

Rosedale Master Plan

Community Survey Results

The University of Kansas Medical Center
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Executive Summary

Methodology

Residents of the Rosedale neighborhood were invited to complete the Rosedale Community Survey in order to gain feedback to be used in the 2015 Rosedale Master Plan update. Surveys were available in both English and Spanish. A total of 812 surveys were completed and included in the analysis of results. Survey questions addressed a number of issues that affect individuals who live and work in Rosedale.

Results

Reported demographic information showed that a majority of survey participants had been living in Rosedale for 5 years or longer, about 30% were age 60 or older, and around half had a household income of less than \$50,000 per year.

Regarding housing and residential living issues, survey participants reported satisfaction with the expansion of the University of Kansas Medical Center/ University of Kansas Hospital within Rosedale and the availability of affordable housing. In contrast, respondents expressed dissatisfaction with the image of their neighborhood. A large portion of respondents shared positive feedback about the shifts in the development of new residential properties and changes to the look and feel of the community.

Increased safety and increased awareness of programs were both reported as factors that would encourage further use of parks, recreation and cultural resources. The availability, condition, and accessibility of sidewalks were all expressed as major concerns for survey respondents. Other issues that were indicated as areas survey participants would like to see improvement in include street lighting and animal control.

Survey respondents felt that the presence of parks/playgrounds as well as programs for youth ages 6 to 17 years old were especially important to have available for the Rosedale community. Approximately 85% of respondents expressed interest in having a community center/gymnasium available and \$10 per month was the most frequently reported amount people would be willing to pay per month for this amenity.

Overall, around 90% of respondents expressed that they were satisfied with Rosedale as a place to live. When asked about factors that were important for the future of Rosedale, most respondents reported that sidewalks and trails as well as fighting crime and blight were all crucial to focus on.

Introduction

Rosedale is a four square mile community in southeast Wyandotte County, Kansas City, Kansas. Its borders are the Kansas River to the north, County Line Road/47th Street to the south, State Line Road to the east, and 18th Street Expressway to the west. It is considered part of the urban core of Kansas City, Kansas. It is a vibrant, diverse community and home to approximately 14,000 residents. The University of Kansas Medical Center and University of Kansas Hospital are located within the community and are major employers in the area.

In 2005, a Master Plan was developed by way of a thorough process of community dialogue and partnership. This process included neighborhood leaders, business owners, community stakeholders, and representatives from local agencies, schools, churches, and the University of Kansas Medical Center.

After 10 years, the need to update the Master Plan so that it can serve as a current guide for creating an attractive and livable community, and to ensure that future development coincides with community wants and needs was recognized. As part of this updating process, Rosedale Development Association initiated a comprehensive community survey to engage residents in the Master Plan update. All Rosedale residents were invited to complete the Rosedale Community Survey.

Methodology

Residents of the Rosedale neighborhood were invited to complete the Rosedale Community Survey, either online through SurveyMonkey™ or by completing a paper copy. Both English and Spanish versions of the survey were available. Respondents were asked to provide feedback about a number of issues related to living in Rosedale as well as give their demographic information. Included questions covered 7 topics: housing/residential living, parks and recreation, transportation, healthy lifestyles, community safety and protection, sense of community/built environment, and future direction for the community. A total of 34 questions were included on the survey.

Six thousand six hundred fifty-one surveys (n=6,651) were mailed to households in Rosedale. The first 500 people who brought their paper copy to the Rosedale Development Association's office received a \$5 grocery gift card. In addition, a link to the online survey was posted on the Rosedale Development Association's website. Individuals were asked to only complete the survey if they live or own property in Rosedale (zip code 66103). Open-ended questions were coded and analyzed for common themes. Specific quotes were chosen to represent themes that emerged from the open-ended responses.

Results

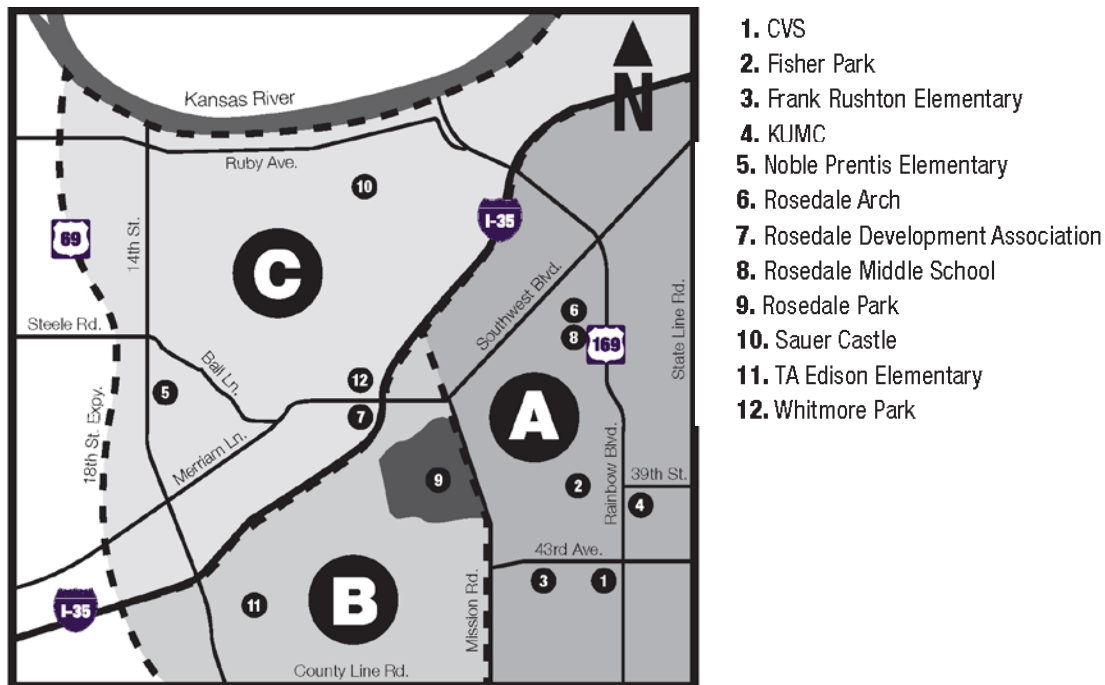
A total of 814 surveys (15.7% of deliverable surveys) were completed. Rosedale residents filled out 589 physical copies of surveys and 211 online surveys via SurveyMonkey.™ In addition, 14 Spanish surveys were completed online. Spanish responses were translated to English before being included in the analysis. Two surveys were excluded as the respondents indicated that they did not live, work or own business/property in Rosedale. Eight hundred twelve surveys (n=812) were included in the following results.

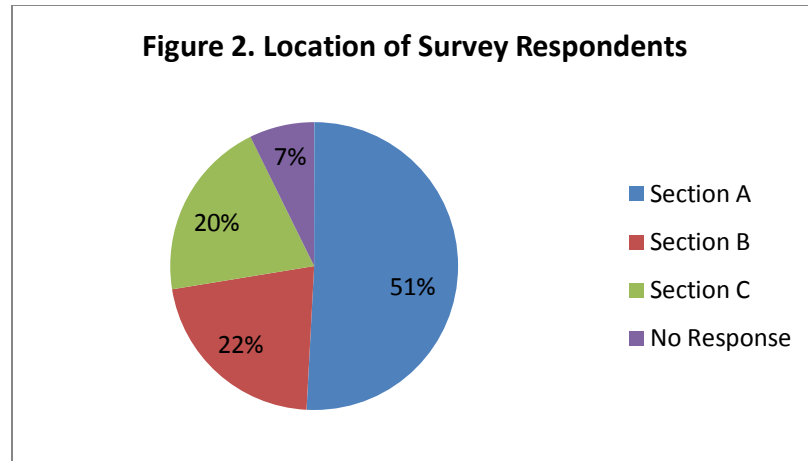
Based on sample size calculations, the number of completed surveys needed for a representative sample was exceeded. At the 95% confidence level and a margin of error $\pm 5\%$, the number of residents needed to be surveyed in order to achieve results that reflect the Rosedale community with acceptable accuracy was 358.

Demographics

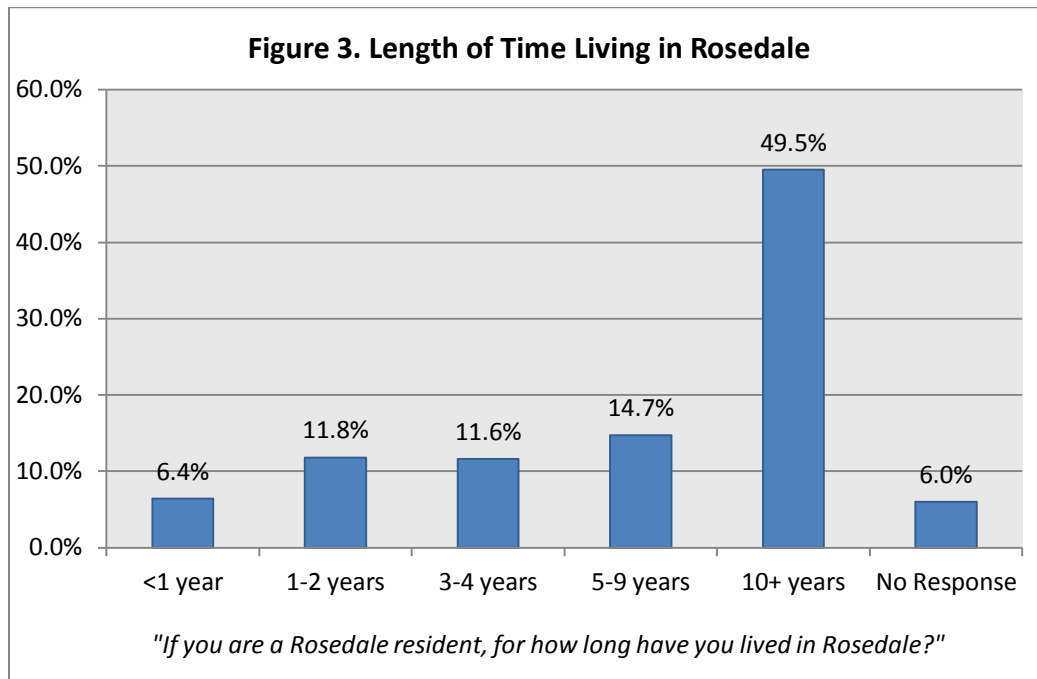
Participants were asked to indicate in which geographic location within Rosedale they lived based on the map below (Figure 1). As shown in Figure 2, approximately one-half of survey respondents reported that they live in Section A (51%, n=413), 22% in Section B (n=175), and 20% (n=165) in Section C (n=175).

Figure 1. Map of Rosedale

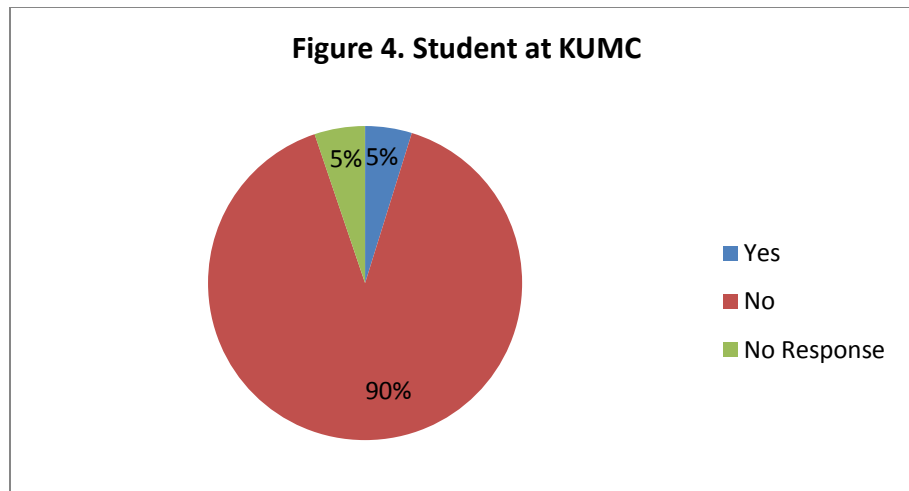




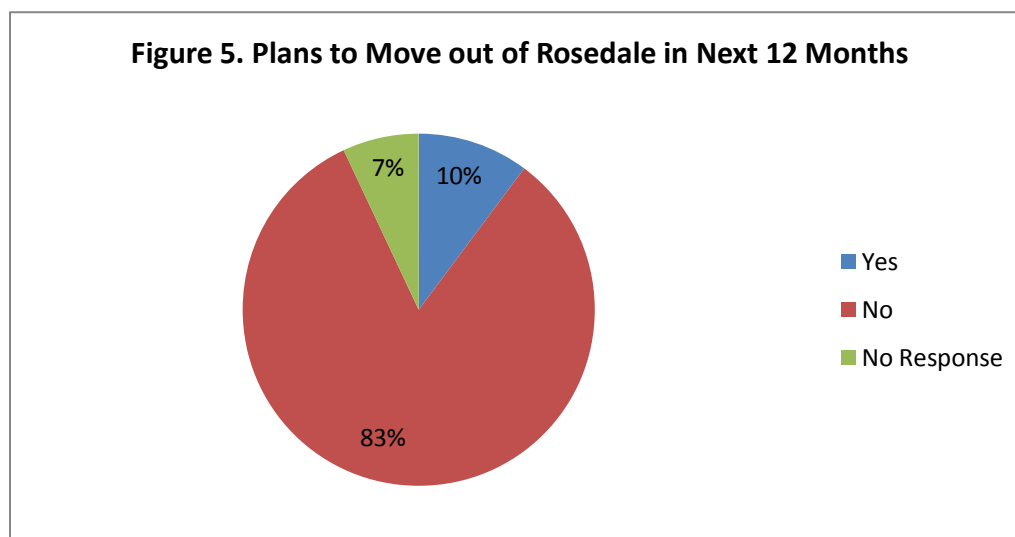
When asked about the length of time they had spent living in Rosedale, approximately half of respondents (n=402) indicated they had lived in Rosedale for 10 or more years. About 6% (n=52) reported that they had lived in Rosedale for less than a year (see Figure 3).



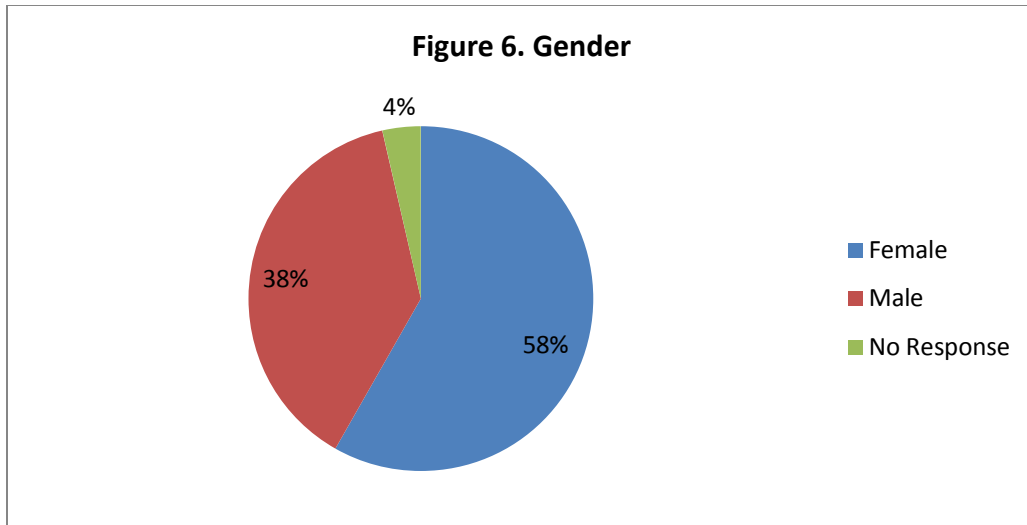
A large majority of respondents (90%, n=731) reported that they were not students at the University of Kansas Medical Center. As shown in Figure 4, only about 5% (n=39) reported that they attend school at the University of Kansas Medical Center (KUMC).



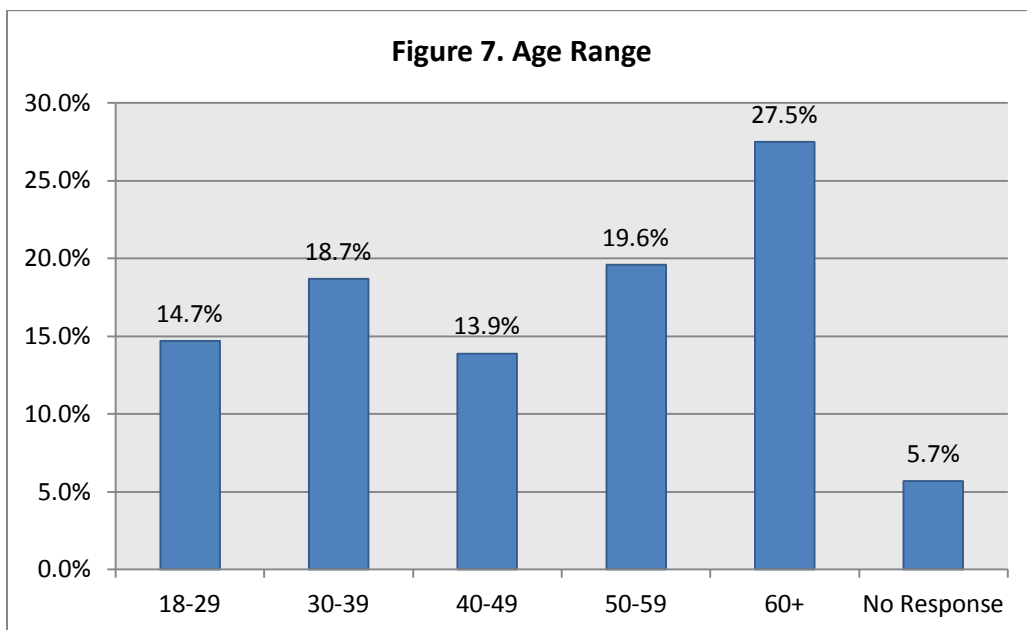
When asked if they had any plans to move out of Rosedale within the next 12 months, about 10% (n=83) reported that they did have plans to leave the area within the next 12 months whereas 83% (n=672) do not have any plans to do so (see Figure 5).



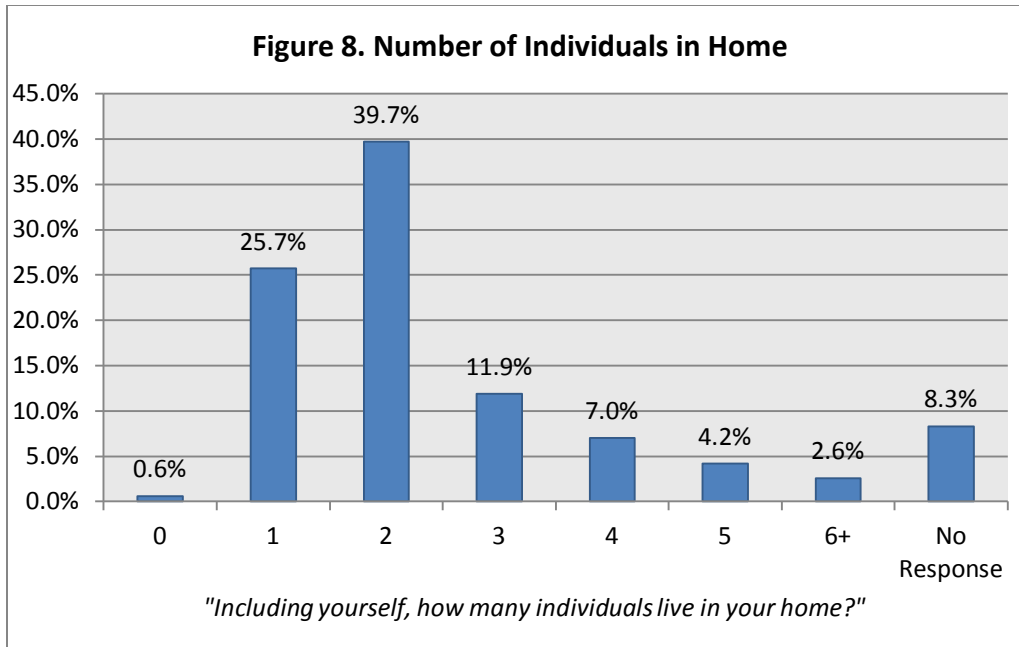
Approximately 58% (n=473) of survey participants were female and 38% (n=310) were male (see Figure 6).



Approximately 28% (n=223) of participants indicated they were 60 years or older, making this the age group represented by the largest number of individuals in this survey. Ages 50-59 years (~20%, n=159) and 30-39 years (~19%, n=152) were the second and third most represented age ranges, respectively (see Figure 7).



Survey participants were asked to report how many individuals reside in their home (see Figure 8). Two individuals living in the home was the most commonly reported answer (39.7%, n=322). Approximately one-fourth of respondents (25.7%, n=209) indicated they lived by themselves.

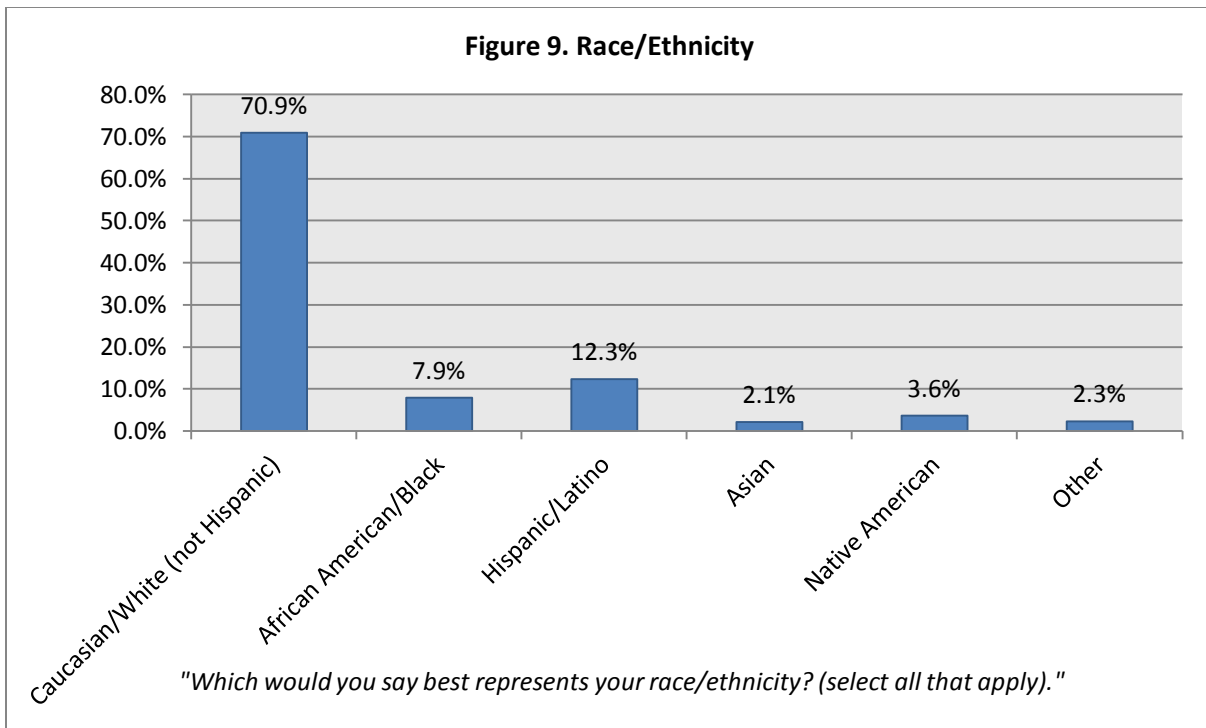


Most participants either gave no answer or reported that they do not have children or young adults living in their home (see Table 1). Overall, 7.8% (n=63) reported having at least one child in preschool, 9% (n=73) have at least one child in elementary school, and 5.3% (n=43) have one child or more in middle school. Additionally, 7.7% (n=63) have at least one high school student and 7.8% (n=64) have at least one college/trade school student in their household.

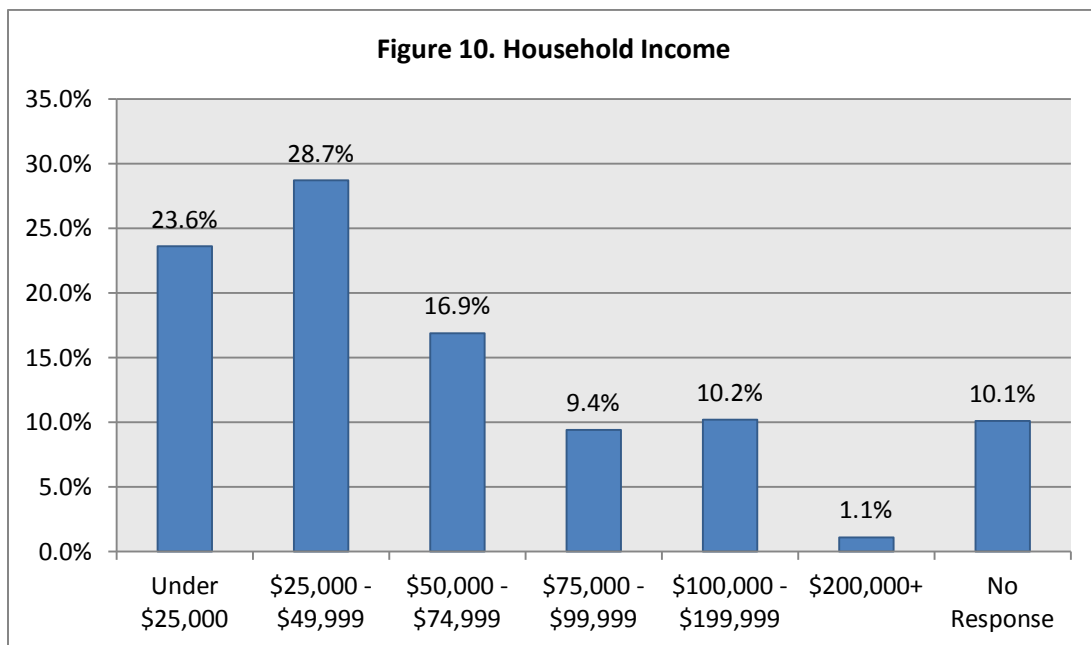
Table 1. Number of Children/Young Adults Living in Home

School Level	Number of Children/Young Adults				
	No Response	0	1	2	3 or 4
Preschool	519 (63.9%)	230 (28.3%)	43 (5.3%)	16 (2.0%)	4 (0.5%)
Elementary	512 (63.1%)	227 (28.0%)	44 (5.4%)	22 (2.7%)	7 (0.9%)
Middle school	538 (66.3%)	231 (28.4%)	39 (4.8%)	3 (0.4%)	1 (0.1%)
High School	522 (64.3%)	227 (28.0%)	51 (6.3%)	10 (1.2%)	2 (0.2%)
College or Trade School	533 (65.6%)	215 (26.5%)	45 (5.5%)	17 (2.1%)	2 (0.2%)

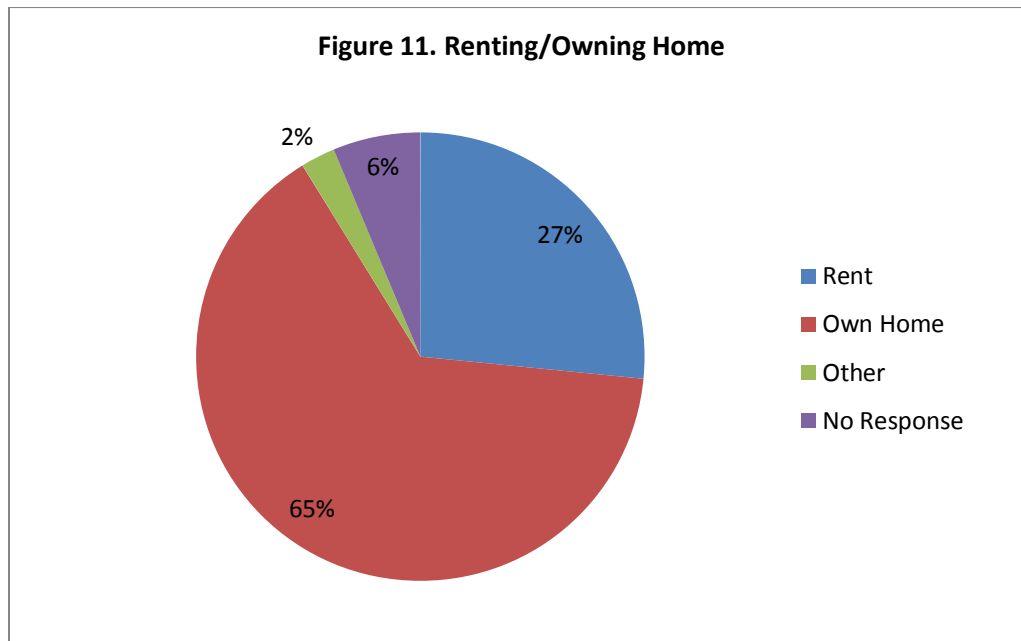
When asked to report what best represents their race/ethnicity, a majority of respondents chose Caucasian/White (70.9%, n=576), followed by Hispanic/Latino (12.3%, n=100), African American/Black (7.9%, n=64), Native American (3.6%, n=29), and Asian (2.1%, n=17). About 2% indicated "Other" as their race/ethnicity, with most of these respondents listing biracial/mixed race or stating they would prefer not to answer (see Figure 9).



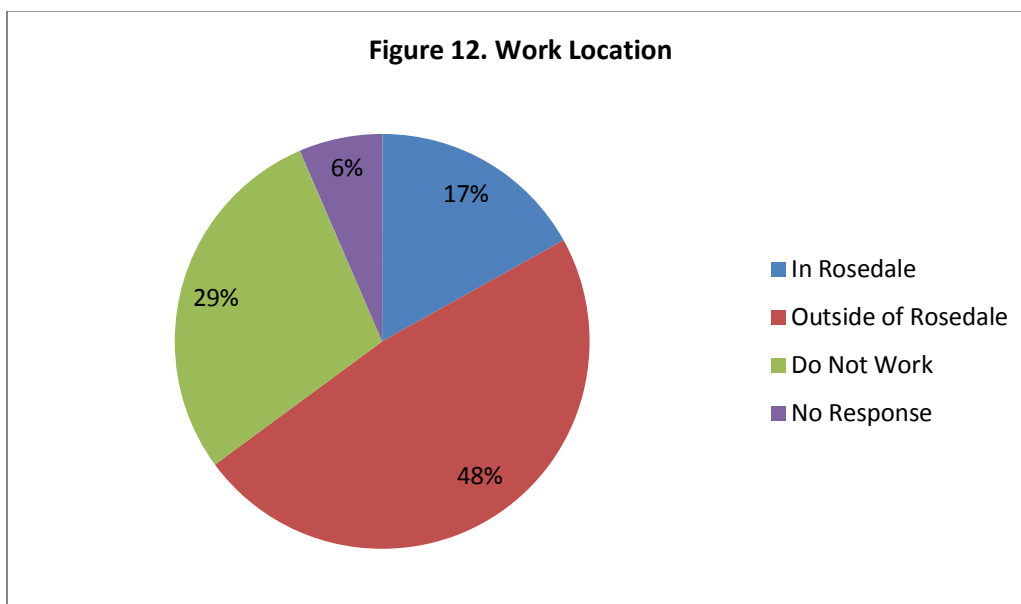
Roughly one-half of respondents reported less than \$50,000 as an annual household income. A household income falling within the range of \$25,000 - \$49,999 per year was the most commonly reported (28.7%, n=233). Approximately 1% of respondents (n=9) reported an income of \$200,000 or more per year (see Figure 10).



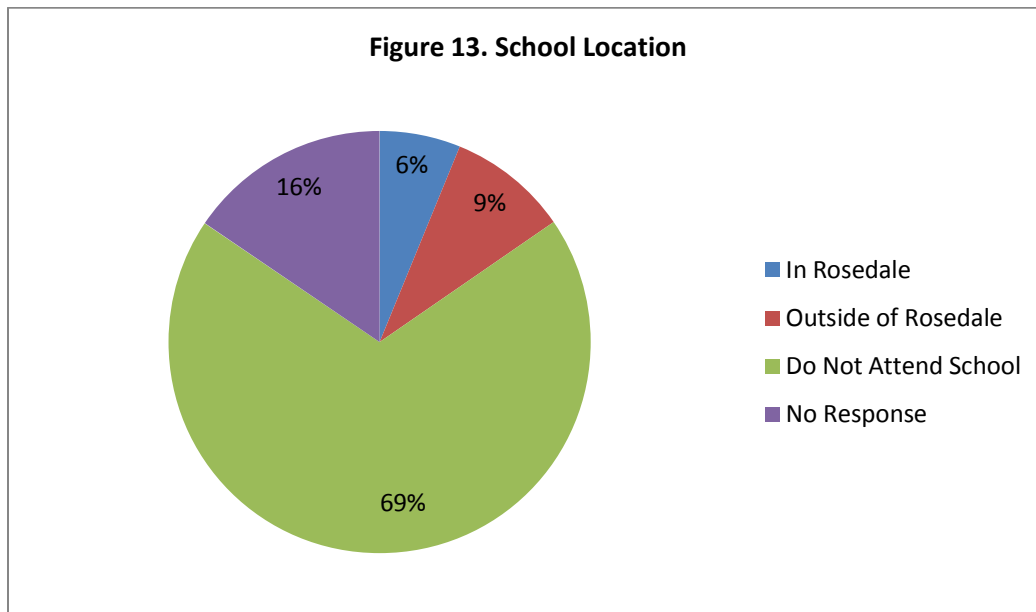
About two-thirds of survey participants (65%, n=535) indicated that they own their home while 27% (n=216) reported renting (see Figure 11). Of the 2% that answered “Other” to this question, their responses included that they were a business owner or a landlord in the area (n=3), they had a family member who owned the house they were living in (n=2), or that they were living in public housing (n=1).



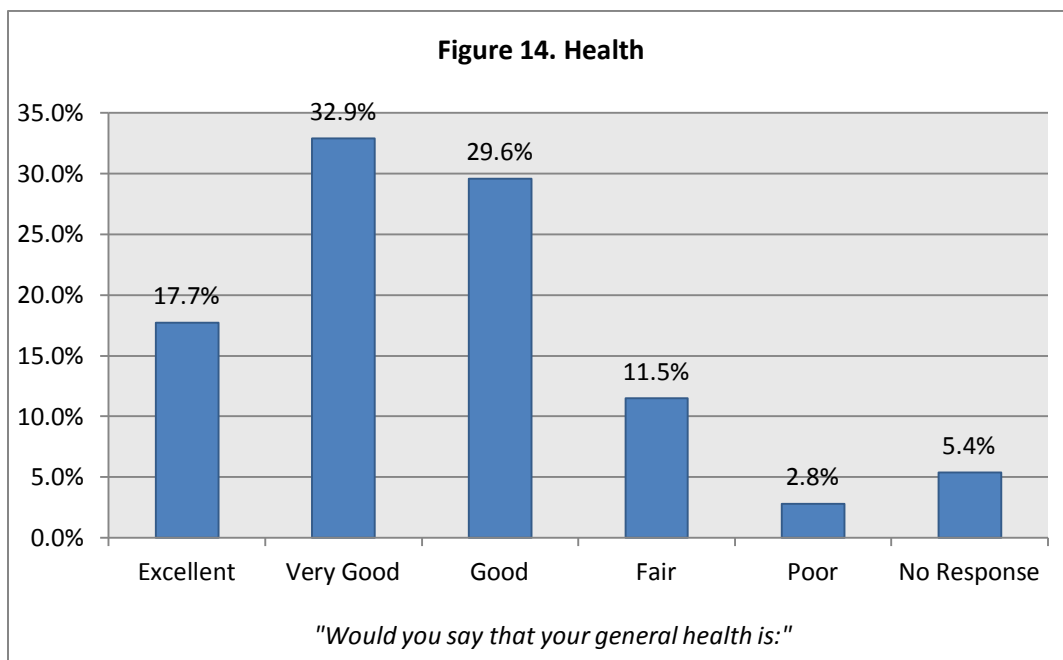
About half of respondents (n=390) indicated that they work somewhere outside of Rosedale while 17% (n=137) work in Rosedale. Twenty-nine percent (n=232) reported that they are not employed (see Figure 12).



A majority of survey participants (69%, n=561) do not attend school while 6% (n=50) attend a school located in Rosedale and 9% (n=75) attend a school located outside of Rosedale (see Figure 13).



When asked to report their level of general health, 50.6% of respondents (n=412) reported either very good or excellent. About 14% of respondents (n=116) considered their health to be either fair or poor (see Figure 14).



Housing/Residential Living

Respondents were asked to indicate how satisfied they were with various housing/residential issues (see Table 2). In this section, image of their neighborhood was the issue that respondents showed the greatest amount of dissatisfaction with as 29.2% responded they were not at all satisfied or very dissatisfied, followed by condition of housing in their neighborhood (25% expressing dissatisfaction). In contrast, the issues of which respondents were the most satisfied included the expansion of KU Medical Center/ University of Kansas Hospital within Rosedale (52% reporting being very or extremely satisfied) and the availability of affordable housing (35.1% reporting being very or extremely satisfied). The issues about which participants seemed to be most unsure were the availability of senior/elderly housing (52.9% responding “I don’t know”) and the effectiveness of their neighborhood group (44.6% responding “I don’t know”).

Table 2. Satisfaction with Housing/Residential Issues

	Not at all Satisfied	Very Dissatisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	I Don't Know	No Response
Availability of affordable housing	33 (4.1%)	36 (4.4%)	286 (35.3%)	220 (27.0%)	66 (8.1%)	144 (17.7%)	27 (3.3%)
Availability of quality housing	38 (4.7%)	128 (15.8%)	344 (42.3%)	126 (15.5%)	29 (3.6%)	115 (14.3%)	32 (3.9%)
Availability of senior/elderly housing	62 (7.7%)	100 (12.3%)	111 (13.6%)	54 (6.6%)	17 (2.1%)	430 (52.9%)	38 (4.7%)
Condition of housing in your neighborhood	55 (6.9%)	147 (18.1%)	400 (49.1%)	132 (16.2%)	39 (4.8%)	9 (1.2%)	30 (3.7%)
Image of your neighborhood	67 (8.2%)	171 (21.0%)	338 (41.6%)	146 (17.9%)	51 (6.3%)	8 (1.1%)	31 (3.8%)
Current mix of housing options (multi-family, condos, single family homes, etc.)	39 (4.9%)	91 (11.2%)	298 (36.6%)	199 (24.4%)	41 (5.0%)	114 (14.1%)	30 (3.7%)
Effectiveness of your neighborhood group (if applicable)	54 (6.6%)	63 (7.7%)	126 (15.6%)	93 (11.4%)	54 (6.6%)	362 (44.6%)	60 (7.4%)
Expansion of KU Medical Center/University of KS Hospital within Rosedale	32 (3.9%)	46 (5.7%)	201 (24.8%)	232 (28.5%)	191 (23.5%)	83 (10.3%)	27 (3.3%)

Survey participants were also asked how they felt about the shift in the development of new residential properties and changes in the look and feel of the community. Of the 465 survey respondents who answered this question, 282 (60.6%) expressed positive feelings on the topic. The following quote

captures how most respondents felt about the development of new properties and the look and feel of the community.

“I think Rosedale is on a positive path as far as community improvement. I love my community and want to see it continue to grow to be even safer and more vibrant.”

On the other hand, 57 individuals (12.3%) expressed negative views and the following quote sums up how many feel.

“Too many changes and not always for the good of the community. What happened to the community center?”

Sixty-six individuals (14.2%) reported they were unaware of any changes or were new residents to the area so were unsure.

“In my area, there really isn't anything noticeable. I don't feel that enough is being done to bring standards up.”

Finally, 60 respondents (12.9%) were neutral on the subject or did not provide an answer that pertained to the question.

“Some we like, some we don't like.”

Parks and Recreation

In this section, survey participants were asked to indicate what factors would increase their use of parks, recreation and cultural resources. Almost 80% of respondents indicated an increased awareness of programs as well as additional facilities and services were important factors (see Table 3). In contrast, approximately 40% of respondents indicated increased accessibility and expanded hours of operation would NOT encourage them to increase their use of parks, recreation, and cultural resources.

For those participants who listed “Other,” their responses included the following factors: better sidewalk and road conditions/accessibility (particularly for Rosedale Park) (n=22), increased surveillance/safety (n=15), less trash/increased cleanliness (n=10), and the addition of a community center (n=12). Several people indicated an interest in a dog park and increased availability of bike lanes.

Table 3. Factors That Would Increase Use of Parks, Recreation and Cultural Resources

	Yes	No	No Response
Increased awareness of programs	646 (79.6%)	113 (13.9%)	53 (6.5%)
Lower pricing/user fees	423 (52.1%)	294 (36.2%)	95 (11.7%)
Improved quality of equipment	548 (67.5%)	161 (19.8%)	103 (12.7%)
Additional facilities and services	598 (73.6%)	129 (15.9%)	85 (10.5%)
Additional programs	539 (66.4%)	178 (21.9%)	95 (11.7%)
Expanded hours of operation	410 (50.5%)	303 (37.3%)	99 (12.2%)
Increased accessibility (i.e. design of facilities for people with disabilities)	400 (49.3%)	308 (37.9%)	104 (12.8%)
Safer/more convenient routes from my home	471 (58.0%)	189 (23.3%)	152 (18.7%)
Increased personal safety	495 (61.0%)	174 (21.4%)	143 (17.6%)

Survey participants were also asked about how satisfied they were with various parks in Rosedale, including Whitmore Park, Rosedale Park, Fisher Park, and Mt. Marty Park (see Table 4). A significant portion of respondents reported never having been to Whitmore Park (50.4%), Fisher Park (54.4%), or Mt. Marty Park (40.3%). In general, respondents seem to be satisfied with Rosedale Park, with 35.8% (n=291) reporting being moderately satisfied and 36% (n=292) reporting being very or extremely satisfied. However, respondents indicate a lower level of satisfaction with Mt. Marty Park, as 17.8% (n=144) report being not at all satisfied or very dissatisfied in comparison to 12.6% (n=102) being very or extremely satisfied. In the “Other” comments section, a number of people expressed their dissatisfaction with safety at the various parks and indicated they feel they cannot bring their families to these parks due to concerns for their welfare (n=16).

Table 4. Respondents' Satisfaction with Parks as Places To Be Used By Themselves and Their Families

	Not at all Satisfied	Very Dissatisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	Never Been There	No Response
Whitmore Park (Southwest Blvd & Mill)	31 (3.8%)	44 (5.4%)	152 (18.7%)	104 (12.8%)	30 (3.7%)	409 (50.4%)	42 (5.2%)
Rosedale Park (Mission & 40th)	33 (4.1%)	45 (5.5%)	291 (35.8%)	199 (24.5%)	93 (11.5%)	117 (14.4%)	34 (4.2%)
Fisher Park (39th & Springfield)	34 (4.2%)	60 (7.4%)	162 (20.0%)	56 (6.9%)	10 (1.2%)	442 (54.4%)	48 (5.9%)
Mt Marty Park (Rosedale Arch)	46 (5.7%)	98 (12.1%)	193 (23.8%)	73 (9.0%)	29 (3.6%)	327 (40.3%)	46 (5.7%)

Transportation

Regarding transportation issues, the availability, condition, and accessibility of sidewalks were all concerns with which people reported the least amount of satisfaction (see Table 5). Over half of respondents (53.6%, n=435) reported being not at all satisfied or very dissatisfied with the availability of sidewalks, 59.1% (n=480) reported being dissatisfied with the condition of sidewalks, and 45.6% (n=370) reported being dissatisfied with the accessibility of sidewalks. About two-thirds of survey participants (n=539) reported being moderately satisfied to extremely satisfied with the availability of parking near their home.

Table 5. Satisfaction with Transportation Issues in Rosedale

	Not at all Satisfied	Very Dissatisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	I Don't Know	No Response
Availability of sidewalks	233 (28.7%)	202 (24.9%)	252 (31.0%)	65 (8.0%)	14 (1.7%)	18 (2.2%)	28 (3.4%)
Condition of sidewalks	237 (29.2%)	243 (29.9%)	217 (26.7%)	53 (6.5%)	6 (0.7%)	24 (3.0%)	32 (3.9%)
Accessibility of sidewalks (ramps, curb extensions, safe crossing, etc)	198 (24.4%)	172 (21.2%)	226 (27.8%)	87 (10.7%)	15 (1.8%)	77 (9.5%)	37 (4.6%)
Availability of bike lanes	141 (17.4%)	160 (19.7%)	207 (25.5%)	84 (10.3%)	28 (3.4%)	155 (19.1%)	37 (4.6%)
Accessibility of bike lanes (wide paved shoulders, connected)	132 (16.3%)	176 (21.7%)	179 (22.0%)	83 (10.2%)	28 (3.4%)	173 (21.3%)	41 (5.0%)
Condition of roadways	128 (15.8%)	159 (19.6%)	378 (46.6%)	96 (11.8%)	8 (1.0%)	13 (1.6%)	30 (3.7%)
Bus service	73 (9.0%)	72 (8.9%)	189 (23.3%)	76 (9.4%)	22 (2.7%)	346 (42.6%)	34 (4.2%)
Availability of parking near my home	74 (9.1%)	116 (14.3%)	259 (31.9%)	186 (22.9%)	94 (11.6%)	50 (6.2%)	33 (4.1%)

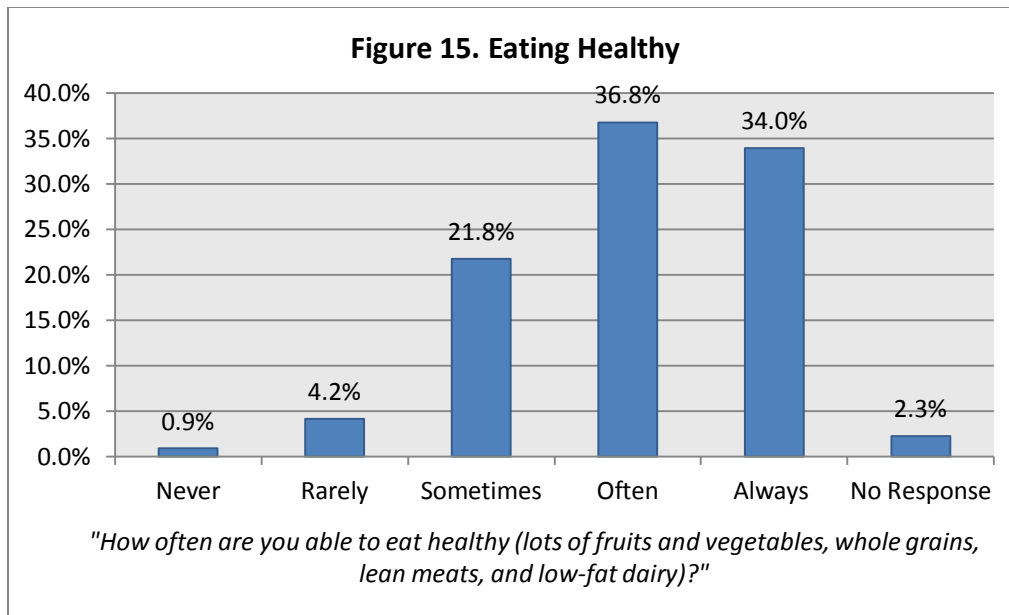
Healthy Lifestyles

Survey participants were asked to report whether they or one of their family members had participated in various Rosedale programs. If they gave an affirmative response, then they were to indicate whether the program resulted in being more physically active (see Table 6). A majority of respondents answered that they had not participated in any of the programs. For those who did participate, basketball was the program that the most number of people felt had increased their physical activity (6%, n=49), followed by Healthy Kids Carnival (5.7%, n=46). Several individuals who indicated they did not participate in any of the programs left comments in the “Other” section. These individuals reported being unaware that any of the listed programs were available (n=27). Additionally, many of these individuals were curious about how to find more information about these particular programs.

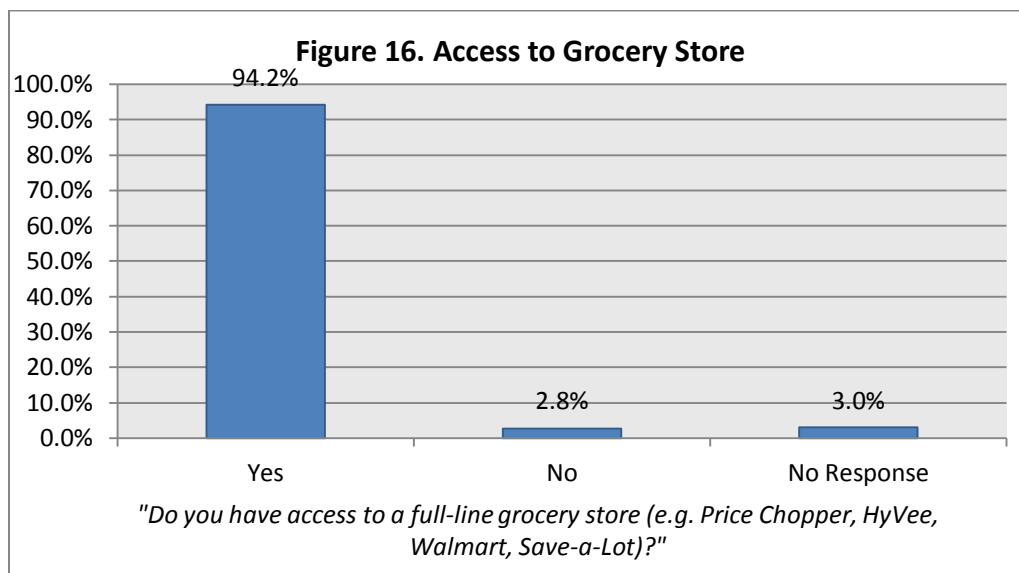
Table 6. More Physically Active Because of Program Participation

	Yes	No	Did Not Participate	No Response
Healthy Kids Carnival	46 (5.7%)	26 (3.2%)	696 (85.7%)	44 (5.4%)
Healthy Halloween	40 (4.9%)	32 (3.9%)	696 (85.7%)	44 (5.4%)
Bike Rodeo	29 (3.6%)	24 (3.0%)	715 (88.1%)	44 (5.4%)
Play Street	18 (2.2%)	28 (3.4%)	721 (88.8%)	45 (5.5%)
Soccer	43 (5.3%)	30 (3.7%)	693 (85.3%)	46 (5.7%)
Basketball	49 (6.0%)	27 (3.3%)	691 (85.1%)	45 (5.5%)
Kickball	29 (3.6%)	29 (3.6%)	707 (87.1%)	47 (5.8%)
Volleyball	27 (3.3%)	28 (3.4%)	708 (87.2%)	49 (6.0%)
Walking School Bus	37 (4.6%)	32 (3.9%)	697 (85.8%)	46 (5.7%)
International Walk to School Day	31 (3.8%)	32 (3.9%)	701 (86.3%)	48 (5.9%)
Bike-In Movie	31 (3.8%)	23 (2.8%)	687 (84.6%)	71 (8.7%)

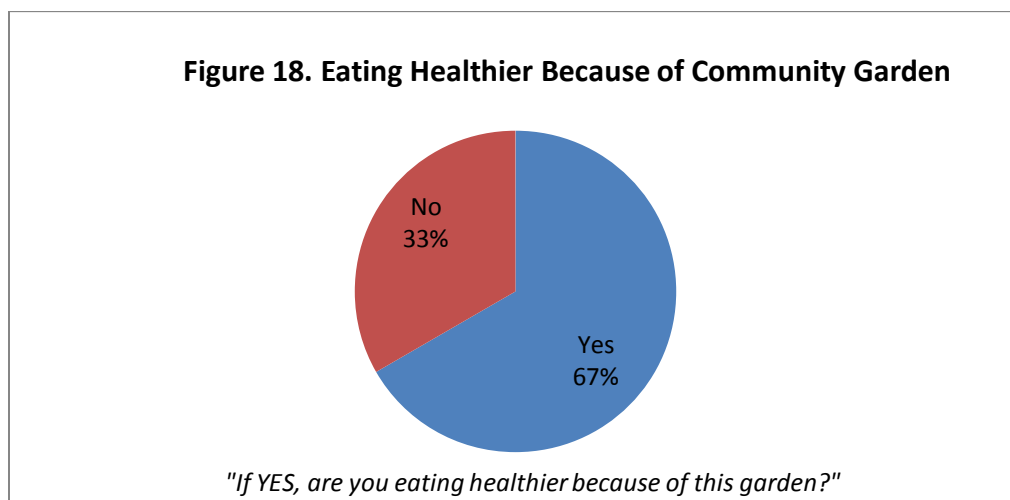
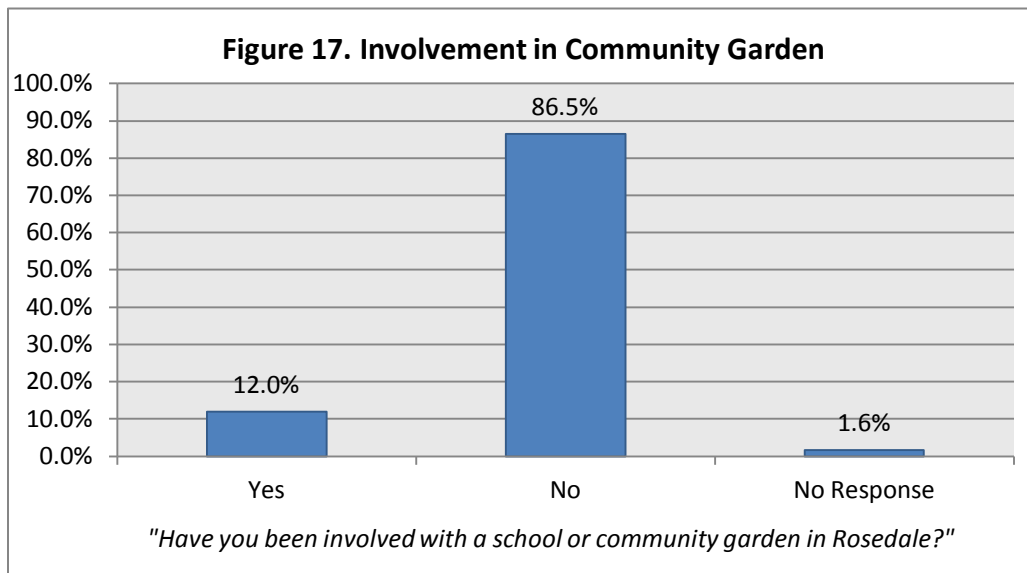
When asked how often they are able to eat healthy, most respondents reported they were able to eat healthy often (36.8%, n=299) or always (34.0%, n=276). Approximately 5% (n=41) of respondents reported they were never or rarely able to eat healthy (see Figure 15).



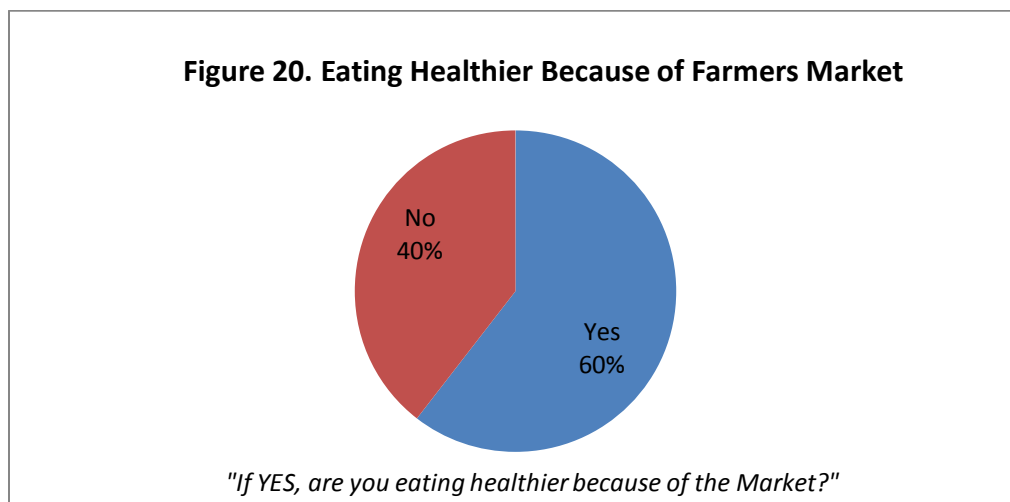
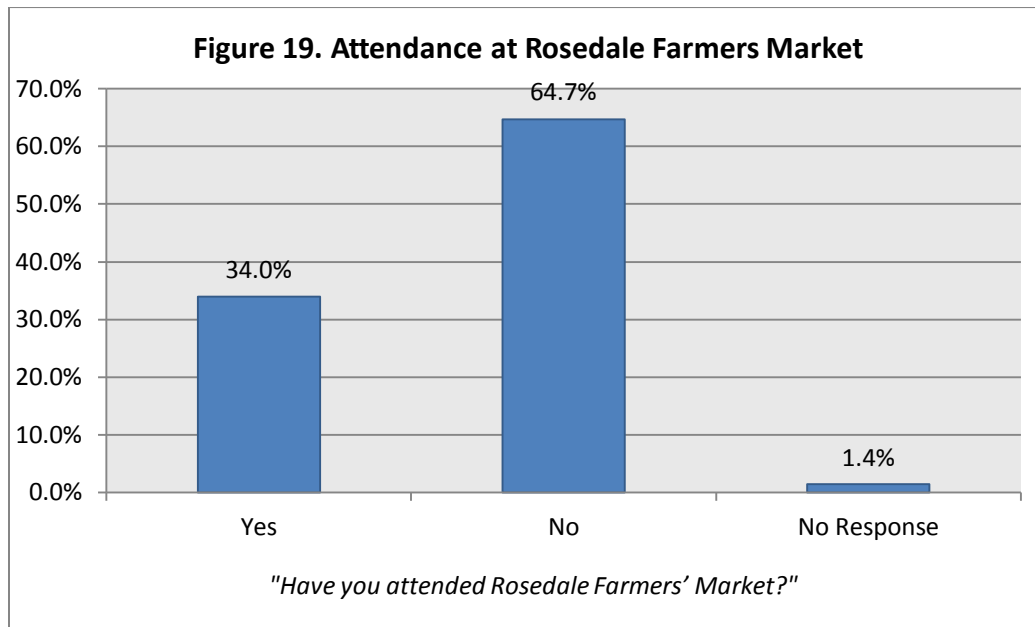
Approximately 95% (n=765) of survey participants reported they have access to a full-line grocery store such as Price Chopper, HyVee, and Walmart (see Figure 16). Around 3% (n=23) indicated a lack of access with comments including an absence of any grocery stores close to where they live or that transportation was an issue in getting to a nearby grocery store. One person commented, "I don't care for any of the stores near me. The service is usually not good and the store is dirty." Another commented, "I have access but have to cross county lines to shop. Would like to keep my money in Rosedale."



A majority of respondents (86.5%, n=702) reported not being involved with a school or community garden in Rosedale while about 12% (n=97) responded affirmatively (see Figure 17). Community garden participants were asked if they were eating healthier because of their involvement with the garden. Of the 84 people who responded to this question, more than two-thirds (n=56) felt that they were eating healthier while about one-third (n=28) felt that they were not (see Figure 18).



Approximately one-third (34%, n=276) of participants indicated that they have attended the Rosedale Farmers Market (see Figure 19). Of the 243 respondents who answered the question of whether or not they were eating healthier because of the market, 60% (n=147) felt that they were while 40% (n=96) did not (see Figure 20).



Community Safety and Protection

In this section, respondents expressed the most satisfaction with fire protection (51.6% reported being very or extremely satisfied) and response time of public safety personnel (42.5% reported being very or extremely satisfied) (see Table 7). In contrast, issues with the greatest amount of dissatisfaction included street lighting (27.8% either not at all satisfied or very dissatisfied) and animal control (26.9% not at all satisfied or very dissatisfied).

Table 7. Satisfaction with Community Safety and Protection Issues

	Not at all Satisfied	Very Dissatisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	I Don't Know	No Response
Police protection	57 (7.0%)	61 (7.5%)	331 (40.8%)	242 (29.8%)	51 (6.3%)	47 (5.8%)	23 (2.8%)
Police visibility	75 (9.2%)	129 (15.9%)	295 (36.3%)	205 (25.2%)	61 (7.5%)	22 (2.7%)	25 (3.1%)
Enforcement of local traffic laws	70 (8.6%)	87 (10.7%)	292 (36.0%)	201 (24.8%)	47 (5.8%)	86 (10.6%)	29 (3.2%)
Fire protection	11 (1.4%)	22 (2.7%)	162 (20.0%)	301 (37.1%)	118 (14.5%)	172 (21.1%)	26 (3.2%)
Response time of public safety personnel (ambulance, police, etc)	29 (3.6%)	36 (4.4%)	183 (22.5%)	242 (29.8%)	103 (12.7%)	193 (23.8%)	26 (3.2%)
Animal control	110 (13.5%)	109 (13.4%)	206 (25.4%)	138 (17.0%)	40 (4.9%)	187 (23.0%)	22 (2.7%)
Code enforcement	90 (11.1%)	115 (14.2%)	216 (26.6%)	136 (16.7%)	46 (5.7%)	186 (22.9%)	23 (2.8%)
Street lighting	86 (10.6%)	140 (17.2%)	308 (37.9%)	185 (22.8%)	55 (6.8%)	15 (1.8%)	23 (2.8%)

Sense of Community/Built Environment

When asked to rate the importance of the availability of programs, events and features of the community, most respondents placed much importance on each of the listed items. Greater than 75% of respondents indicated the availability of parks and playgrounds was very or extremely important to the Rosedale community. Additionally, the majority of individuals (n=63%) indicated the availability of programs for youth ages 6 to 17 years was very or extremely important (see Table 8). Most participants also rated historical preservation, special events, organized recreational programs and the availability of a gymnasium as very or extremely important. Only a few individuals indicated these were not at all important or only slightly important.

Table 8. Importance of the Following Being Available in Rosedale

	Not at All Important	Slightly Important	Moderately Important	Very Important	Extremely Important	I Don't Know	No Response
Health, fitness, and wellness programs	29 (3.6%)	52 (6.4%)	133 (16.4%)	283 (34.9%)	233 (28.7%)	54 (6.7%)	28 (3.4%)
Special events	34 (4.2%)	74 (9.1%)	248 (30.5%)	216 (26.6%)	119 (14.7%)	81 (10.0%)	40 (4.9%)
Organized recreational programs/classes (e.g. sport leagues)	40 (4.9%)	73 (9.0%)	180 (22.2%)	266 (32.8%)	158 (19.5%)	66 (8.1%)	29 (3.6%)
Availability of a gymnasium	39 (4.8%)	71 (8.7%)	147 (18.1%)	251 (30.9%)	207 (25.5%)	67 (8.3%)	30 (3.7%)
Historical preservation	26 (3.2%)	52 (6.4%)	165 (20.3%)	249 (30.7%)	229 (28.2%)	59 (7.3%)	32 (3.9%)
Parks and playgrounds	13 (1.6%)	17 (2.1%)	90 (11.1%)	276 (34.0%)	349 (43.0%)	32 (3.9%)	35 (4.3%)
Programs for preschool (ages 0-5)	31 (3.8%)	39 (4.8%)	99 (12.2%)	227 (28.0%)	242 (29.8%)	141 (17.4%)	33 (4.1%)
Programs for youth (ages 6-17)	26 (3.2%)	33 (4.1%)	87 (10.7%)	235 (28.9%)	283 (34.9%)	117 (14.4%)	31 (3.8%)
Programs for adults (ages 18-54)	28 (3.4%)	60 (7.4%)	151 (18.6%)	216 (26.6%)	217 (26.7%)	109 (13.4%)	31 (3.8%)
Programs for older adults (ages 55+)	25 (3.1%)	47 (5.8%)	136 (16.7%)	218 (26.8%)	249 (30.7%)	107 (13.2%)	30 (3.7%)
Programs for individuals with special needs/disabilities	21 (2.6%)	28 (3.4%)	113 (13.9%)	227 (28.0%)	287 (35.3%)	107 (13.2%)	29 (3.6%)

In this section, survey participants were asked to report their satisfaction levels with various aspects of Rosedale (see Table 9). Overall, 52.8% (n=330) were very or extremely satisfied and 38.4% (n=277) moderately satisfied with Rosedale as a place to live. About 20% of respondents (n=160) reported being not at all satisfied or very dissatisfied with Rosedale as a place to raise children and 20.4% (n=166) reported being not at all satisfied or very dissatisfied with Rosedale as a place to attend school.

Table 9. Satisfaction with Rosedale

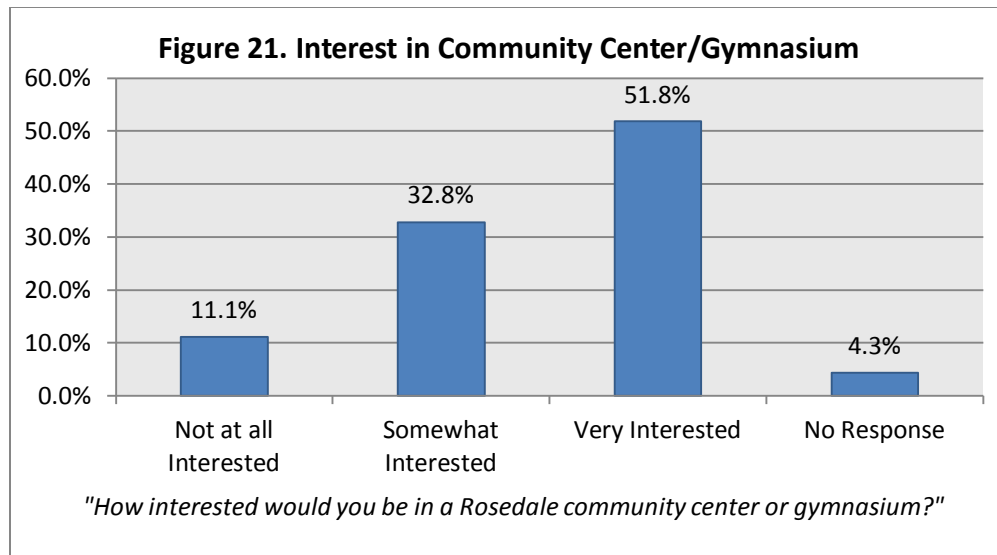
	Not at all Satisfied	Very Dissatisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	Not Applicable	No Response
As a place to live	29 (3.6%)	42 (5.2%)	277 (34.1%)	213 (38.4%)	117 (14.4%)	10 (1.2%)	25 (3.1%)
As a place to raise children	52 (6.4%)	108 (13.3%)	217 (26.7%)	135 (16.6%)	55 (6.8%)	212 (26.1%)	33 (4.1%)
As a place to work	45 (5.5%)	47 (5.8%)	182 (22.4%)	145 (17.9%)	63 (7.8%)	292 (36.0%)	38 (4.7%)
As a place to attend school	74 (9.1%)	92 (11.3%)	180 (22.2%)	108 (13.3%)	36 (4.4%)	287 (35.3%)	35 (4.3%)
As a place to retire	74 (9.1%)	77 (9.5%)	202 (24.9%)	146 (18.0%)	66 (8.1%)	214 (26.4%)	33 (4.1%)

As shown in Table 10, respondents indicated the most common barriers to their participation in Rosedale programs and facilities, which included information (57.3%) and not having enough time (40.3%). About half of respondents reported that transportation (52.1%) and language (53.4% responding no) were NOT barriers to participation. A majority of survey responses in the “Other” section included comments that they are simply unaware of what programs and facilities are available in Rosedale (n=28).

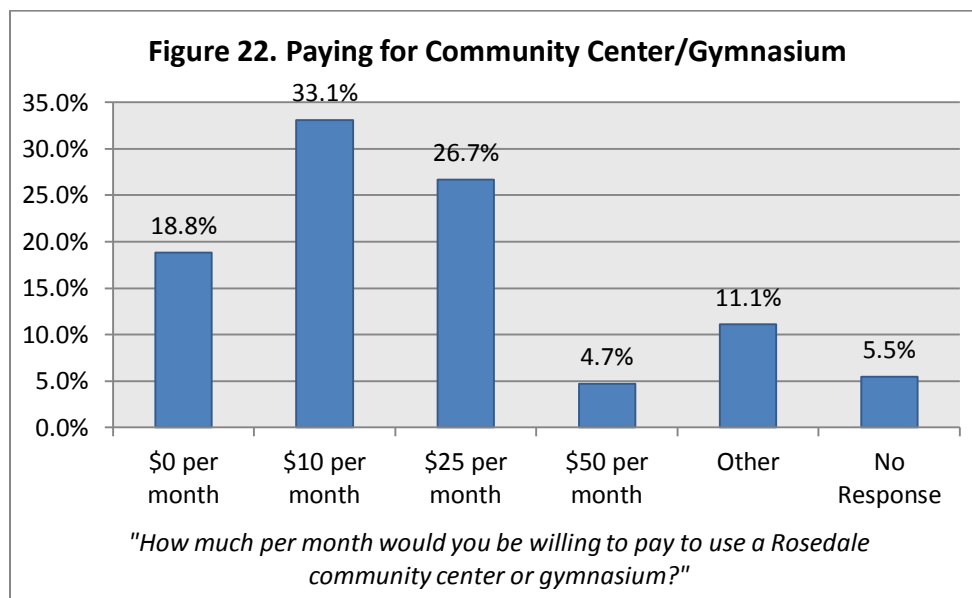
Table 10. Barriers to Participation in Rosedale Programs and Facilities

Potential Barrier	Yes	No	Unsure	No Response
Cost of program	125 (15.4%)	268 (33.0%)	352 (43.3%)	67 (8.3%)
Out-dated facilities	213 (26.2%)	179 (22.0%)	353 (43.5%)	67 (8.3%)
Accommodations for special needs/disabilities	97 (11.9%)	297 (36.6%)	344 (42.4%)	74 (9.1%)
Cleanliness	221 (27.2%)	228 (28.1%)	288 (35.5%)	75 (9.2%)
Information	465 (57.3%)	133 (16.4%)	152 (18.7%)	62 (7.6%)
Maintenance	236 (29.1%)	221 (27.2%)	282 (34.7%)	73 (9.0%)
Parking	201 (24.8%)	281 (34.6%)	255 (31.4%)	75 (9.2%)
Signage	233 (28.7%)	248 (30.5%)	252 (31.0%)	79 (9.7%)
Not having enough time	327 (40.3%)	213 (26.2%)	203 (25.0%)	69 (8.5%)
Not interested in what is provided	196 (24.1%)	253 (31.2%)	295 (36.3%)	68 (8.4%)
Pedestrian access	212 (26.1%)	288 (35.5%)	237 (29.2%)	75 (9.2%)
Safety concerns	274 (33.7%)	277 (34.1%)	191 (23.5%)	70 (8.6%)
Transportation	122 (15.0%)	423 (52.1%)	195 (24.0%)	72 (8.9%)
Language	67 (8.3%)	434 (53.4%)	188 (23.2%)	123 (15.1%)

When asked about their level of interest in having a Rosedale community center or gym, about half of respondents reported that they were very interested (51.8%, n=421). Only 11.1% (n=90) expressed that they had no interest (see Figure 21).



Ten dollars (\$10) per month was the most popular response for the amount respondents would be willing to pay to use a community center or gym (33.1%, n=269) (see Figure 22), while about 20% (n=153) answered they would not be willing to pay (i.e., \$0 month). For those who responded “Other” (11.1%, n=90), most commented the amount they would be willing to pay would largely depend on what services would be available at the community center. Responses ranged from \$5 to \$150 if exercise programs were available. Many individuals indicated a desire for a pool at the community center and stated they would be willing to pay more per month if a pool was available. Several comments also expressed interest in having family-based pricing rather than individual.



Respondents expressed the most interest in having swim lessons/aquatic programs (47.5%) and arts and crafts programs (47.2%) available for their household (see Table 11). A majority of respondents indicated their household did NOT have a need for youth athletic leagues (71.3%) or after school

programs (71.7%). Participants were also asked to suggest other programs of interest. Common responses included exercise classes or programs (n=14), programs and activities for seniors (n=5), and nutrition/cooking classes (n=5).

Table 11. Households' Need for Programs

Program	Yes	No	No Response
Athletic leagues – youth	187 (23.0%)	579 (71.3%)	46 (5.7%)
Athletic leagues – adult	294 (36.2%)	468 (57.6%)	50 (6.2%)
Swim lessons/aquatic programs	386 (47.5%)	387 (47.7%)	39 (4.8%)
After school programs	180 (22.2%)	582 (71.7%)	50 (6.2%)
Summer camps – youth	198 (24.4%)	566 (69.7%)	48 (5.9%)
Arts and crafts programs	383 (47.2%)	384 (47.3%)	45 (5.5%)

Future Direction

When asked to rate the level of importance of factors upon which Rosedale should focus, Rosedale residents placed much emphasis on fighting crime (84.9% responding it was very or extremely important), fighting blight (80% responding it was very or extremely important), and sidewalks and trails (77.4% responding very or extremely important) (see Tables 12, 13, and 14). Most respondents rated the importance of infrastructure, such as beautification of public areas, minor home repairs, natural and green space, and attracting new businesses as very to extremely important. In contrast, other areas, such as new multi-family housing, new mixed-use centers, and new senior housing received mixed responses.

Table 12. Services and Programs – Importance of Factors for Rosedale Community to Focus On

	Not at All Important	Slightly Important	Moderately Important	Very Important	Extremely Important	I Don't Know	No Response
Affordable youth programs	45 (5.5%)	46 (5.7%)	133 (16.4%)	259 (31.9%)	200 (24.6%)	87 (10.7%)	42 (5.2%)
Bus service	32 (3.9%)	40 (4.9%)	166 (20.4%)	218 (26.8%)	209 (25.7%)	103 (12.7%)	44 (5.4%)
Utility or food assistance	45 (5.5%)	58 (7.1%)	169 (20.8%)	172 (21.2%)	200 (24.6%)	115 (14.2%)	53 (6.5%)

Table 13. Infrastructure - Importance of Factors for Rosedale Community to Focus On

	Not at All Important	Slightly Important	Moderately Important	Very Important	Extremely Important	I Don't Know	No Response
Beautification of public areas	17 (2.1%)	33 (4.1%)	155 (19.1%)	296 (36.5%)	251 (30.9%)	17 (2.1%)	43 (5.3%)
Minor home repair	15 (1.8%)	57 (7.0%)	195 (24.0%)	279 (34.4%)	194 (23.9%)	32 (3.9%)	40 (4.9%)
New single family housing	38 (4.7%)	71 (8.7%)	185 (22.8%)	190 (23.4%)	177 (21.8%)	107 (13.2%)	44 (5.4%)
New multi-family housing	135 (16.6%)	107 (13.2%)	182 (22.4%)	135 (16.6%)	93 (11.5%)	114 (14.0%)	46 (5.7%)
New senior housing	52 (6.4%)	74 (9.1%)	178 (21.9%)	170 (20.9%)	146 (18.0%)	142 (17.5%)	50 (6.2%)
Support and expand existing businesses	19 (2.3%)	28 (3.4%)	134 (16.5%)	273 (33.6%)	268 (33.0%)	47 (5.8%)	43 (5.3%)
New mixed use centers (housing/business combined)	66 (8.1%)	91 (11.2%)	192 (23.6%)	159 (19.6%)	137 (16.9%)	124 (15.3%)	43 (5.3%)
Parks and playgrounds	14 (1.7%)	22 (2.7%)	117 (14.4%)	284 (35.0%)	312 (38.4%)	24 (3.0%)	39 (4.8%)
Natural and green space (woods, streams, gardens)	17 (2.1%)	31 (3.8%)	114 (14.0%)	246 (30.3%)	340 (41.9%)	24 (3.0%)	40 (4.9%)
Sidewalks and trails	10 (1.2%)	19 (2.3%)	99 (12.2%)	258 (31.8%)	370 (45.6%)	18 (2.2%)	38 (4.7%)
Streets	9 (1.1%)	15 (1.8%)	121 (14.9%)	285 (35.1%)	326 (40.1%)	14 (1.7%)	42 (5.2%)
Attract new businesses	19 (2.3%)	34 (4.2%)	117 (14.4%)	163 (20.1%)	251 (30.9%)	153 (18.8%)	75 (9.2%)

Table 14. Community - Importance of Factors for Rosedale Community to Focus On

	Not at All Important	Slightly Important	Moderately Important	Very Important	Extremely Important	I Don't Know	No Response
Community events	17 (2.1%)	60 (7.4%)	231 (28.4%)	246 (30.3%)	171 (21.1%)	43 (5.3%)	44 (5.4%)
Promoting healthy lifestyles	27 (3.3%)	48 (5.9%)	148 (18.2%)	283 (34.9%)	246 (30.3%)	18 (2.2%)	42 (5.2%)
Fighting blight (abandoned properties, graffiti)	10 (1.2%)	22 (2.7%)	83 (10.2%)	245 (30.2%)	404 (49.8%)	14 (1.7%)	34 (4.2%)
Fighting crime	3 (0.4%)	13 (1.6%)	57 (7.0%)	220 (27.1%)	469 (57.8%)	14 (1.7%)	36 (4.4%)
Development of neighborhood groups	18 (2.2%)	59 (7.3%)	196 (24.1%)	265 (32.6%)	193 (23.8%)	42 (5.2%)	39 (4.8%)

Responses in the “Other” category for this topic represented a variety of factors. Many people expressed a desire for more restaurants (n=52), more retail and shopping options (n=35), and more grocery stores (n=38), particularly healthy food options such as Natural Grocers, Whole Foods, etc. Other common responses included coffee shops (n=12), fitness options such as gyms or pools (n=13), and gas stations (n=6). A number of individuals emphasized a preference for local or family-owned businesses over chains (n=23).

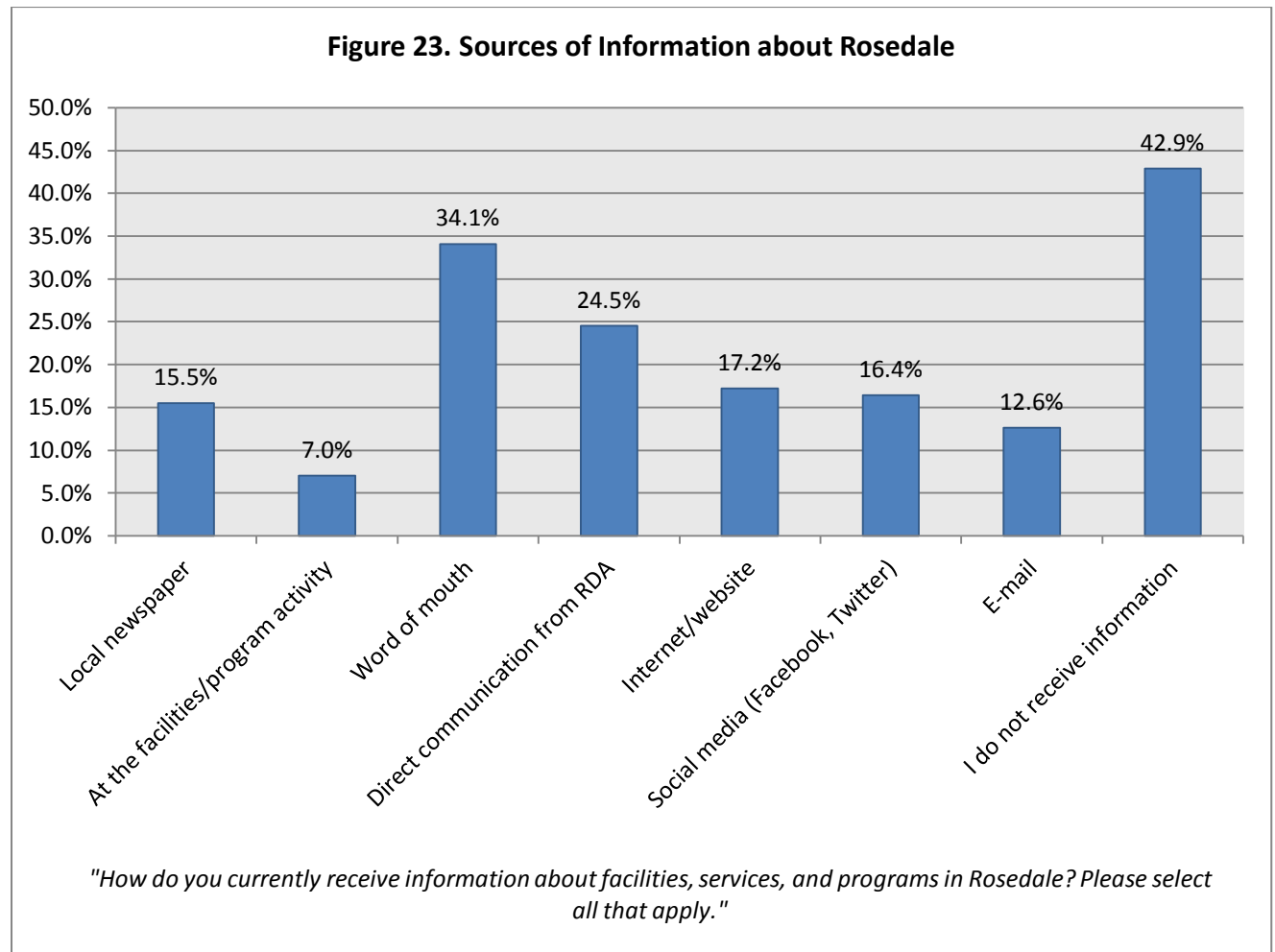
Survey participants also were asked to share additional comments or suggestions they had for the Rosedale Development Association (RDA). Two-hundred twenty-four (n=224) suggestions were shared and responses were wide-ranging. As shown in Table 15, about 20% of respondents (n=46) commented on the need for improving the availability and condition of sidewalks and curbs as well as improving the condition of roads. Thirty-one individuals (13.8%) expressed gratitude towards the RDA staff for their work and support it provides to the community. Approximately 12% (n=27) relayed interest in having increased availability of community services and amenities such as a swimming pool, a community center, and playgrounds. Twenty-one respondents (9.4%) wanted better trash cleanup as well as general neighborhood upkeep. Additionally, increased police presence, decreased crime, or increased safety was desired by a number of individuals (n=21, 9.4%). Eighteen individuals (8%) reported the need for better code enforcement throughout the neighborhood. Eighteen respondents indicated they would like to have increased communication about community events/programs and information about the neighborhood. Several individuals (n=12, 5.4%) also suggested the need for improvements in street lighting. About 4% of respondents (n=9) indicated they have too many stray/loose dogs and cats in their neighborhood and better animal control is needed. Improved food access, particularly healthier options, was an issue shared by eight individuals (3.6%). A few participants (n=7, 3.1%) expressed that they would like to see fewer apartments or rentals being built in the area. A few individuals (n=7) wanted to see abandoned or empty houses removed or at least taken care of properly.

Table 15. Additional Comments and Suggestions for RDA

Topic	Number of Comments
Improve condition and availability of sidewalks or curbs	46 (20.5%)
Gratitude towards RDA	31 (13.8%)
Increase availability of community services and amenities	27 (12.0%)
Decrease crime and increase police presence and neighborhood safety	21 (9.4%)
Clean up streets and trash	20 (8.9%)
Increase communication about what's happening in Rosedale	18 (8.0%)
Better code enforcement	18 (8.0%)
Improve street lighting	12 (5.4%)
Better animal control	9 (4.0%)
Improve healthy food access	8 (3.6%)
Less apartments/rentals being built	7 (3.1%)
Raze abandoned or empty houses	7 (3.1%)

Communication

Figure 23 displays the most common ways survey respondents receive information about Rosedale. As shown, a large proportion of individuals (42.9%, n=348) indicated they currently do not receive any information about Rosedale facilities, services, or programs. The most commonly reported sources of information include word of mouth (34.1%, n=277), direct communication from RDA (24.5%, n=199), and the internet (17.2%, n=140).



Summary

Housing

Most survey respondents reported owning their home, residing in Rosedale for 5 years or more, having no children or young adults within the home, and not having plans to leave the area in the next year. Further, the majority of respondents were satisfied with the availability of affordable, quality housing with only a small minority of individuals reporting dissatisfaction with the current mix of housing options. However, about a third of respondents expressed dissatisfaction with the image of their neighborhood while one-fourth indicated a lack of contentment with the condition of housing in their community. For many, shifts in the development of new residential properties and changes to the look and feel of the community are welcomed.

Parks and Recreation

Many respondents expressed the need for increased awareness of programs and additional facilities and services as important factors that would encourage better use of parks, recreation, and cultural resources. Further, lowering pricing, improving the quality of equipment, and adding programs were also significant factors to encourage use. Respondents also highlighted the need for increasing safety measures. In contrast, respondents were divided on whether increased accessibility and expansion of operation hours would serve to increase usage.

Surprisingly, a significant proportion of survey respondents and their families have not visited many of the parks located in Rosedale (i.e., Whitmore, Fisher, Mt. Marty). Many individuals and their families have visited Rosedale Park, however. Of those who have visited the parks, the majority of participants were pleased with Rosedale Park. However, many respondents indicated dissatisfaction with Mt. Marty Park. The Rosedale Arch, which was created as a war memorial and is recognized by many, is located in Mt. Marty Park. Several individuals shared that they did not use the parks because of their concerns about the safety and welfare of their families. The residents' perceptions of a lack of security and feelings of danger served as significant barriers to park usage.

Transportation

The availability, condition, and accessibility of sidewalks (including ramps, curb extensions, and safe crossings, for example) were major concerns for survey respondents with most expressing a lot of dissatisfaction with these aspects of walkability within their community. Many survey participants expressed the need for improving the availability and condition of sidewalks and curbs. Additionally, many individuals also reported not being satisfied with the availability and accessibility of bike lanes (i.e., lack of features such as wide paved shoulders and connectivity). However, most respondents indicated that they were moderately satisfied with the condition of roadways. Survey respondents also were content with the availability of parking near their home. For those who were aware of bus service within Rosedale, a majority indicated being moderately to extremely satisfied with this form of transportation.

Healthy Lifestyles

Most survey participants reported they were in very good or excellent health while less than a fifth of respondents indicated fair or poor health. When asked to report about their or one of their family member's participation in healthy lifestyle programs within Rosedale, the majority indicated they had not taken part in any of the programs (i.e., Healthy Kids Carnival, Healthy Halloween, Bike Rodeo, Sport Activities, Play Street, etc.). Several participants shared that they were not aware of the community programs but were eager to learn how to find out more information about how to participate.

Survey participants did not report barriers to eating healthy (i.e., diets with lots of fruits and vegetables, whole grains, lean meats, and low-fat dairy) with the majority of respondents indicating that they eat healthy regularly. Additionally, the majority of respondents indicated they have access to a full-line grocery store.

To enhance access to fresh fruits and vegetables, community and school gardens were encouraged throughout the Rosedale community. However, a majority of respondents reported not being involved but of those who did take part in gardening, most of these individuals reported eating healthier. Similarly, the Rosedale Farmers Market was developed to encourage healthy eating among community residents. About a third of survey respondents indicated shopping at the Farmers Market though responses were mixed about whether or not participants believed they were eating healthier because of the market.

Community Safety and Protection

Most residents expressed satisfaction with fire and police protection, police visibility, enforcement of local traffic laws, and response time of public safety personnel. Conversely, many Rosedale residents expressed dissatisfaction with street lighting and animal control. Residents commented on the need for improvements in street lighting and lamented about the number of stray animals roaming the neighborhoods. Similarly, many residents were not satisfied with code enforcement and expressed the desire for better code enforcement throughout the community.

Sense of Community/Built Environment

Many built environment elements such as the presence of recreational facilities, parks and playgrounds, have been linked to a higher sense of community. As such, it is important to gain insight from residents regarding what are the desirable features of a community to create better places in which to live. Therefore, to understand the importance of several programs and features of the Rosedale community, survey respondents were asked to rate the importance of having parks, playgrounds, a gymnasium and programs for both adults and youth available to residents, for example, and were asked to rate how satisfied they are with various aspects of Rosedale. Results revealed that each of the items listed (i.e., health, fitness, and wellness programs, special events, historical preservation, parks and playgrounds, etc.) were rated very or extremely important by the majority of survey respondents. Residents identified these features as critical to their sense of community. Further, many residents expressed an interest in having a community center with a pool or a gymnasium available within the Rosedale community and conveyed a willingness to pay, at least minimally, to use these facilities.

Additionally, most residents were very content with Rosedale as a place to live, work, and retire. Only about 20% of respondents felt dissatisfied with Rosedale as a place to raise children or attend school. Common barriers to residents' participation in programs and facilities within Rosedale were information and lack of time. Further, many residents indicated they were not aware of what programs and facilities are available.

Future Directions

Residents were asked to rate the importance of a variety of factors (i.e., services and programs, infrastructure, and community) upon which Rosedale should focus. Residents' ratings will help provide direction to future efforts and will be very useful during the planning process. Of those who responded with a rating, almost two-thirds of respondents rated services and programs, such as affordable youth programs, bus service, and utility or food assistance, as moderately to extremely important.

Most residents placed much importance on infrastructure. For example, beautification of public areas, minor home repair, support and expansion of existing businesses, sidewalks and trails, streets, and attracting new businesses were given very to extremely important ratings by more than two-thirds of survey participants. In contrast, residents tended to place less emphasis on the importance of other infrastructure factors, such as multi-family housing, new mixed-use centers, and new senior housing.

Most survey respondents emphasized all community factors, such as events, promoting healthy lifestyles, fighting blight and crime, and the development of neighborhood groups, as critical factors. However, fighting blight and crime stood out among the issues rated as very important to residents. Approximately 80% of residents highlighted fighting blight (e.g., abandoned properties and graffiti) and fighting crime as very to extremely important factors upon which Rosedale should give consideration.

Communication

Overall, the majority of survey respondents indicated that they do not receive information about facilities, services, and programs in Rosedale. Of those who did receive some type of announcement, most received information by word of mouth or direct communication from the RDA. Others learned about the facilities, services and programs through several channels of communication, including email, social media, internet/website and the local newspaper.

Strengths and Limitations

Strengths of this community survey include the high response rate. With 812 responses, the number of completed surveys exceeded the 358 that were needed for a representative sample. Additionally, the inclusion of a few open-response questions allowed survey respondents to provide feedback or comments about any issues they felt were relevant to the Rosedale community that may have not been addressed by the other survey questions.

Limitations include a smaller number of responses from geographical regions B and C in comparison to region A. Although section A of Rosedale contains the largest number of households of the 3 sections and the number of responses reflects this, an increased number of respondents from within sections B and C would have been beneficial.

Conclusion

Rosedale residents completed over 800 surveys providing feedback about the Rosedale community and its future direction. Survey respondents expressed satisfaction with various aspects of their community and overall, a majority reported they were happy with Rosedale as a place to live. Areas for improvement emphasized by survey respondents included improving the availability and condition of sidewalks, increasing communication about community events or programs, and enhancing code enforcement and animal control.

Appendix A:

Master Plan Survey



ROSEDALE
DEVELOPMENT ASSOCIATION

Master Plan Survey

2015

Please complete this survey **ONLY** if you live or own property in Rosedale (zip code 66103).

Por favor complete esta encuesta **SOLAMENTE** si usted vive o tiene propiedad en Rosedale (código postal 66103).

Instructions

Let's build a better Rosedale: Your answers will help guide what happens next in Rosedale. You can mail the survey back in the white envelope or fill it out online at www.rosedale.org.

Save a stamp: Fill out your survey and drop it off in person at Rosedale Development Association at 1403 Southwest Blvd. The first 400 people to drop off their survey in person will receive a \$5 grocery gift card. Fill out only one survey per household. Only fill out this survey if you live in the 66103 zip code.

If you do not know or are unsure of a question, please check the "I Don't Know" column.

Para llenar la encuesta en español, favor de visitar www.rosedale.org y haga clic en "Encuesta en español."

HOUSING/RESIDENTIAL LIVING

Please indicate how satisfied you are with the following housing/residential issues by filling in the circle that indicates your response.

	Not at all Satisfied	Very Dissatisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	I Don't Know
Availability of affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of quality housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of senior/elderly housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of housing in your neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image of your neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Current mix of housing options (multi-family, condos, single family homes, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectiveness of your neighborhood group (if applicable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expansion of KU Medical Center/University of KS Hospital within Rosedale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rosedale has seen a shift in the development of new residential properties and changes in the look and feel of the community. ***How do you feel about these changes?***

PARKS & RECREATION

What would increase your use of the parks, recreation, and cultural resources in Rosedale?

	Yes	No
Increased awareness of programs	<input type="radio"/>	<input type="radio"/>
Lower pricing/user fees	<input type="radio"/>	<input type="radio"/>
Improved quality of equipment	<input type="radio"/>	<input type="radio"/>
Additional facilities and services	<input type="radio"/>	<input type="radio"/>
Additional programs	<input type="radio"/>	<input type="radio"/>
Expanded hours of operation	<input type="radio"/>	<input type="radio"/>
Increased accessibility (i.e. design of facilities for people with disabilities)	<input type="radio"/>	<input type="radio"/>
Safer/more convenient routes from my home	<input type="radio"/>	<input type="radio"/>
Increased personal safety	<input type="radio"/>	<input type="radio"/>
Other, please specify:		

Please indicate how satisfied you are with each of these parks as a place for you and your family to use by filling in the circle that indicates your response.

	Not at all Satisfied	Very Dissatisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	Never Been There
Whitmore Park (Southwest Blvd & Mill)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rosedale Park (Mission & 40 th)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fisher Park (39 th & Springfield)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mt Marty Park (Rosedale Arch)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other:						

TRANSPORTATION

Please indicate how satisfied you are with the following transportation issues in Rosedale by filling in the circle that indicates your response.

	Not at all Satisfied	Very Dissatisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	I Don't Know
Availability of sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility of sidewalks (ramps, curb extensions, safe crossing, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of bike lanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility of bike lanes (wide paved shoulders, connected)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of roadways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of parking near my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

HEALTHY LIFESTYLES

If you or one of your family members have participated in the following programs, are you more physically active because of the program?

	Yes	No	Did Not Participate
Healthy Kids Carnival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy Halloween	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike Rodeo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soccer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basketball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kickball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volleyball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking School Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
International Walk to School Day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike-In Movie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other:			

Please select only ONE answer for each question.

- How often are you able to eat healthy (lots of fruits and vegetables, whole grains, lean meats, and low-fat dairy)?
☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always
- Do you have access to a full-line grocery store (e.g. Price Chopper, HyVee, Walmart, Save-a-Lot)?
☐ Yes ☐ No
 If no, why not? _____
- Have you been involved with a school or community garden in Rosedale?
☐ Yes ☐ No
 a. If YES, are you eating healthier because of this garden?
☐ Yes ☐ No
- Have you attended Rosedale Farmers' Market?
☐ Yes ☐ No
 a. If YES, are you eating healthier because of the Market?
☐ Yes ☐ No

COMMUNITY SAFETY AND PROTECTION

Please indicate how satisfied you are with the following community safety and protection issues by filling in the circle that indicates your response.

	Not at all Satisfied	Very Dissatisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	I Don't Know
Police protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police visibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcement of local traffic laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire protection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Response time of public safety personnel (ambulance, police, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Code enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SENSE OF COMMUNITY/BUILT ENVIRONMENT

Please indicate how important it is that the following be available in Rosedale.

	Not at All Important	Slightly Important	Moderately Important	Very Important	Extremely Important	I Don't Know
Health, fitness, and wellness programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organized recreational programs/classes (e.g. sport leagues)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of a gymnasium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical preservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs for preschool (ages 0-5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs for youth (ages 6-17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs for adults (ages 18-54)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs for older adults (ages 55+)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs for individuals with special needs/disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate how satisfied you are with Rosedale.

	Not at all Satisfied	Very Dissatisfied	Moderately Satisfied	Very Satisfied	Extremely Satisfied	Not Applicable
As a place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to raise children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to attend school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to retire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate if the following issues are barriers to your participation in Rosedale programs and facilities.

Potential Barrier	Yes	No	Unsure
Cost of program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out-dated facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accommodations for special needs/disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not having enough time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not interested in what is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, please specify:			

How interested would you be in a Rosedale community center or gymnasium?

☐ Not at all interested ☐ Somewhat interested ☐ Very interested

How much per month would you be willing to pay to use a Rosedale community center or gymnasium?

☐ \$0 per month ☐ \$10 per month ☐ \$25 per month ☐ \$50 per month

Other, please specify amount: _____

Please indicate whether your household has a need for the following programs by indicating Yes or No for each of the listed programs.

Program	Yes	No
Athletic leagues – youth	<input type="radio"/>	<input type="radio"/>
Athletic leagues – adult	<input type="radio"/>	<input type="radio"/>
Swim lessons/aquatic programs	<input type="radio"/>	<input type="radio"/>
After school programs	<input type="radio"/>	<input type="radio"/>
Summer camps – youth	<input type="radio"/>	<input type="radio"/>
Arts and crafts programs	<input type="radio"/>	<input type="radio"/>

Other program(s), please specify:

FUTURE DIRECTION

For each of the areas listed below, please indicate how important it is for the Rosedale Community to focus on by filling in the circle that indicates your response.

	Not at All Important	Slightly Important	Moderately Important	Very Important	Extremely Important	I Don't Know
Affordable youth programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beautification of public areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting healthy lifestyles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fighting blight (abandoned properties, graffiti)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fighting crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development of neighborhood groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Minor home repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New single family housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New multi-family housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New senior housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support and expand existing businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New mixed use centers (housing/business combined)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural and green space (woods, streams, gardens)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sidewalks and trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utility or food assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attract new businesses (specify types of businesses below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other, please specify:

Do you have any additional comments or suggestions you would like to offer the Rosedale Development Association (RDA)?

COMMUNICATION

How do you currently receive information about facilities, services, and programs in Rosedale? Please select all that apply.

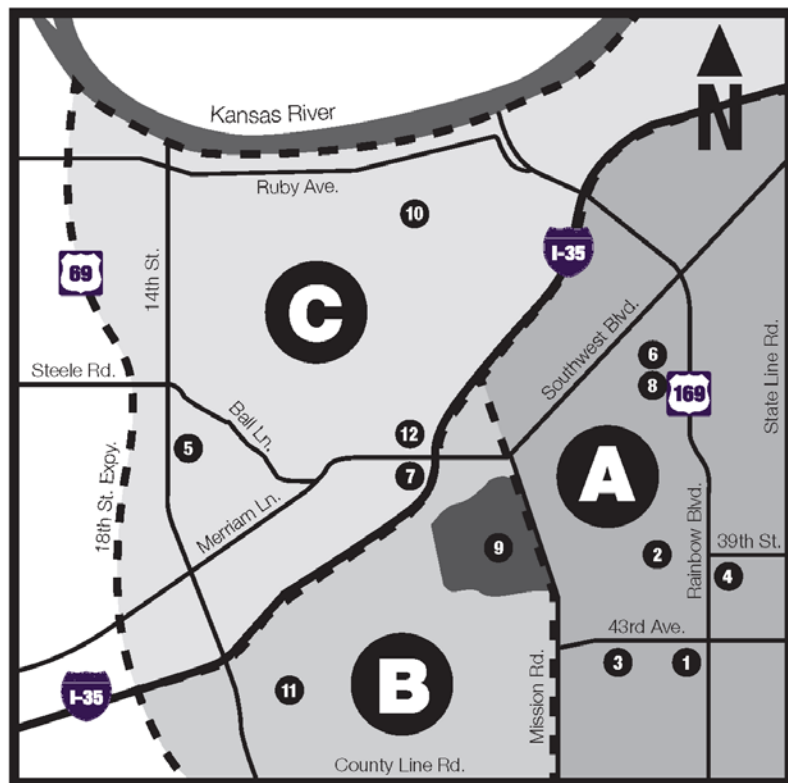
Local newspaper	<input type="radio"/>
At the facilities/program activity	<input type="radio"/>
Word of mouth	<input type="radio"/>
Direct communication from RDA	<input type="radio"/>
Internet/website	<input type="radio"/>
Social media (Facebook, Twitter)	<input type="radio"/>
E-mail	<input type="radio"/>
I do not receive information	<input type="radio"/>
Other, please specify:	

Take a look at the map below. Please choose the section of Rosedale in which you live.

☐ Section A

☐ Section B

☐ Section C



1. CVS
2. Fisher Park
3. Frank Rushton Elementary
4. KUMC
5. Noble Prentis Elementary
6. Rosedale Arch
7. Rosedale Development Association
8. Rosedale Middle School
9. Rosedale Park
10. Sauer Castle
11. TA Edison Elementary
12. Whitmore Park

DEMOGRAPHICS

Information provided on this page is confidential and will not be linked with your name.

1. Are you a Rosedale Resident (live or own property in zip code 66103)? ☐ Yes ☐ No
2. If you are a Rosedale resident, for how long have you lived in Rosedale?
☐ < 1 year ☐ 1 - 2 years ☐ 3 - 4 years ☐ 5 - 9 years ☐ 10+ years
3. Are you a student at the University of Kansas Medical Center? ☐ Yes ☐ No
4. Do you have plans to move out of Rosedale in the next 12 months? ☐ Yes ☐ No
5. Your gender: ☐ Female ☐ Male
6. Your age range: ☐ 18 – 29 ☐ 30 – 39 ☐ 40 – 49 ☐ 50 – 59 ☐ 60+ years
7. Including yourself, how many individuals live in your home? ____
 - a. How many children/young adults currently live in your home? Please indicate the number of children/young adults by school level:

School Level	Number of Children/Young Adults
Preschool	
Elementary	
Middle school	
High School	
College or Trade School	

8. Which would you say best represents your race/ethnicity? (select all that apply)
☐ Caucasian/White (not Hispanic) ☐ African American/Black ☐ Hispanic/Latino
☐ Asian ☐ Native American
☐ Other, please specify: _____
9. Household Income:
☐ Under \$25,000 ☐ \$25,000 - \$49,999 ☐ \$50,000 - \$74,999
☐ \$75,000 - \$99,999 ☐ \$100,000 - \$199,999 ☐ \$200,000+
10. Do you currently rent or own your home? ☐ Rent ☐ Own home ☐ Other, please specify: _____
11. Where do you work? ☐ In Rosedale ☐ Outside of Rosedale ☐ Do not work
12. If you attend school, where is the school located? ☐ In Rosedale ☐ Outside of Rosedale
☐ Do not attend school
13. Would you say that your general health is:
☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

Are you interested in participating in a follow-up survey or focus group discussion in the future?

☐Yes ☐No

If yes, please provide your contact information:

Name: _____

Address: _____

Phone number: _____

Email address: _____

How did you hear about this survey? (select all that apply)

☐ Billboard or sign

☐ Social media (Facebook, Twitter)

☐ Bus advertisement

☐ Rosedale Development Association newsletter

☐ Neighborhood group or newsletter

☐ Email

☐ Mail

☐ Word of mouth

☐ Nextdoor.com

☐ Other: _____

