



Ad Hoc Strategic Planning Committee July 14, 6 PM

1. Agenda Review / Introductions

- Committee members and staff in attendance: Brandon Martin (chair), Stacy Roth, Carrie Paulette, Joe Schramp, Deb Settle, Lisa Brunner (virtual), Councilmember Kate Raglow, Councilmember Jennifer Hill, Councilmember Tom Madigan, Mayor Michael Poppa, Keith Moody, Jennifer Jones-Lacy, Joey Carley, Nathan Brungardt,
- Consultants in attendance: Kate Bender, Ruanda McFerren, Robert Riccardi (virtual), Maren Aster (virtual)

2. Community Engagement Calendar

The proposed engagement events from August through October include:

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

- Final dates and times for the open house events and roundtable discussions will be determined later.
- Committee members discussed coordinating Open House #1 with the September 20th event to showcase new community center upgrades and scheduling Open House #2 with the Roesland Elementary PTA and potentially in conjunction with a Parent-Teacher Conference or the book fair.
- The resident survey will be cross promoted at all engagement events.

3. Parks and Recreation Plan Discovery

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Maren Aster presented data and demographics that will influence the development of the Parks and Recreation Master Plan. Key points include:

- Seven themes emerged from the post-it exercise completed at the first Ad Hoc Committee meeting on May 12: Equity, Parks, Trees, Sustainability, Connectivity, Facilities, and Programming. These can help frame the discussion around the Master Plan going forward.
- Roeland Park's population is slightly younger than the population of the Kansas City metro and the United States. Factors contributing to this include a smaller household size, fewer households with children, more non-family households, and more households with people living alone. The proportion of people aged 25 - 44 in Roeland Park is nearly double that in the metropolitan area. It will be important to keep these demographics in mind as the Committee prioritizes future investments.
- The National Recreation and Park Association (NRPA) tracks how many residents across the country are served by different types of amenities. A standard measure is how many residents live within a 10-minute walk of a park or playground and within a 5-to-15-minute drive of other amenities. In Roeland Park, 57.8% of residents live within walking distance of a public park and 64.2% of residents live within walking distance of a public playground.
- The Committee discussed the need for new park land east of Roe Blvd and a land analysis completed by the consultant.
- The sidewalk network was reviewed and 73.8% of Roeland Park's streets have a sidewalk. Gaps were identified between the Nall Park complex, Boulevard Apartments, and Bella Roe Shopping Center; however, the Nall Park Master Plan includes construction of sidewalks in this area.
- Data from Placer AI shows that 20 times more people visit R Park (193 average visitors per day) than visit Nall Park (10 average visitors per day). This indicates that the investments in R Park over the last several years have been successful in attracting residents.
- Next steps for the development of the Parks & Recreation Master Plan include small-group site visits, identifying potential interventions, developing performance benchmarks, and discussing organizational goals.

4. Strategic Plan Discovery

Kate Bender presented an overview of what has been accomplished in the 2015 Strategic Plan and an overview of data that will influence the development of the new Strategic Plan.

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- Initial feedback revealed that economic development was the most discussed priority. Other top priorities were walkability/bikeability, support for diverse populations, and trees and native species.
- Roeland Park has been very successful at meeting the goals laid out in the 2015 Strategic Plan. City administration regularly reported to the City Council what had been accomplished. Items include establishing shared services, pursuing over \$26 million in grant funds, development of numerous plans, receiving Community for All Ages recognition, website improvements, developing a Citizen Academy, increasing public engagement, investments in ADA compliance, and hiring a Parks and Recreation superintendent.
- Over the last 10 years, the population of Roeland Park has changed. It is now more racially and ethnically diverse (18% non-white and 17% Hispanic compared to 12% non-white and 14% Hispanic in 2015), older (14% of residents are over 65 compared to 11% in 2015), and higher income (\$64,354 median salary compared to \$41,441 in 2015).
- Overall, the total population and the number of housing units have not changed. This is due to the city being fully built out. There has been an increase in the number of renter-occupied housing units (33% vs 29% in 2015) as well as the number of renters who are housing cost-burdened, meaning they pay more than 30% of their income on housing costs (41% vs 32% in 2015). The number of homeowners who are housing cost-burdened has stayed at 16%.
- The 2023 Resident Survey results show that overall residents are satisfied with city services. Enforcement of codes and ordinances was the top priority for residents. These survey results will be compared to the results of the 2025 survey.
- Several other communities in Johnson County have gone through strategic planning processes in the last several years. All cities have three to five goals and there will be a maximum of five goals for Roeland Park's plan. Each of the seven plans reviewed has an Economic Development goal. Transportation & Infrastructure and Quality of Life were the two other most common goal areas.
- Overall, this strategic planning process will not be an update to the 2015 Plan. That plan provides a strong foundation going forward and some items from the 2015 Plan may continue. The City and this Committee may decide to pursue other priorities as part of this planning process.

5. Next Steps

- August 11 meeting:

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- i. Review community engagement session details and set dates