



## Ad Hoc Strategic Planning Committee August 11, 6 PM

### 1. Attendees

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

### 2. Feedback on Discovery

- After the last meeting, Kate sent four questions for Committee members to reflect on.
  - i. What was the biggest takeaway for you?
  - ii. What (if anything) surprised you?
  - iii. What would you like to understand more about?
  - iv. Any other thoughts you would like to share in response to this data?
- After a quick review of some of the discovery data shared last month, Committee members shared what stuck with them. Items included:
  - i. How much the city accomplished in addressing the prior strategic plan
  - ii. The percent of people in poverty in Roeland Park is equal to the U.S. proportion
  - iii. Thought the amount of tree canopy would be greater than 30%
    1. Update from Maren: The amount of tree canopy is actually closer to 40%. The wrong figure was pulled last month.
  - iv. Housing cost burden has been relatively unchanged for homeowners but has increased for renters. It is helpful to have numbers to show this reality.
    1. Concerns about the gap increasing between renters and owners.
  - v. The increase in renters stands out
    1. Data comes from the U.S Census Bureau

2. There have been no new multifamily rental units constructed since 2015. The City's rental licensing program could be used to confirm the number of rental units if all properties are registered.
  3. In instances where a homeowner rents out a room, the room is not part of the rental licensing program. This could be a factor contributing to inconsistencies in Census and City data.
  4. Committee members would like to see the average and median rents and property values in the City.
  5. Appraisal data from Johnson County shows that the number of homes in the lowest value category, values typically associated with starter homes, declines every year.
- vi. Parks amenities
1. The data shows that Roeland Park residents have less access to dog parks than people across the country. Committee members have heard that there is not a strong desire for a dog park.
  2. Roeland Park's tennis courts are also striped for pickleball. Maren will update the data to reflect this.
- vii. Do we have a benchmark for the percentage of residents who live within a 10-minute walk of a park? Is 73% good?
1. There isn't a benchmark for this.
- viii. The number of non-Roeland Park residents who use the City's facilities stood out. A lot of times people come from Wyandotte County and visitors are often a more diverse population than the City's residents. How do we serve people who either choose to or can't afford to live in the community?
1. People who use our facilities may also have a more diverse set of needs.
- ix. Heat maps show that R Park and the Community Center really do not attract residents from the east side of town. The Aquatic Center pulls in people from all over Roeland Park and the broader area.
1. Programming at the Community Center may not be as attractive to people on the east side of town.
  2. Are there opportunities for cross promotion at the Aquatic Center to advertise the Community Center?

### **3. Resident and Business Survey Updates**

- The resident survey is done every two years and the document has been finalized. The survey will be released once road construction projects are

completed. Launching the survey in early September would be ideal to align with our other engagement efforts.

- i. Roeland Park conducts a survey of all residents annually. A minimum of 200 responses is needed for the survey to be statistically valid. It typically takes eight weeks to get results back from ETC Institute who is administering it.
- The business survey has been drafted, and staff will review the document soon.

#### 4. Community Engagement Plan

Event	Date
Summer Concert Series Event	Saturday, August 23
Summer Concert Series Event (Fiesta RP)	Saturday, September 13
Open House #1: Community Center Open House Day	Saturday, September 20
Roundtable: Parks & Trees	Wednesday, September 24
Roundtable: Diversity, Equity, & Inclusion	Tuesday, September 30
Roundtable: Arts Advisory	Wednesday, October 1
Roundtable: Sustainability	TBD – Likely Thursday, October 2
Open House #2: TBD, possibly <u>Roesland</u> Elementary	TBD – Weeknight in early October
Staff Engagement	TBD

- Engagement events are planned through September. At all of the events, information about both the Parks Master Plan and the Strategic Plan will be shared.
- The second Open House, possibly at Roesland Elementary, might be able to be scheduled in conjunction with the District Night, featuring a book fair and parent/teacher conferences, on October 16<sup>th</sup> from 5:30 - 7 p.m or October 17.
- Roundtable discussions typically work best with an existing group. Are there other groups, outside of the City's existing committees, that we should engage?
- Committee members signed up to help engage residents at the two Summer Concert Series events and the first Open House.

#### 5. Next Steps

- We will cancel the scheduled September meeting since community engagement will be occurring.
- The next meeting will be October 14<sup>th</sup> and will have a preliminary report on what we've heard so far in the engagement process.

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