



## **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

# We are here

[illegible]

# 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

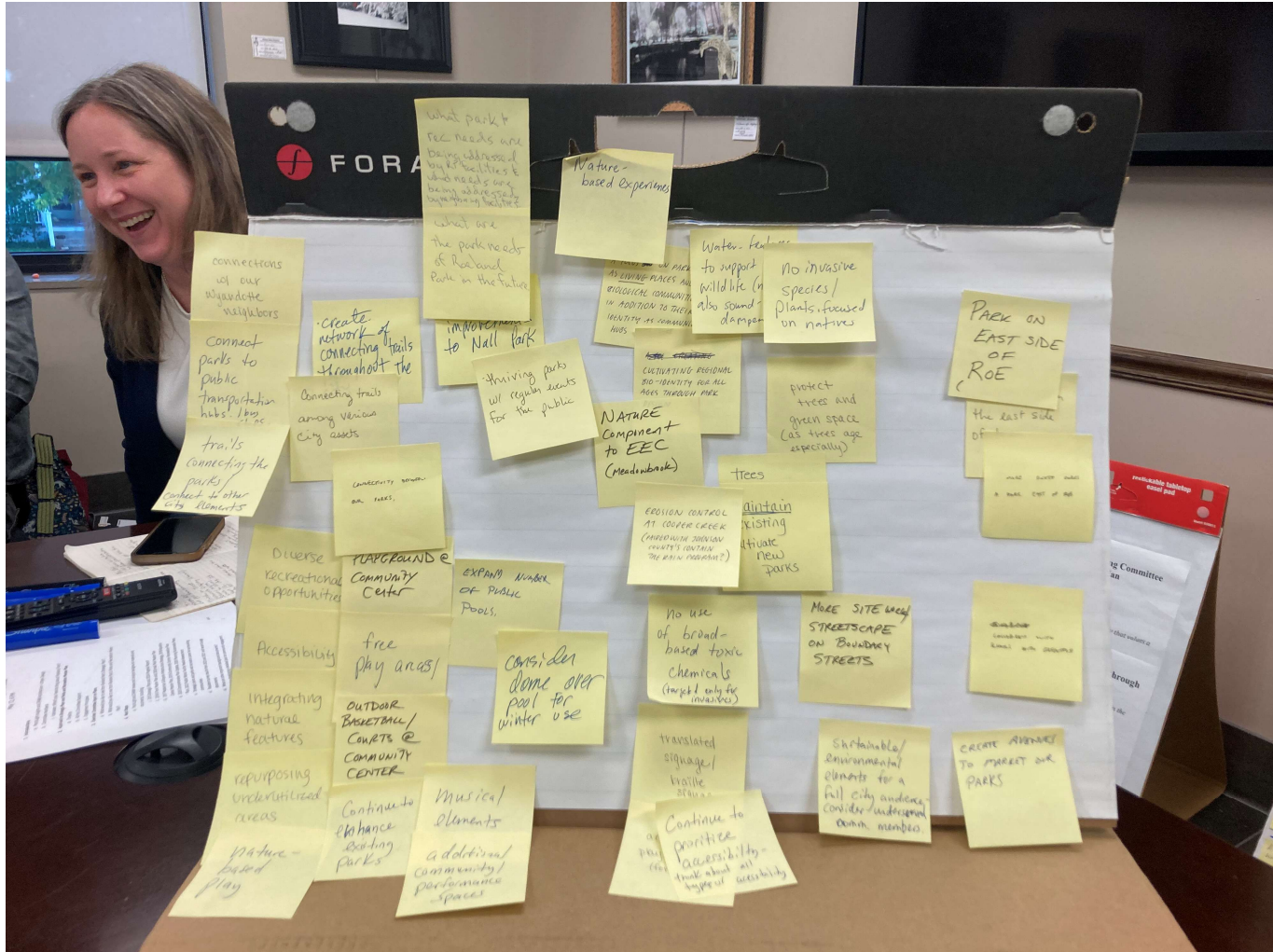
Resident survey will launch toward the end of summer and be cross-promoted at events.  
Business survey will launch in tandem with the resident survey.

# 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

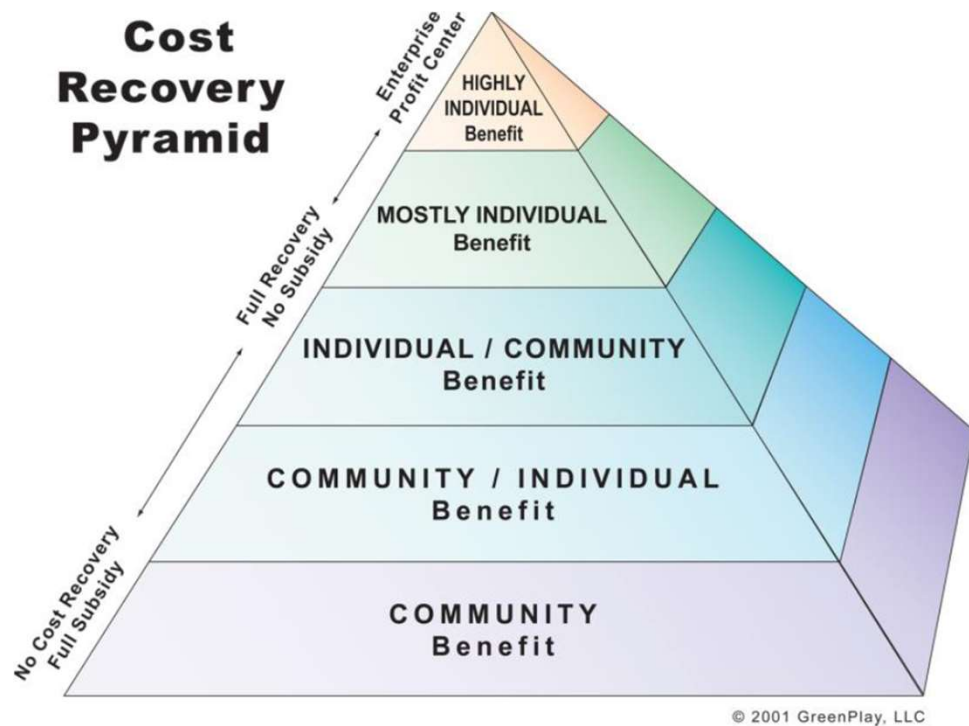
- Conceptualizes the public realm as siloed management units
- Performance metrics generally limited to tangible outputs like lane miles of road paved et al.

## 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



Facility rental, things for sale.



Fee-based facilities and programs.

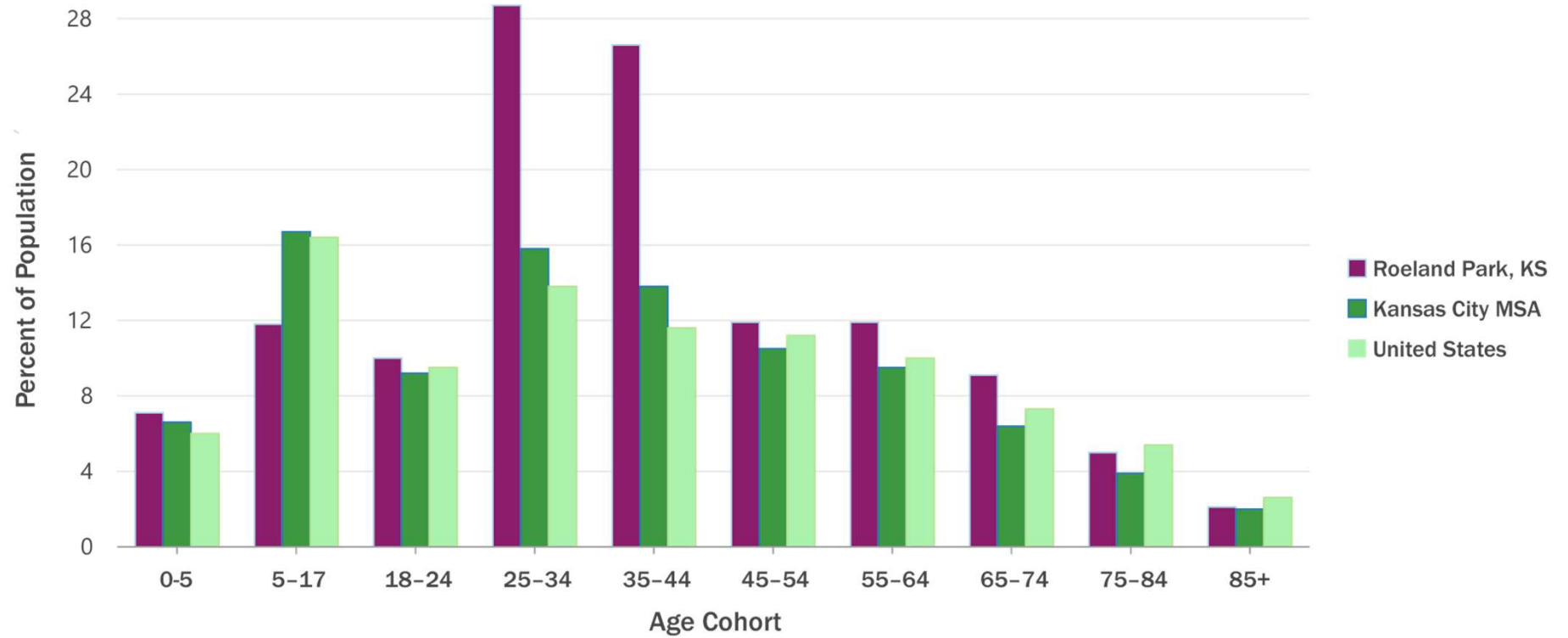


Free and universally accessible,  
e.g. parks, playgrounds, trails.

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)

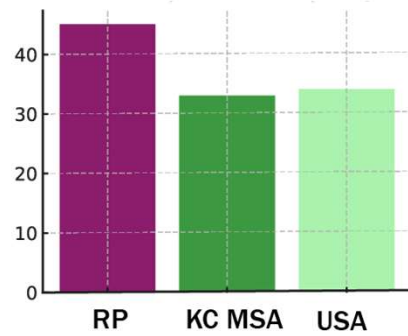
Age Cohort Distribution: Roeland Park, KC MSA, USA



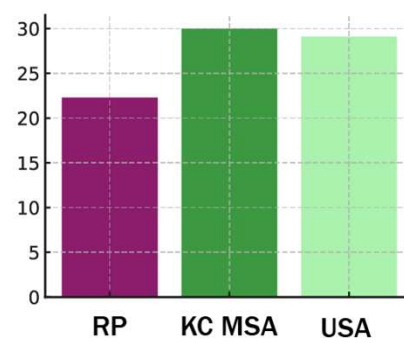
(Source: US Census Bureau)

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

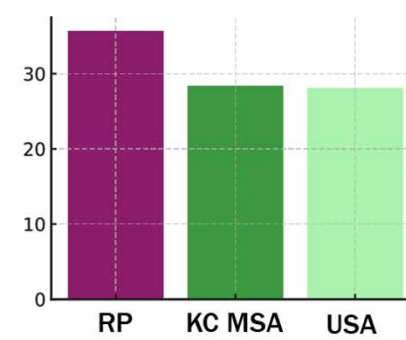
Non-Family Households (%)



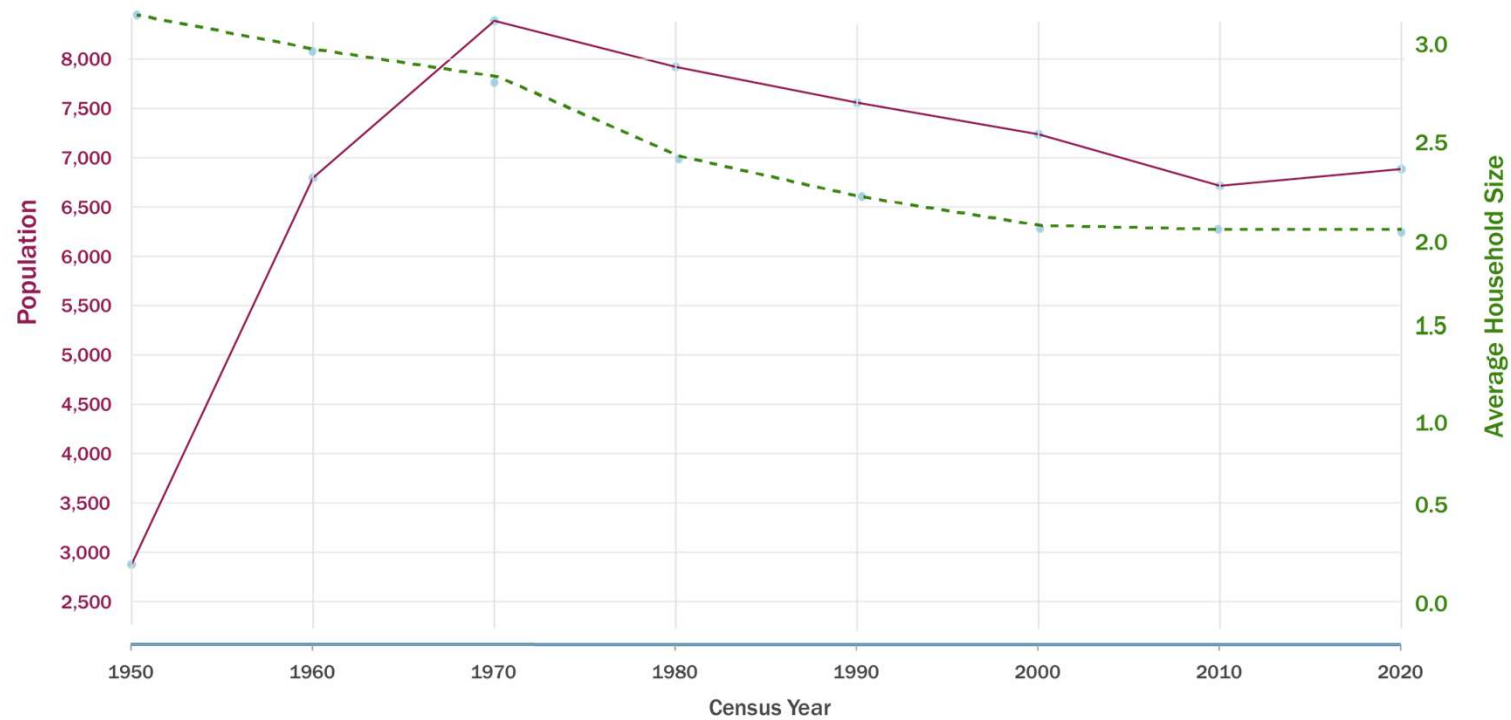
Households w/ Children <18 (%)



People Living Alone (%)

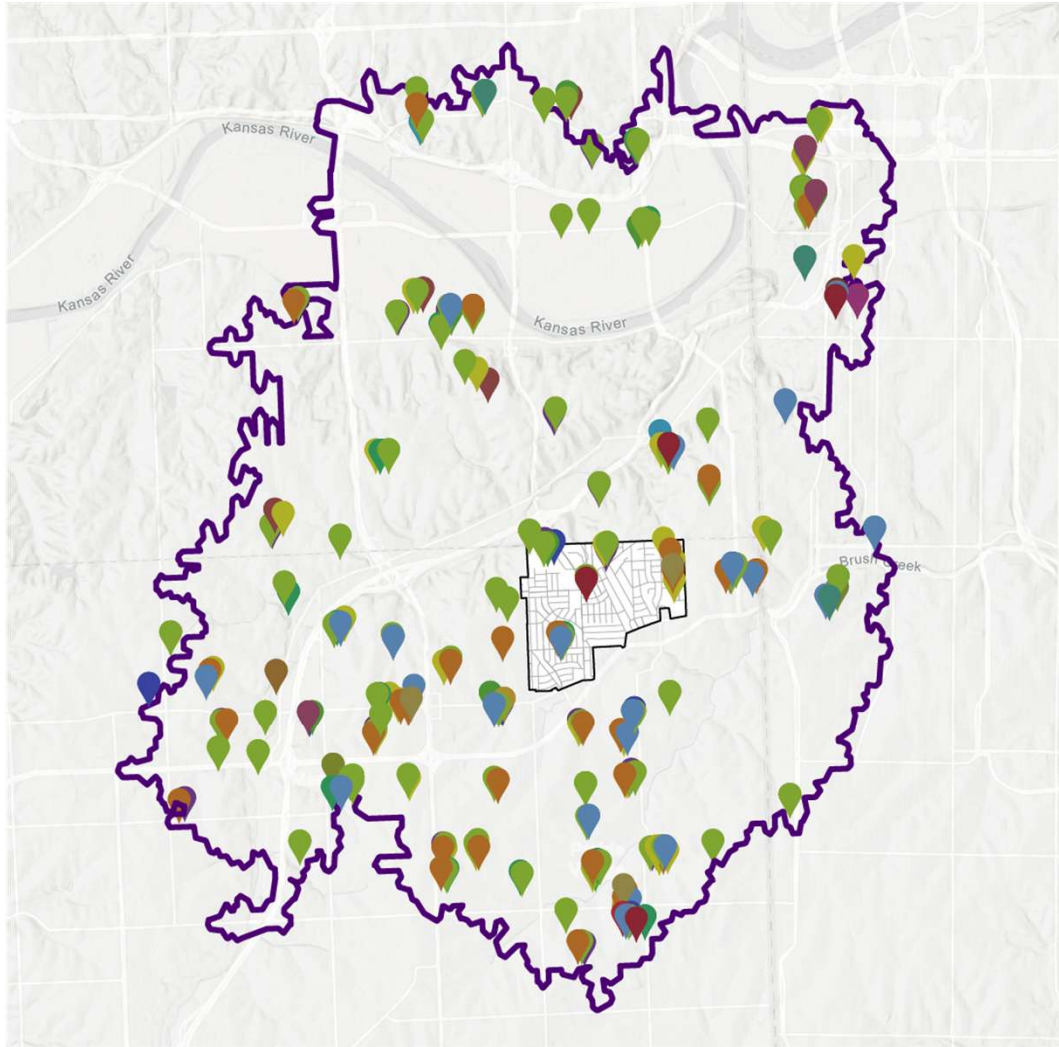


Roeland Park, KS: Population and Household Size (1950-2020)

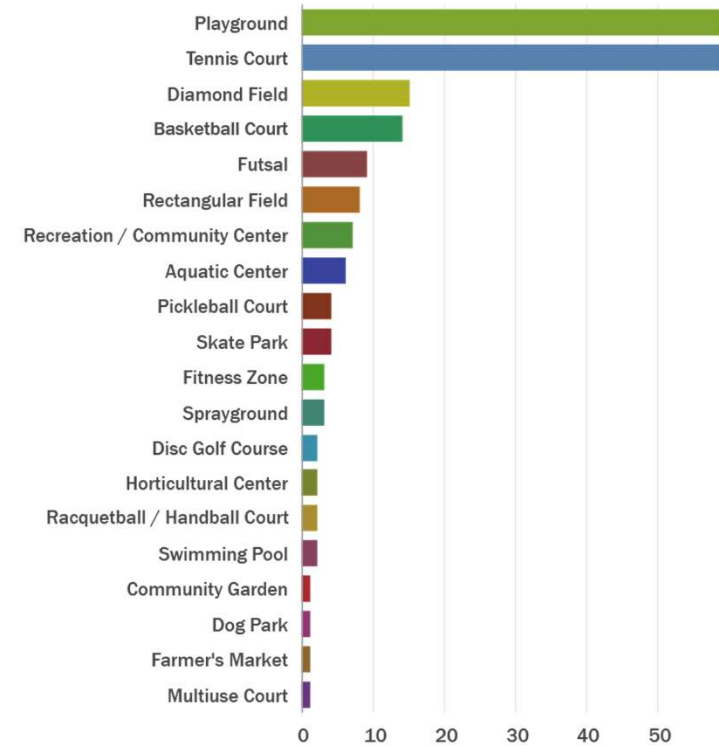


Nationally, household size is projected to decrease slightly over the next several decades, meaning Roeland Park's population is projected to remain steady or decrease slightly through 2040.

(Source: US Census Bureau)



## Parks & Rec Facilities Within a 10-Minute Service Radius



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

Median Number of Residents per Facility		
All Agencies (USA)	10-Minute Service Area	Roeland Park

Prevalance	Quantity of Facilities	
% of Agencies with this Facility (USA)	10-Minute Service Area	Roeland Park

# PARKS & REC FACILITY LEVEL OF SERVICE COMPARISON

## OUTDOOR FACILITIES

Playground	3,737	2,212	1,672	94%	60	4
Basketball Court	8,500	8,849	3,344	85%	15	2
Diamond Field	4,749	8,849	0	80%	15	-
Rectangular Field	5,946	16,591	6,689	77%	8	1
Tennis Court	6,794	2,329	3,344	74%	57	2
Dog Park	47,247	132,733	0	70%	1	-
Community Garden Plot	35,065	132,733	-	54%	1	-
Swimming Pool	46,800	18,961	6,689	49%	8	1
Skate Park	55,722	33,183	6,689	47%	4	1
Pickleball Court	10,419	33,183	0	45%	4	-
Volleyball Court	26,904	0	0	41%	-	-
Fitness Zone	32,044	44,244	0	39%	3	-
Multi-Use Court	23,739	132,733	6,689	38%	0	1
Park Splash Pad	49,392	44,244	0	38%	3	-
Multi-Use Racquet Court	16,776	66,637	0	38%	2	-
Walking / Running Track	17,724	0	0	36%	-	-
Disc Golf Course	66,923	66,366	*	35%	2	*

## INDOOR FACILITIES

Community / Recreation Center	57,613	18,962	6689	62%	7	1
Performance Amphitheater	115,000	0	0	43%	-	-
Aquatic Center	109,454	22,122	6689	30%	6	1
Multi-use Court	38,924	132,733	6689	29%	1	1
Swimming Pool	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%

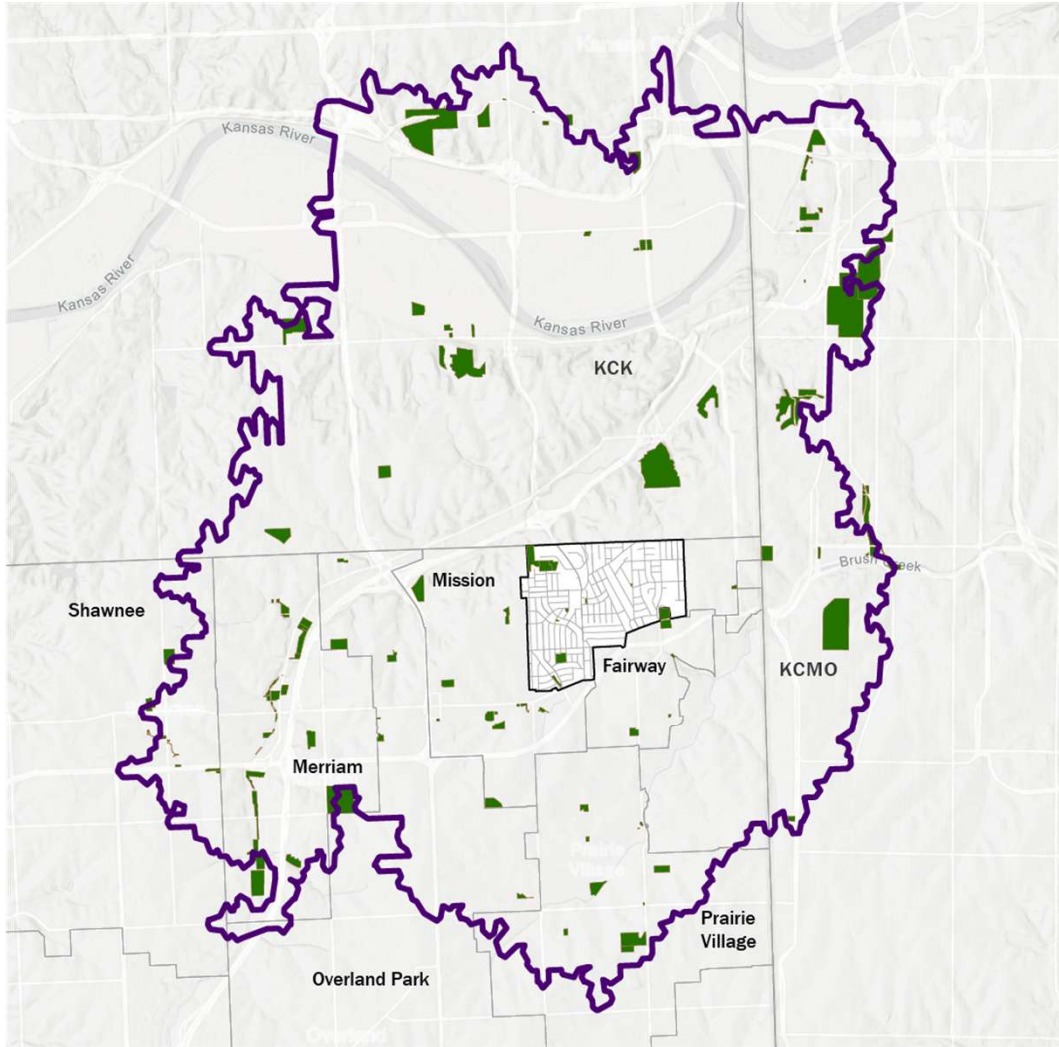
## **TRENDS IN FITNESS, SPORTS AND RELATED ACTIVITIES**

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

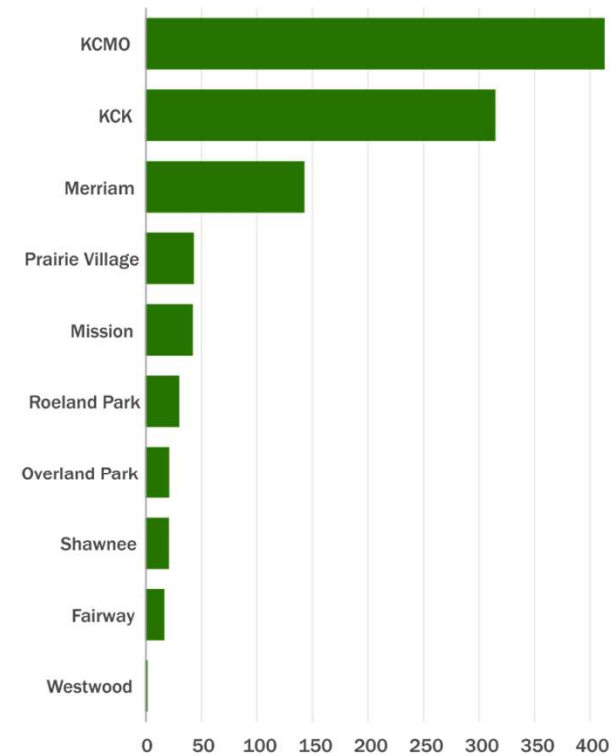
Based upon these trends and the level of service analysis, there may be opportunities to expand facilities, at minimum, related to outdoor fitness and pickleball.

(Source: SFIA, 2024)





## Park Acreage Within a 10-Minute Service Radius

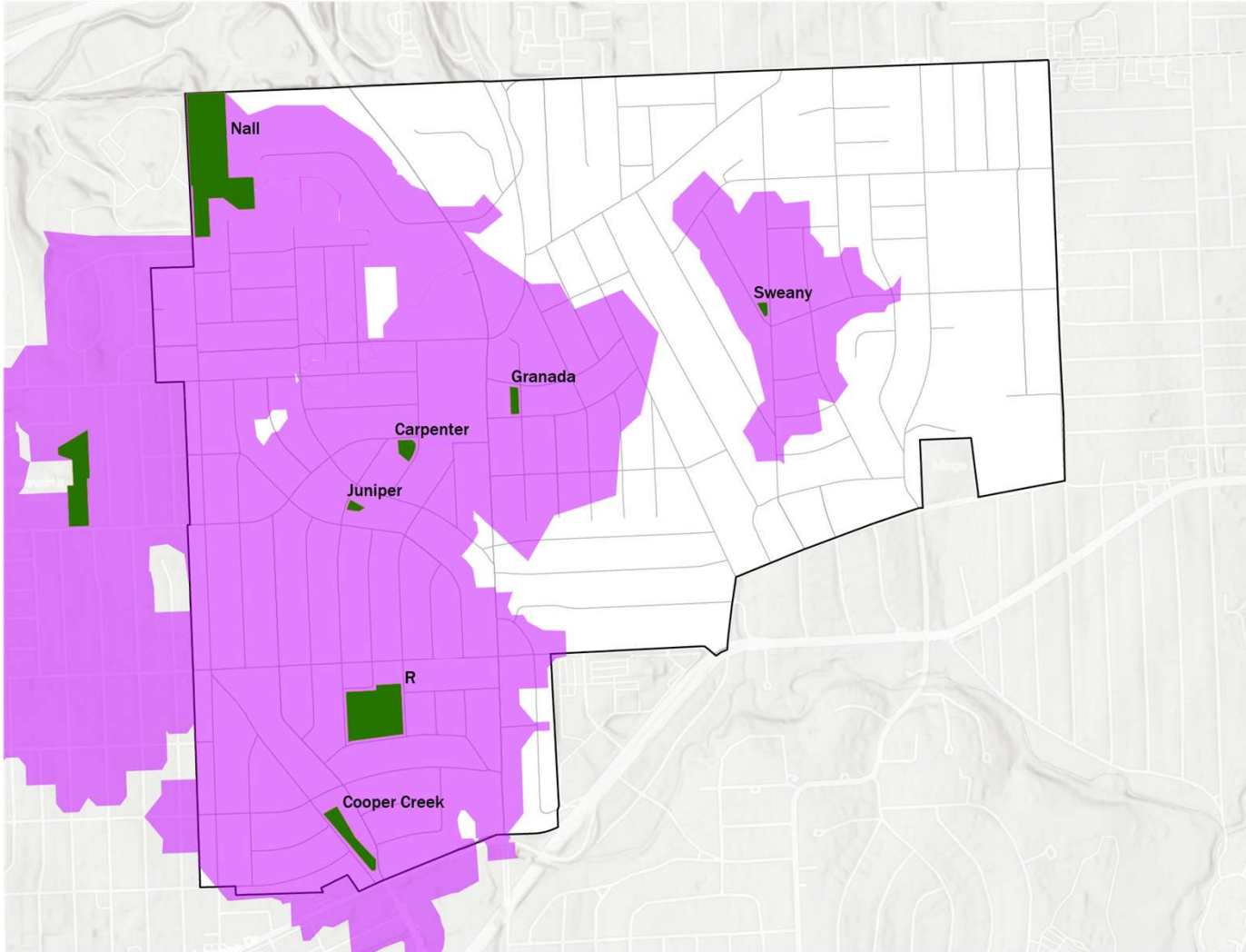


# PARKS & REC FACILITY LEVEL OF SERVICE COMPARISON

Number of Park Acres per 1,000 Residents					
USA Average	10-Minute Service Area	Roeland Park	Mission, KS	Merriam, KS	Fairway, KS
10.2	7.83	4.38	14.18	3.59	3.84

FAR ABOVE MEDIAN  
ABOVE MEDIAN  
BELOW MEDIAN  
FAR BELOW MEDIAN

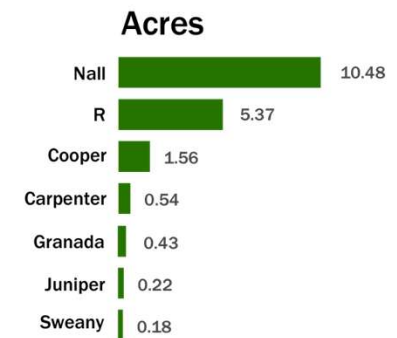
(Source: NRPA 2025)

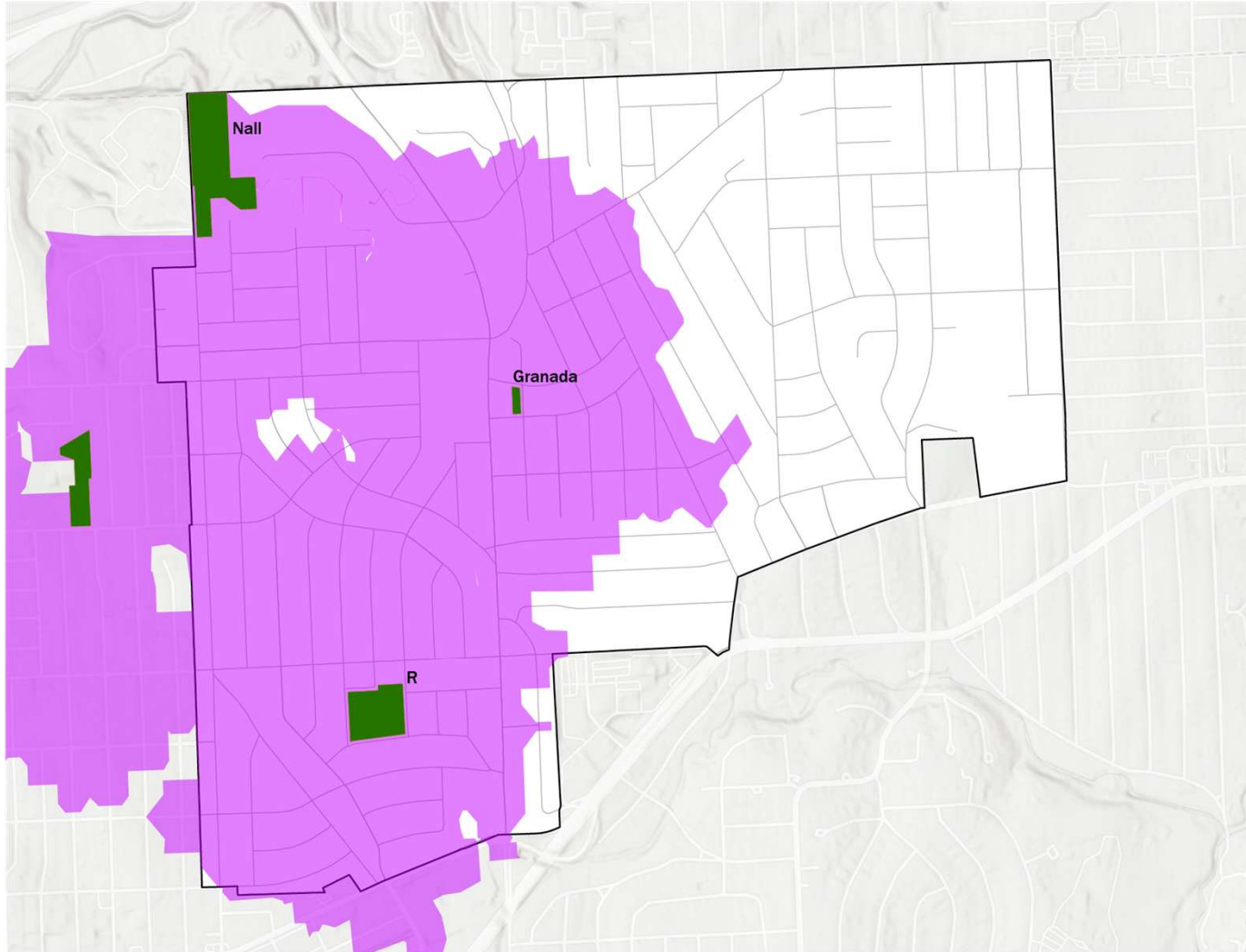


## PARK WALKSHEDS

**66.7%**

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

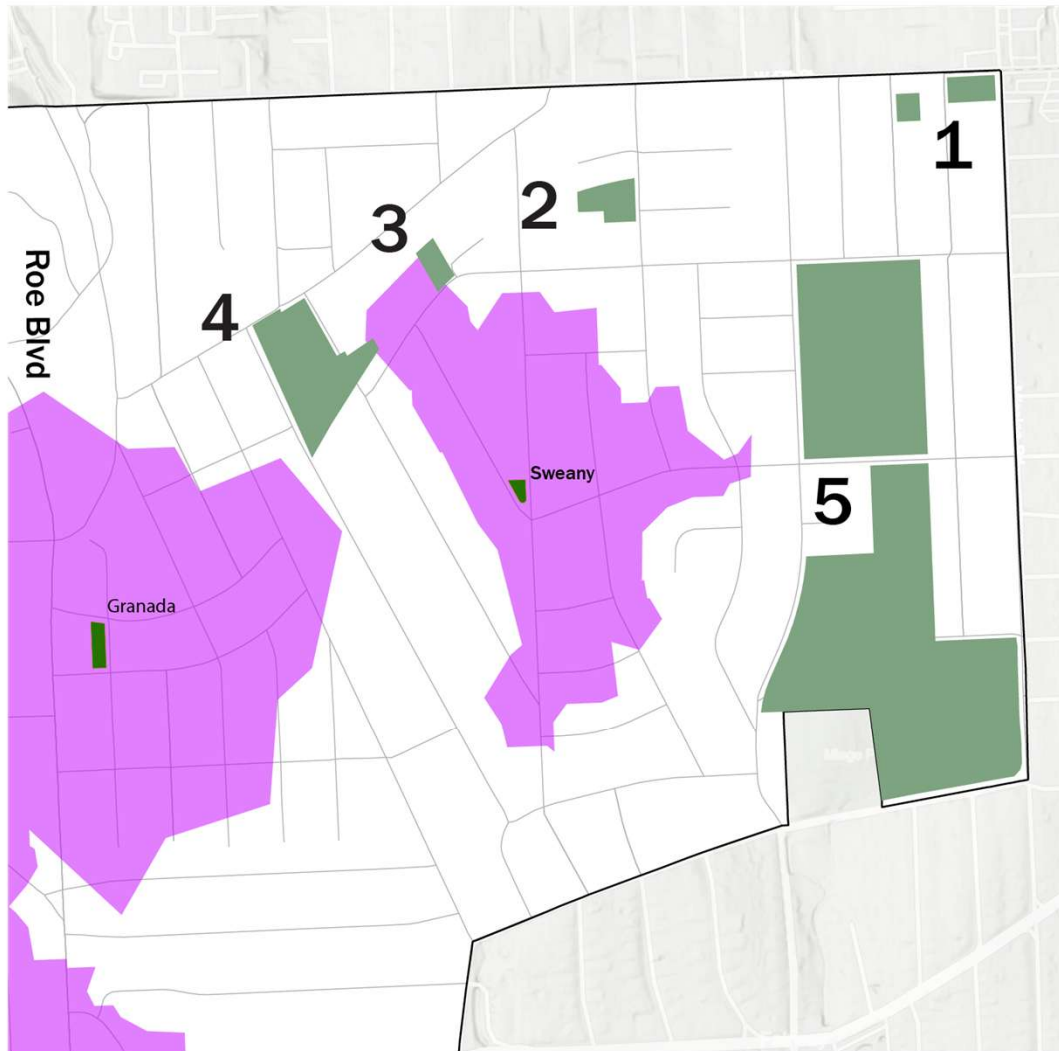




## PLAYGROUND WALKSHEDS

**72.6%**

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



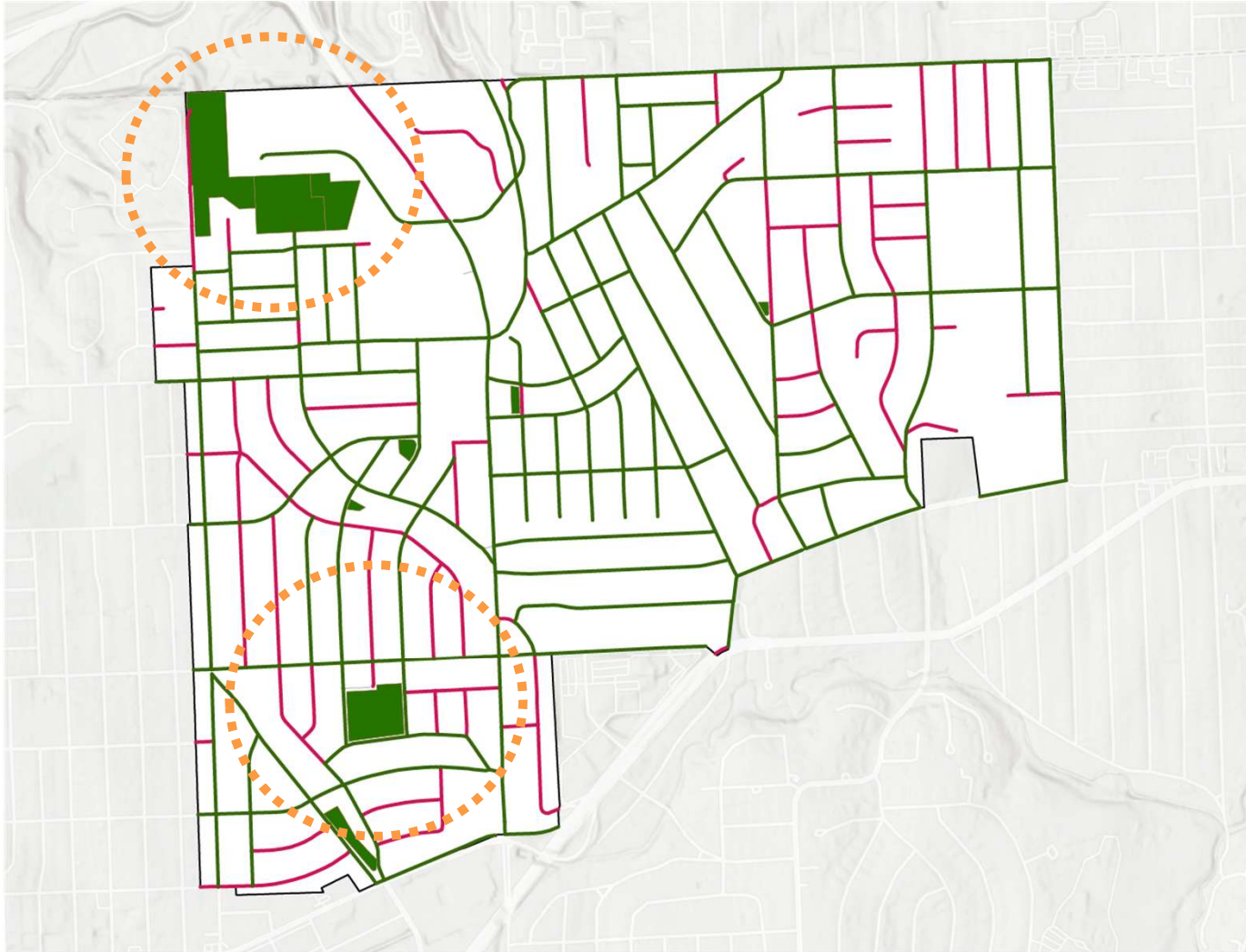
## Joint-Use Open Space Opportunities East of Roe Blvd

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





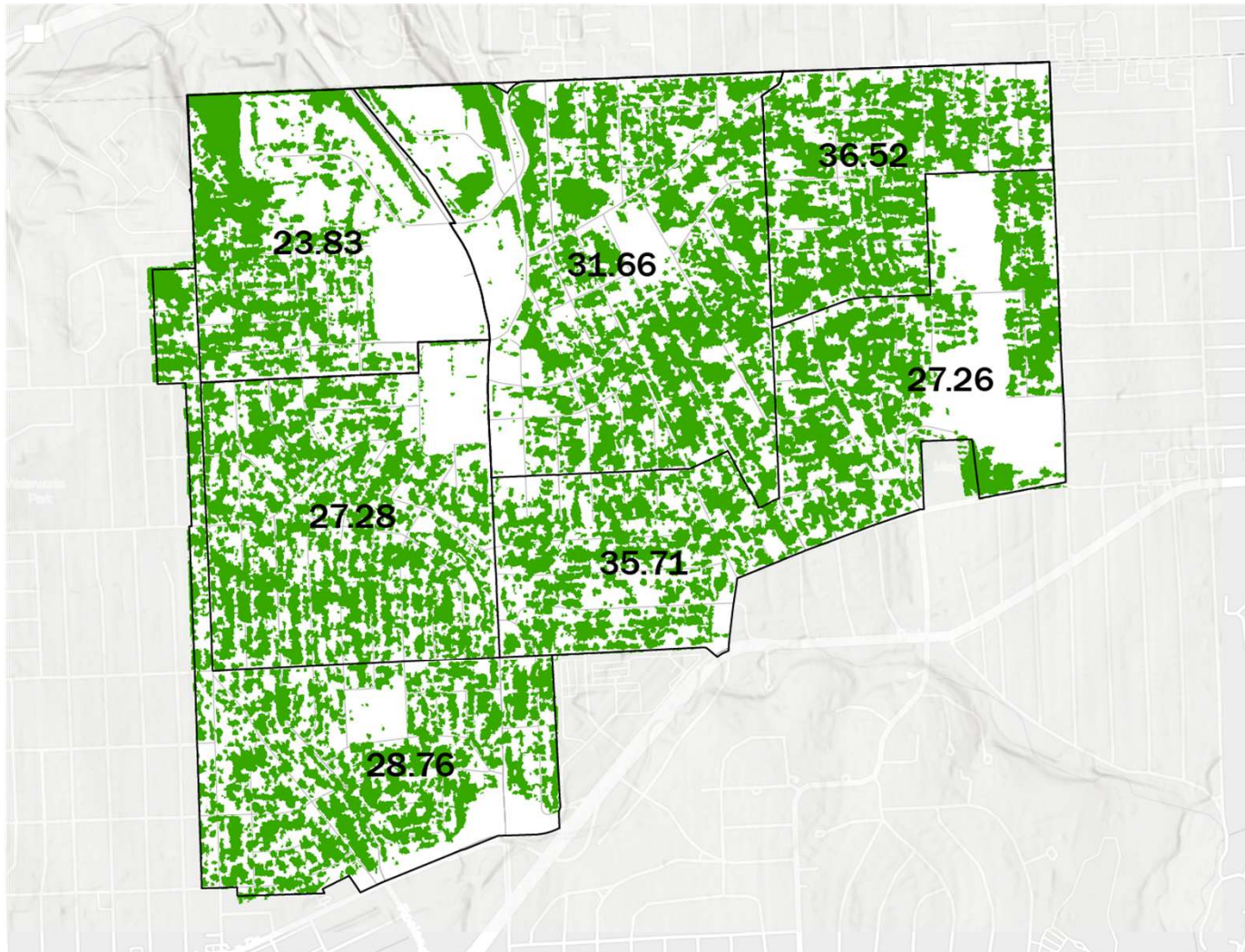
## SIDEWALK NETWORK

**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%

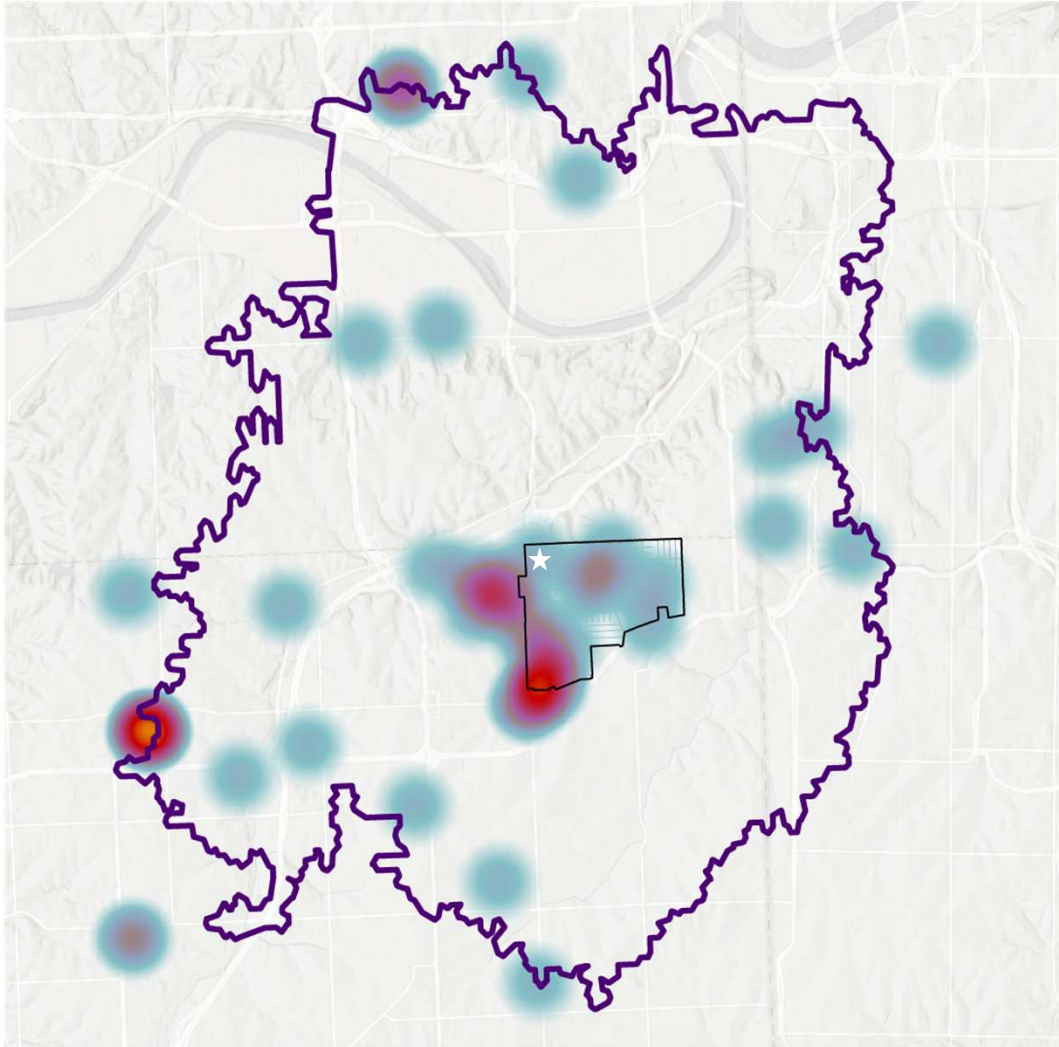
Roeland Park's overall urban tree canopy coverage.

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





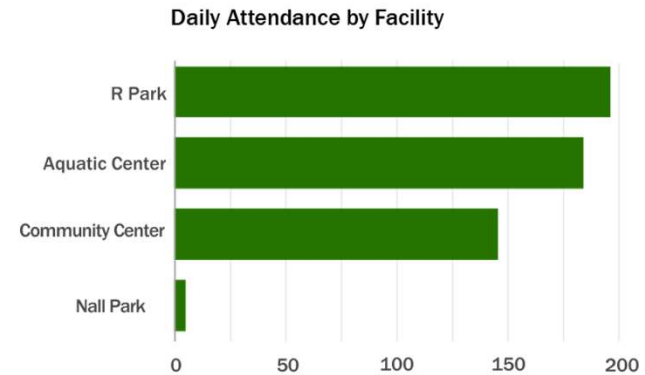
## NALL PARK VISITORS 2024

**10 avg daily**

visitors to Nall Park

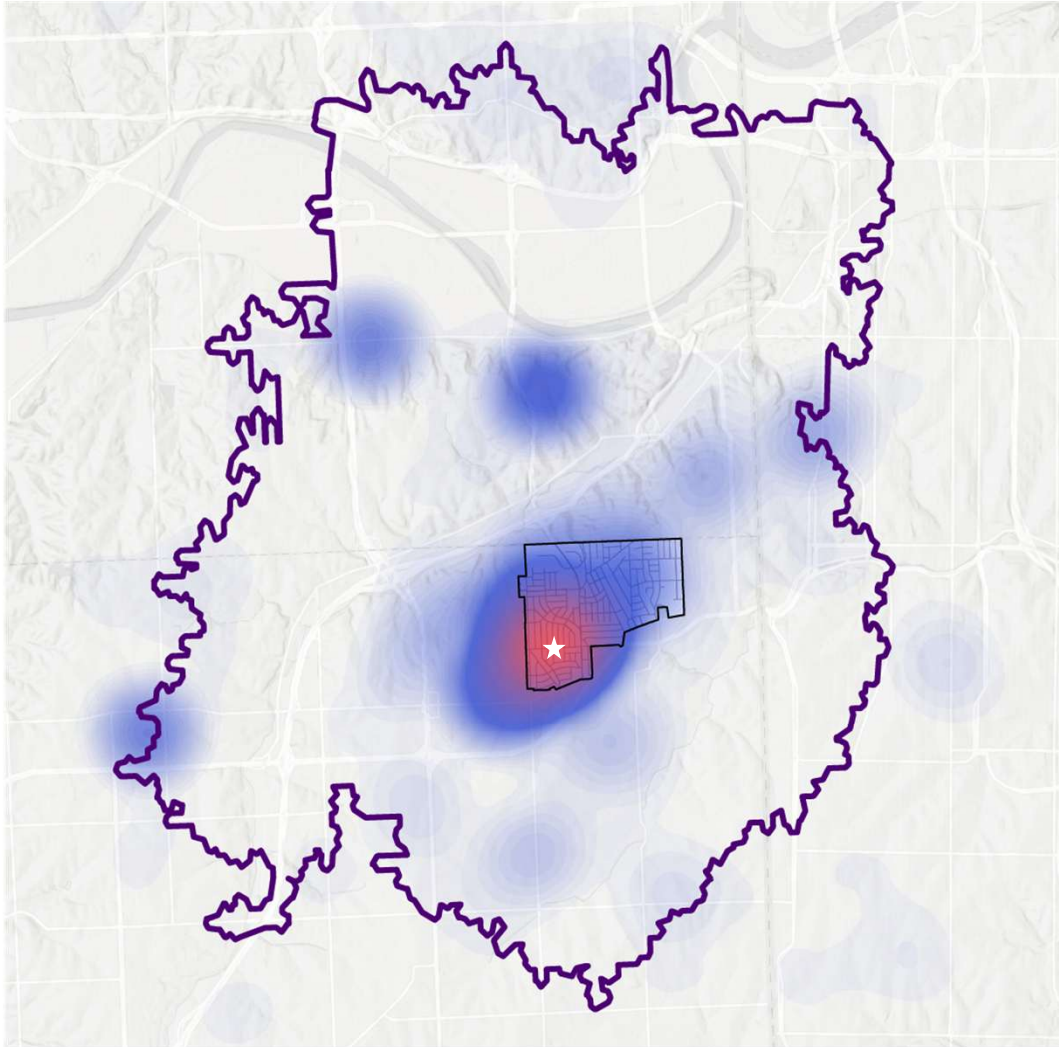
**16%**

are Roeland Park residents



(source: Placer AI)





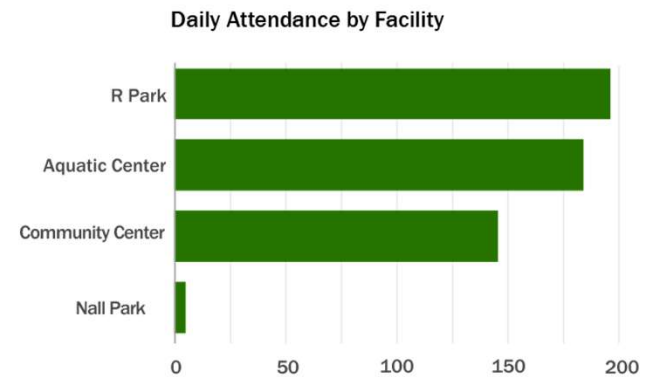
## R PARK VISITORS 2024

**193 avg daily**

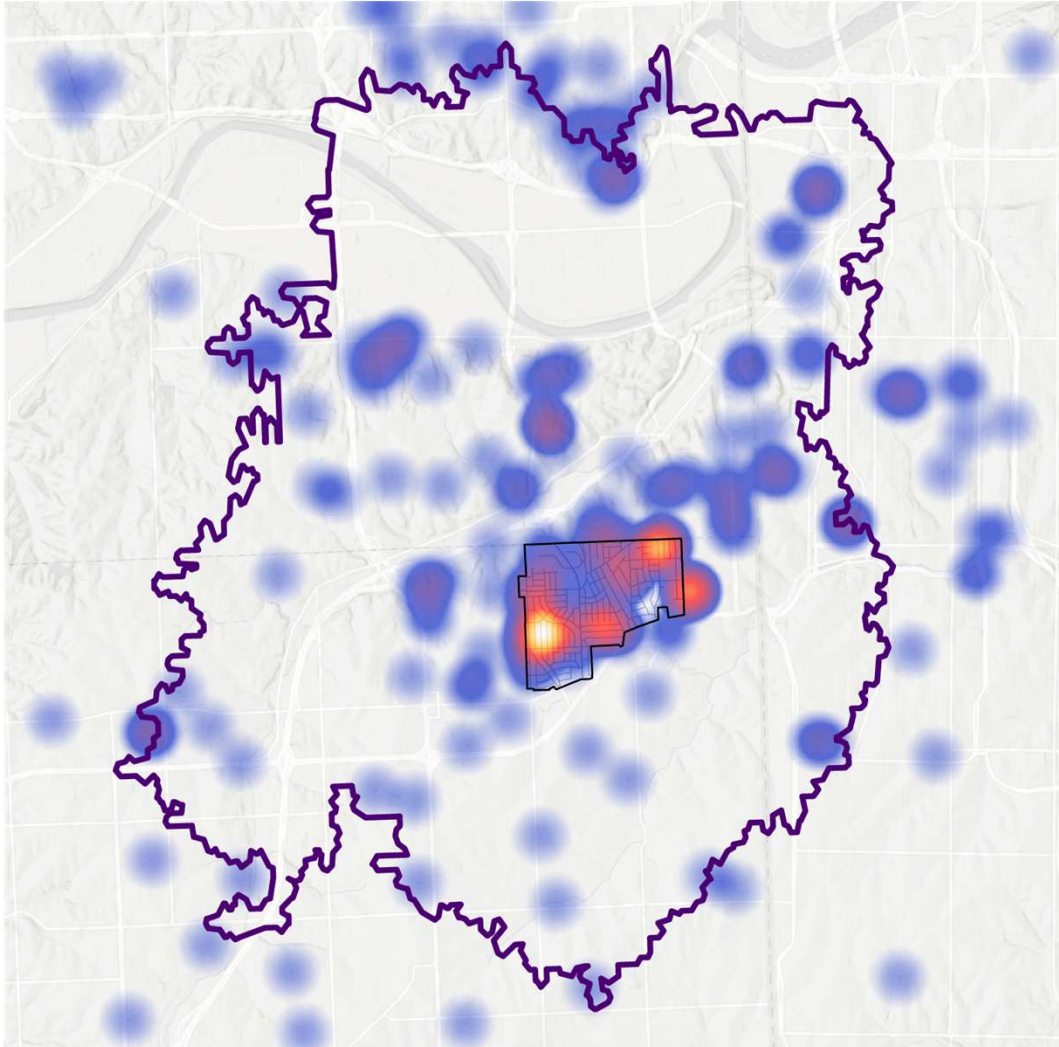
visitors to R Park

**31%**

are Roeland Park residents



(source: Placer AI)



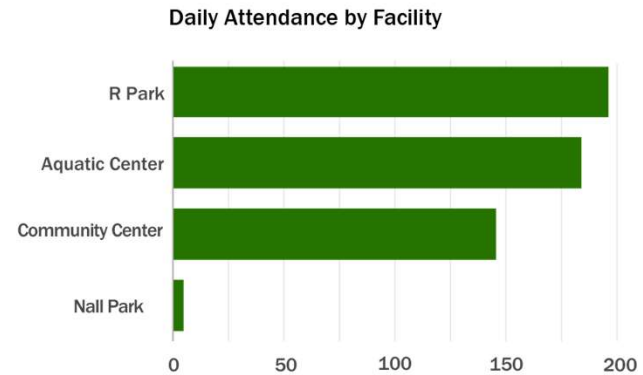
## AQUATIC CENTER VISITORS 2024

**165\*** avg daily

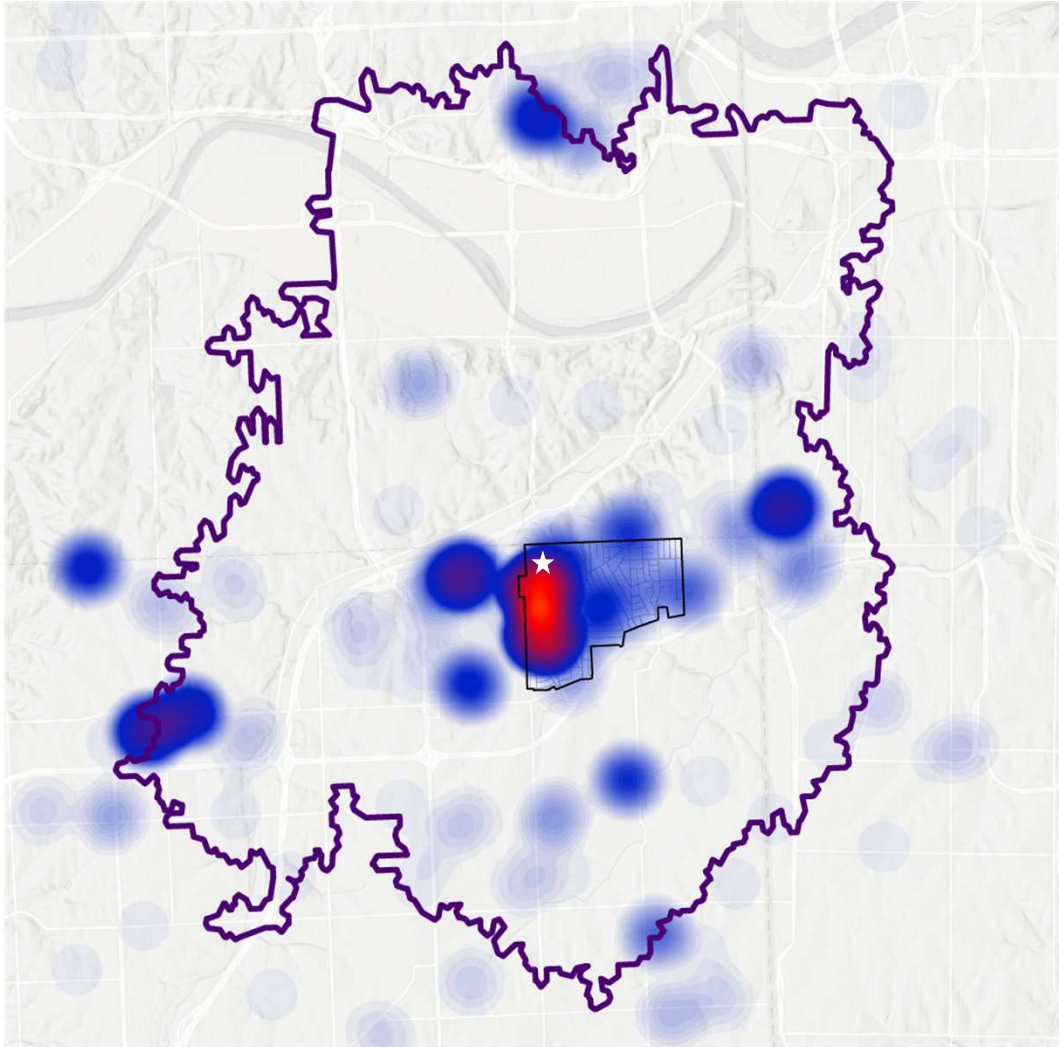
visitors to the Aquatic Center

**22%**

are Roeland Park residents



(sources: City of Roeland Park, Placer AI)



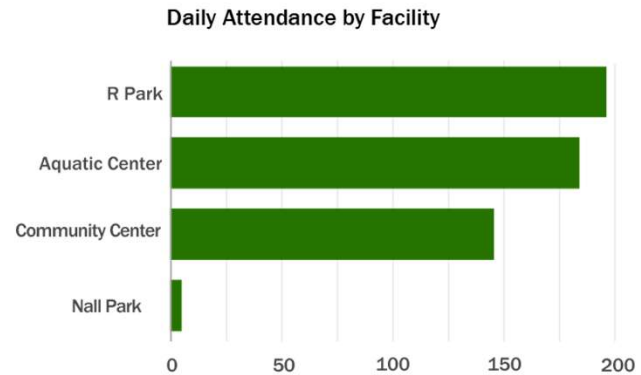
## COMMUNITY CENTER VISITORS 2024

**144 avg daily**

visitors to the Community Center

**26%**

are Roeland Park residents



(source: Placer AI)

## BACKWARD-LOOKING CULTURE AND RECREATION GOVERNMENTAL EXPEDITURES



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

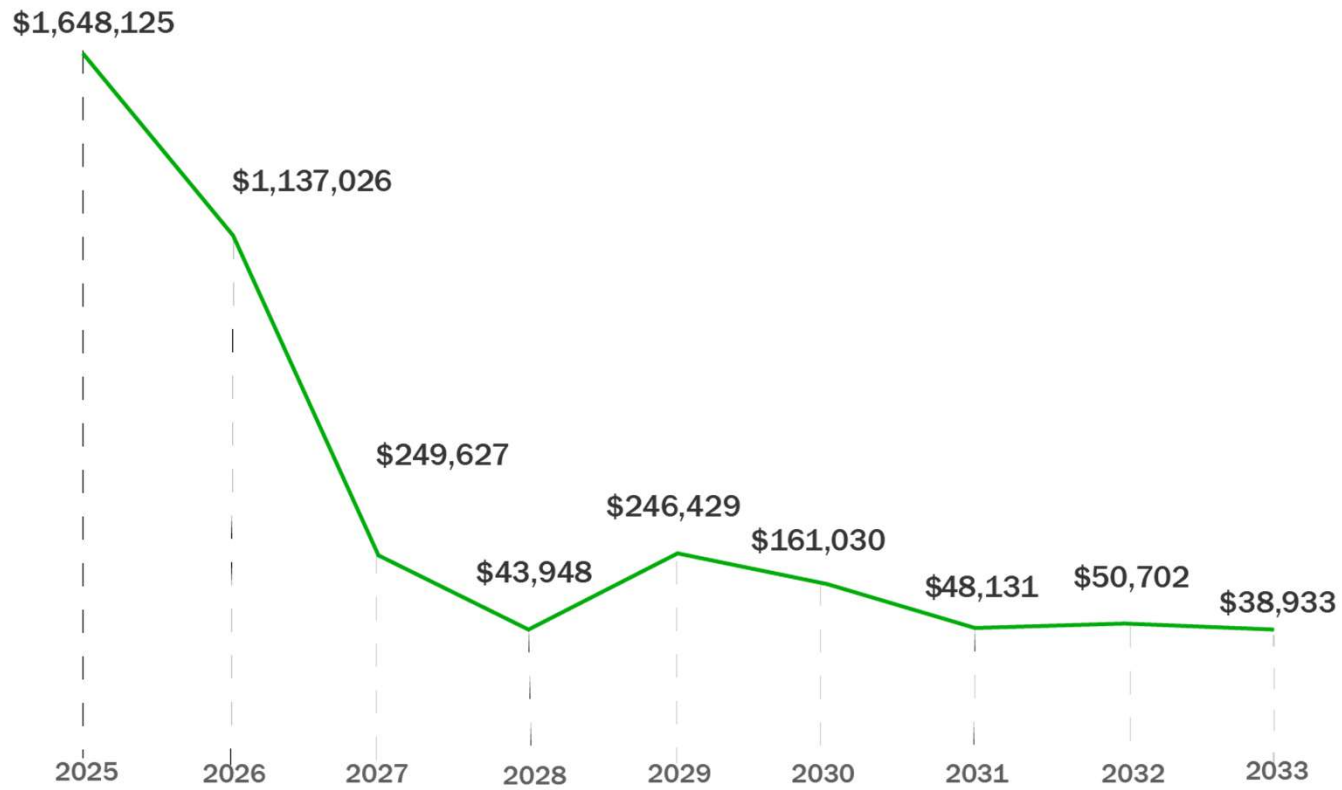
Aquatic Center Renovation

Community Center Renovation

R Park Phases 1-3

(Source: Roeland Park ACFR, 2024)

## FUTURE PARKS & REC CAPITAL IMPROVEMENT SPENDING



Community Center Renovation

Nall Park Phase 1

(Source: City of Roeland Park Adopted Budget 2025)

# 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

Economic development	• Attracting/building businesses
Walkability and bikeability	• Safety, sidewalks, trails, streetscapes
Support for diverse populations	• Support for aging and disabled residents, equitable access to services
Trees and native species	• Long-term care of tree, supporting native species
Housing	• Increasing affordable housing, variety of housing
Sustainability	• Charging stations, light pollution
Responsible management	• Keeping up infrastructure and programs, maintaining financial health
Amenities/recreation	• Free and low cost, arts, community center, access and connectivity
Future of city	• Brand/image, keep families here, identify challenges and opportunities



# 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 11<sup>th</sup> Meeting
  - Community engagement session details