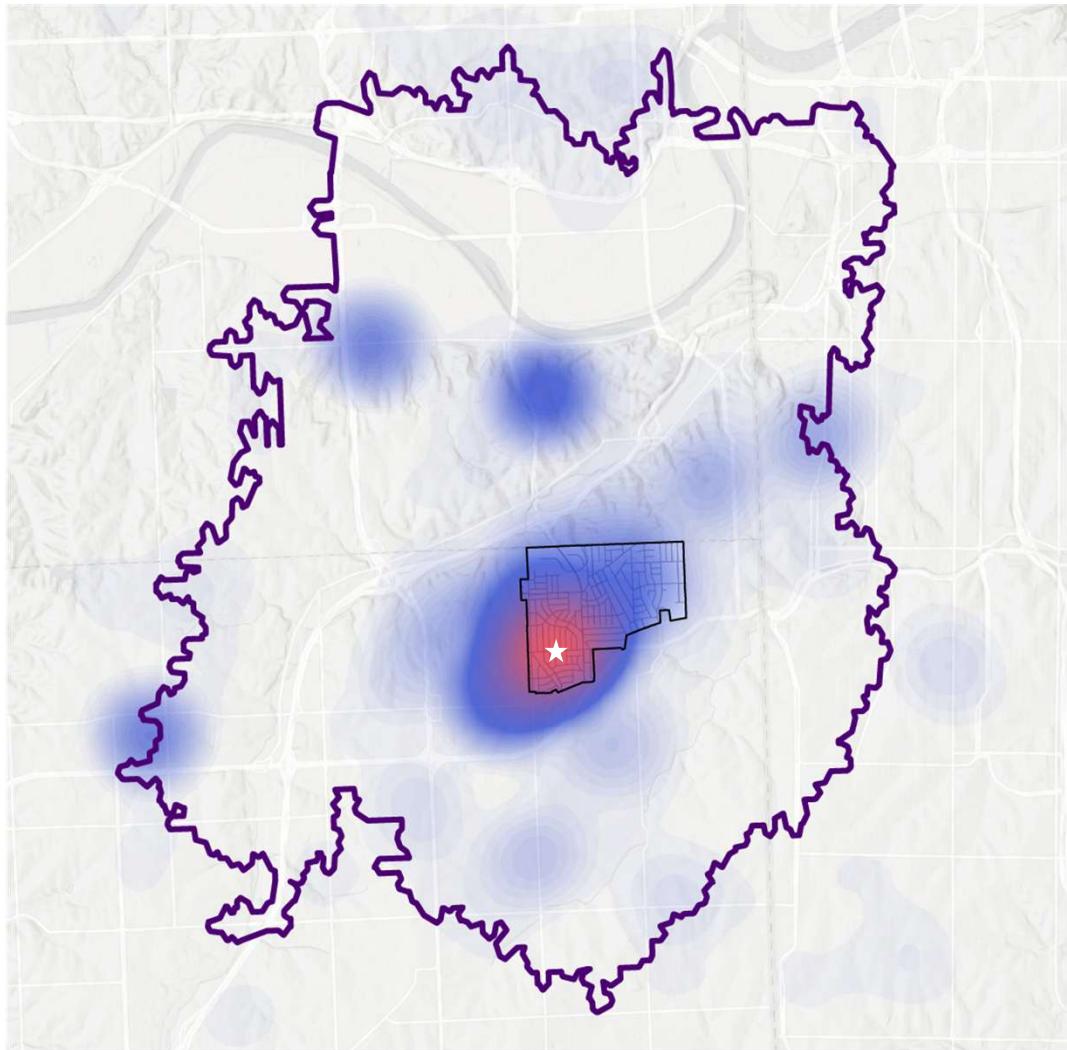


NALL PARK VISITORS 2024

10 avg daily
visitors to Nall Park

16%
are Roeland Park residents

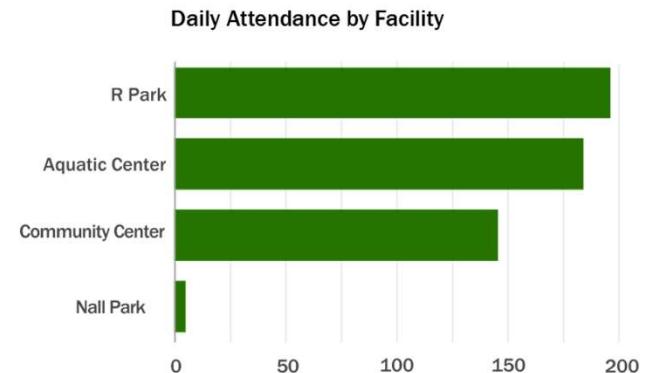


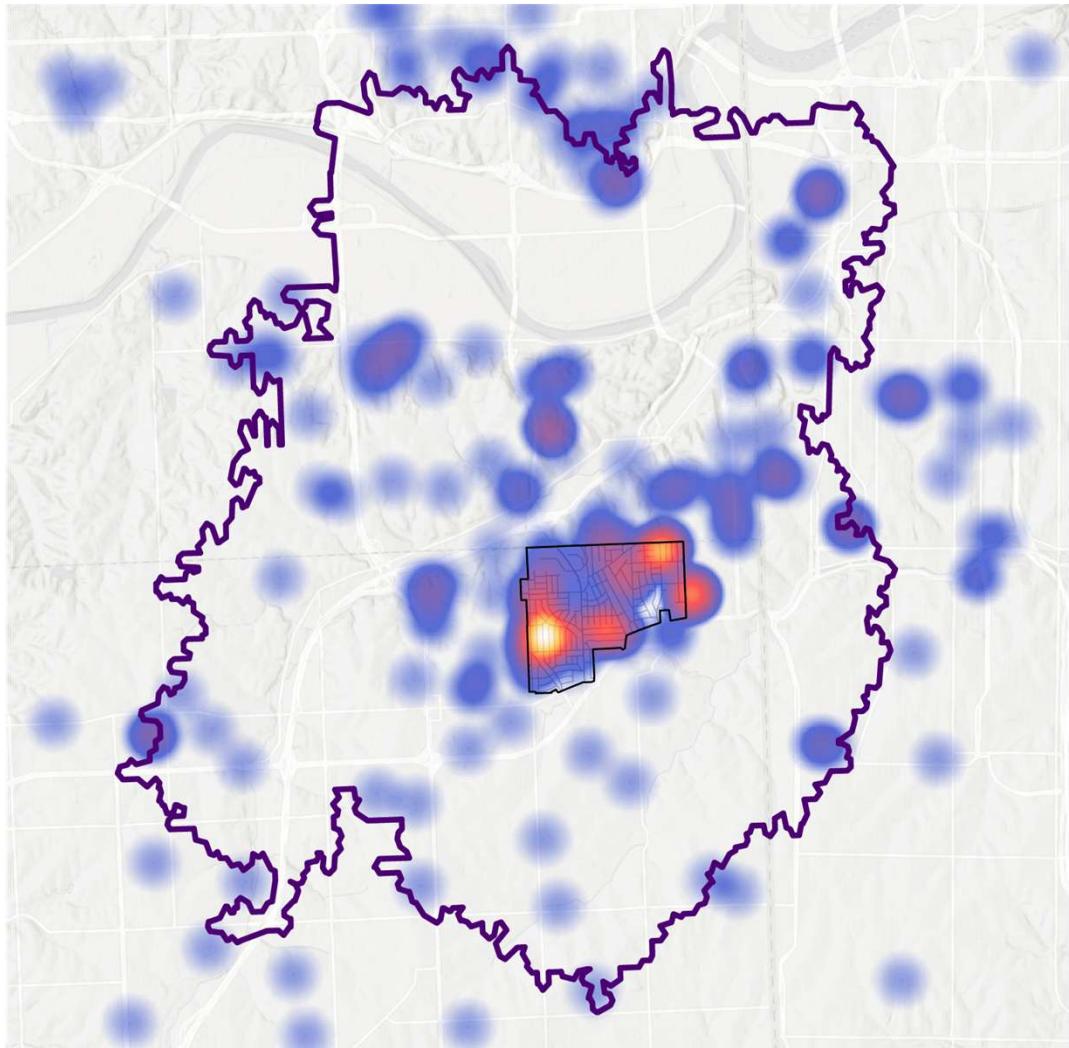


R PARK VISITORS 2024

193 avg daily
visitors to R Park

31%
are Roeland Park residents

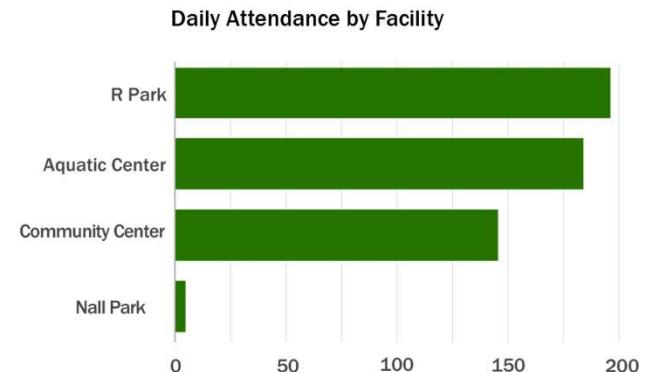




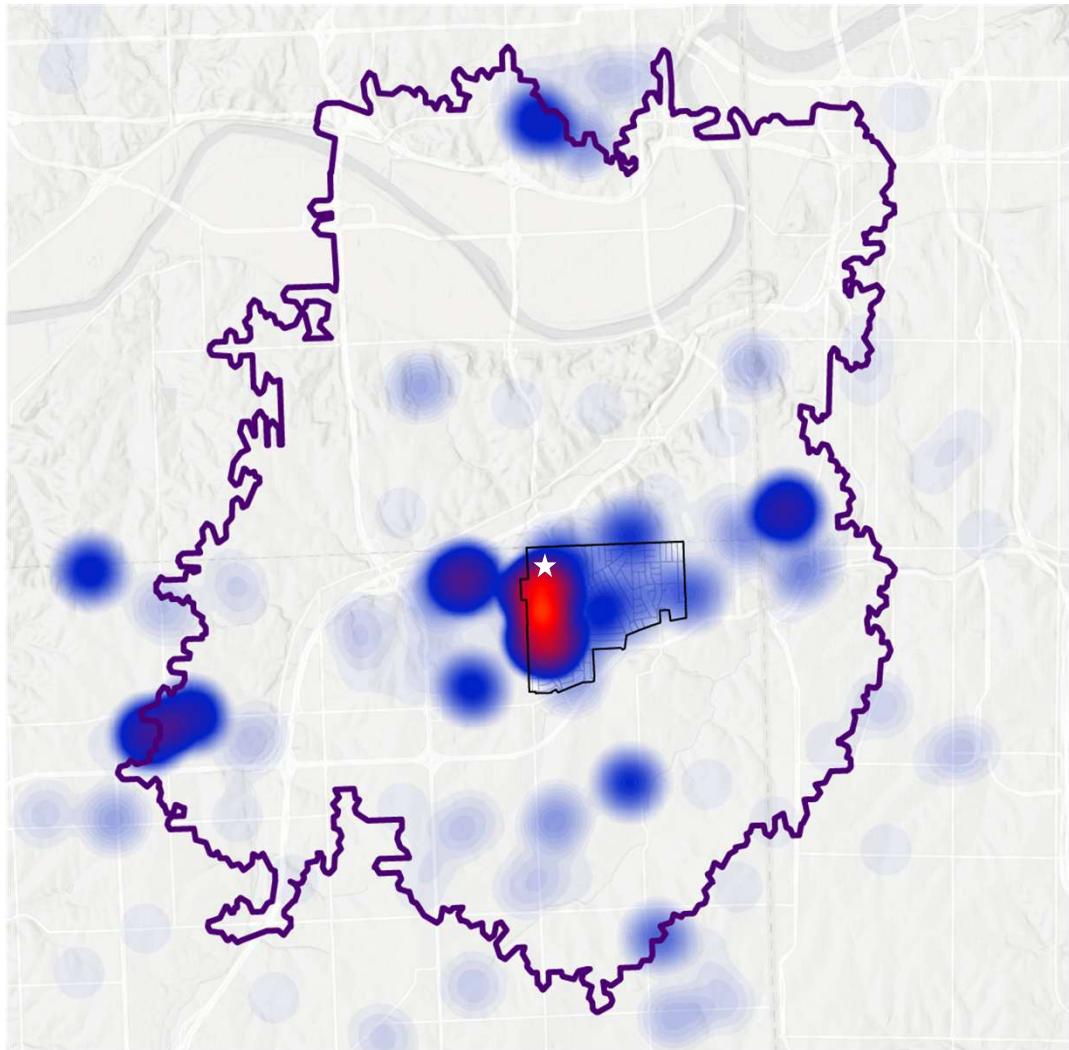
AQUATIC CENTER VISITORS 2024

165* avg daily
visitors to the Aquatic Center

22%
are Roeland Park residents



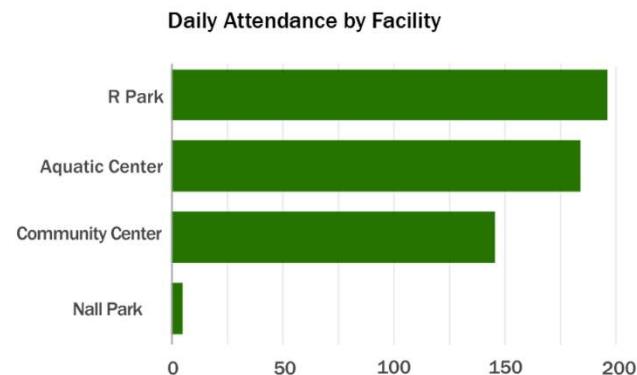
(sources: City of Roeland Park, Placer AI)



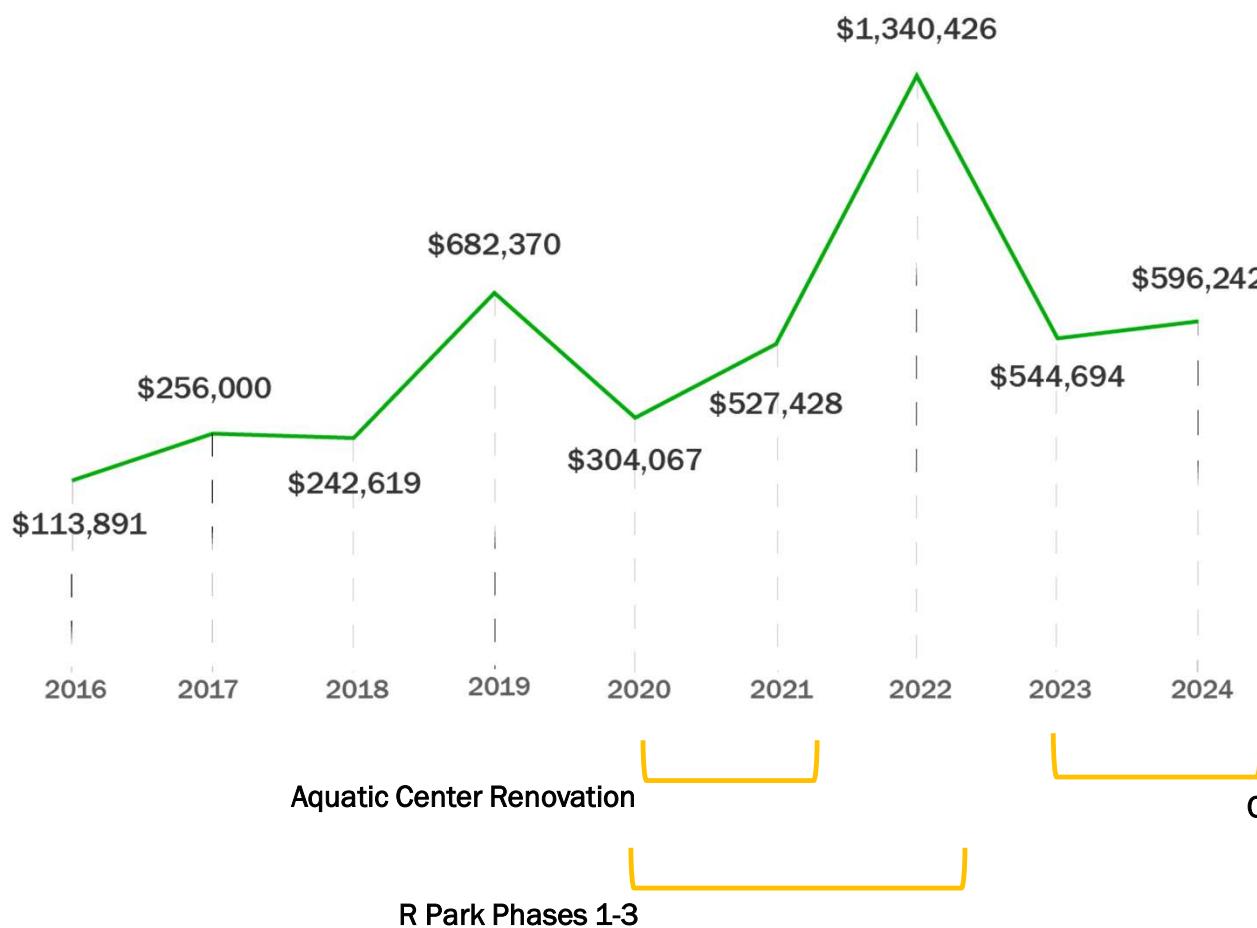
COMMUNITY CENTER VISITORS 2024

144 avg daily
visitors to the Community Center

26%
are Roeland Park residents

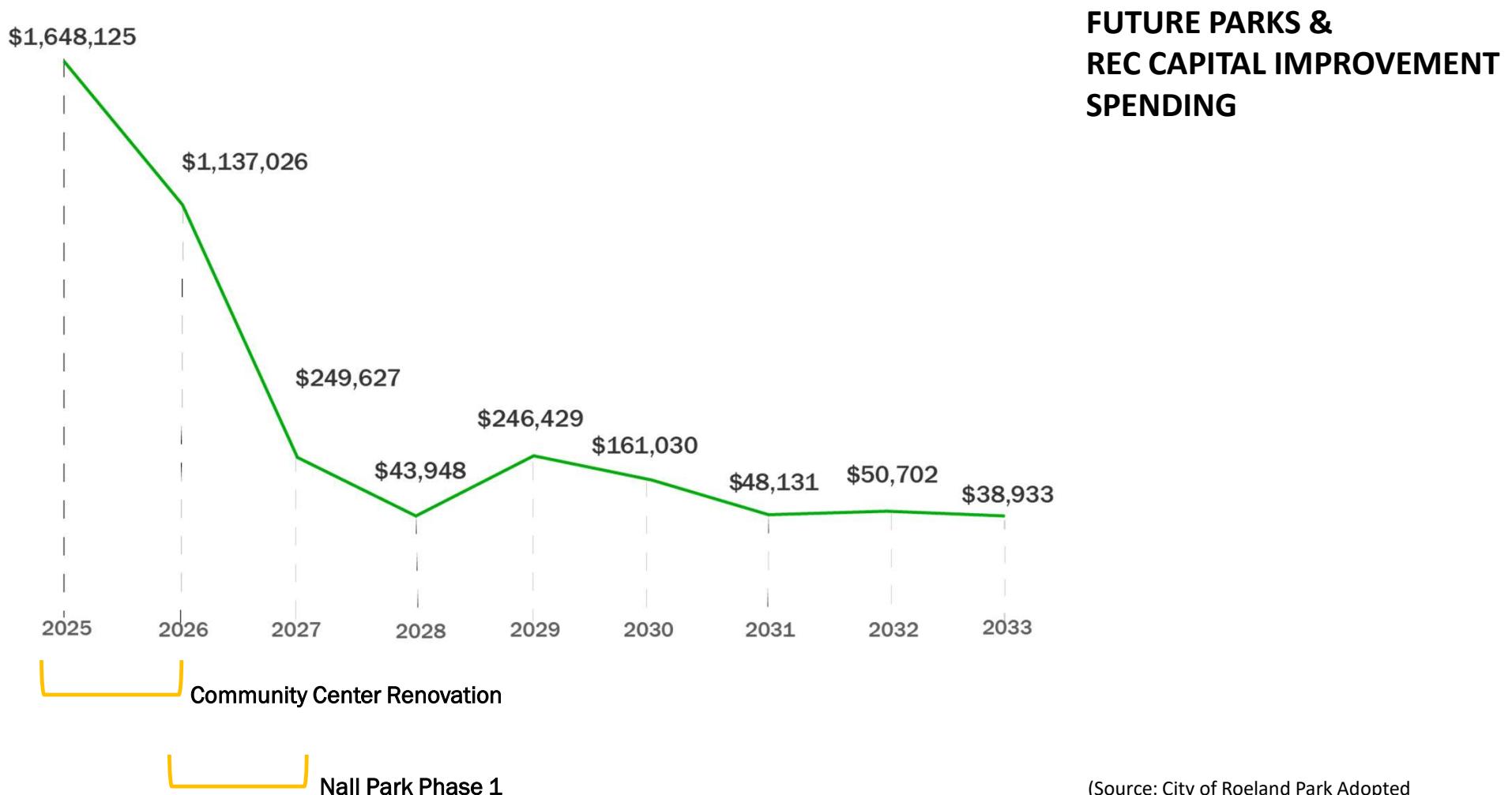


BACKWARD-LOOKING CULTURE AND RECREATION GOVERNMENTAL EXPENDITURES



Actual financial resources spent to acquire goods and services. Combined operational and capital improvement spending.

(Source: Roeland Park ACFR, 2024)



Next Steps

- Small-group site visits!
- Preliminary identification of discreet interventions (e.g. R Park Phase X?)
- Developing performance benchmarks, pending your input
- A dive into budgeting, staffing, and organizational goals
- Further refining the community engagement approach, pending your feedback

Strategic Plan Discovery

- Initial feedback on priorities from Ad Hoc Committee
- What has Roeland Park accomplished since 2015?
- What has changed since 2015?
- What do we know about community priorities?
- What are other communities prioritizing?

Initial Feedback on Priorities for Strategic Plan



What has Roeland Park Accomplished Since 2015?

Long-term financial plan to diversify revenue

- Shared services established (solid waste, animal control, code enforcement, building inspection)
- Extension of special purpose sales tax
- Econ devt projects and land sales (Sunflower Medical, the Rocks)
- Pursued over \$26M in grant dollars
- \$725K+ investment

Commercial development plan to revitalize and leverage available land

- Development Committee established
- Comp plan, corridor plans, redevelopment plans
- Community for All Ages recognition
- TIF Districts created and amended; ED Fund created
- Business survey
- \$1.3M+ investment

Market RP to increase awareness and promote positive image

- Branding plan and logo
- PIO with monthly reporting
- Website improvements
- Branding on infrastructure
- Public engagement processes
- Hybrid/virtual meetings and recording
- Service improvements – solar, curbside glass, tax rebates
- \$500K+ investment

What has Roeland Park Accomplished Since 2015?

Connect citizens to the community through events, places, services, activities

- New events held
- Resident surveys
- Citizen Academy
- Committee work; adhoc committees established
- Fundraising for R Park
- Review of city code through inclusive lens
- \$500K+ investment

Promote recreational opportunities through enhanced green space, facilities, and communication

- Investments in Nall Park, R Park, other parks
- Community Center and Aquatic Center improvements
- City Hall ADA compliance
- Prohibition of tobacco use in parks
- Collaboration with JCPRD
- Parks and Rec superintendent position added
- \$8M+ investment

What has changed since 2015?

Population and housing units are unchanged

Population is aging
14% over 65 vs 11%

More racially and ethnically diverse
18% non-white vs 12%
17% Hispanic vs 14%

More linguistic diversity
3.2% speak English less than “very well” vs 1.7%

More renters
33% renter-occupied vs 29%

Median earnings are higher
\$64,354 v \$41,441

Household size is lower
2.22 vs 2.09

Housing cost burden (housing costs > 30% of income) is higher for renters and unchanged for owners
41% vs 32% for renters
16% vs 16% for owners

Sources: ACS (2015 and 2023 5-year estimates), CHAS (2017-2021 and 2013-2017 estimates)

Community Priorities for City Services (2023 survey)

Service Area	I-S Rank	Satis. %	Imp %	Highest Priority Services
Enforcement of codes and ordinances	1	56%	26%	Maintenance of commercial property; clean-up of litter/debris
Maintenance of streets, buildings, facilities	2	81%	51%	Sidewalk and street maintenance
Traffic flow and congestion management	3	73%	28%	Availability of public transportation and bike infrastructure
Environmental and sustainability efforts	4	79%	30%	n/a
Parks and Recreation programs and facilities	5	86%	36%	Number of walking and biking trails, quality of community center
Effectiveness of city communications	6	77%	19%	n/a
Police services	7	86%	24%	Quality of mental health co-responder; efforts to prevent crime
Stormwater runoff/management system	8	80%	12%	n/a
Solid waste services	9	84%	10%	Bulky pickup, fee for SW services
Customer service	10	83%	5%	

What are other communities prioritizing?

City	Year	Goals	ED / Economy	Transp / Infra	Quality of Life	Housing	Public Safety	Fiscal Steward	Comms / Engage	City Svcs	Other
Westwood	2024	5	x	x		x	x		x		
Gardner	2023	4	x	x	x			x			
Olathe	2019	5	x	x	x					x	x
Shawnee	2019	5	x			x	x			x	x
Overland Park	2024	5	x	x	x	x	x	x			
Leawood	2025	5	x	x	x			x	x		
De Soto	2024	3	x		x						x

Next Steps

- August 11th Meeting
 - Community engagement session details