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Rosedale Community Center Priorities Survey Results

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Introduction

Individuals who live or work in the Rosedale neighborhood (66103 zip code) were invited to complete the Rosedale Community Center Priorities survey and provide feedback to be used in planning for a Rosedale Community Center. Surveys were administered online via SurveyMonkey. In sum, 193 surveys were completed and included in the final analysis (N=193). Respondents were asked to provide input on the amenities and programs they would like to see prioritized for the community center, as well as provide information about their demographic characteristics.

Characteristics of Respondents to the Community Survey

As shown in Table 1, more than 60% of survey respondents were female.

Gender	n (%)
Female	121 (62.7%)
Male	59 (30.6%)
Non-binary	4 (2.1%)
No response	9 (4.7%)

Table 1. Gender

Nearly one-third of respondents reported that they were between the ages of 30 and 39, and approximately one-quarter reported that they were 60 years or older (see Table 2).

Age range	n (%)
Under 18	6 (3.1%)
18-29	29 (15.0%)
30-39	61 (31.6%)
40-49	34 (17.6%)
50-59	17 (8.8%)
60+ years	45 (23.3%)

Table 2. Age range

When asked to report the number of individuals in the household, more than half of respondents (56.4%) reported that one or two individuals reside in their household. The average number of individuals in the household was about three (see Table 3).

Number of individuals	n (%)
1	30 (15.5%)
2	79 (40.9%)
3	25 (13.0%)
4	33 (17.1%)
5	8 (4.1%)
6+	11 (5.6%)

Table 3. Number of individuals in home

Respondents were also asked to report the number of children or young adults living in their household. About 62% (n=119) of respondents reported they did not have any children or young adults in the household while 38.3% (n=74) had at least one child or young adult in the household. Approximately 16%

(n=30) of respondents reported at least one child in the household who was preschool age or younger, 21.2% (n=41) reported having at least one elementary school student, 6.2% (n=12) at least one middle school student, 11.4% (n=22) at least one high school student, and 6.7% (n=13) at least one college student. Table 4 displays the number of children and young adults in the household by school level.

School level	Number of children and young adults		
	1	2	3+
Preschool or younger	23 (12.0%)	7 (3.7%)	0 (0%)
Elementary	29 (15.2%)	10 (5.2%)	1 (0.5%)
Middle school	8 (4.2%)	3 (1.6%)	0 (0%)
High school	13 (16.8%)	8 (4.2%)	1 (0.5%)
College	5 (2.6%)	6 (3.1%)	2 (1%)

Table 4. Number of children/young adults in home

As shown in Table 5, the majority of respondents reported that they were Caucasian/White, while about 11% reported they were Hispanic/Latino and 7.8% African American/Black. Of those who indicated 'Other', they reported multiracial or preferred not to answer.

Race/Ethnicity	n (%)
African American/Black	15 (7.8%)
Asian	2 (1.0%)
Caucasian/White (not Hispanic/Latino)	135 (69.9%)
Hispanic/Latino	21 (10.9%)
Native American	1 (0.5%)
Other	14 (7.3%)

Table 5. Race/ethnicity

If they were a Rosedale resident, individuals were asked to report how long they had been living in the Rosedale neighborhood (66103 zip code). Nearly half of respondents reported that they had been living in Rosedale for 10 or more years. About 6% of survey participants did not respond to this question (some individuals work in Rosedale but do not reside in Rosedale while others did not provide an answer)

Length of residency	n (%)
<1 year	14 (7.3%)
1-2 years	23 (11.9%)
3-4 years	21 (10.9%)
5-9 years	32 (16.6%)
10+ years	91 (47.2%)
No response	12 (6.2%)

Table 6. Length of time living in Rosedale

When asked if they plan to move out of Rosedale in the next 12 months, nearly all respondents reported that they were not planning to move out of the neighborhood. Only about 3% reported that they were planning to move, while 6% did not respond to the question.

Plans to move out of Rosedale	n (%)
No	174 (91.1%)
Yes	5 (2.6%)
No response	12 (6.2%)

Table 7. Plans to move out of Rosedale in next 12 months

Priorities for Community Center Features and Programs

Survey participants were provided with a list of potential features and were asked to rank their top four highest priorities for the community center. Respondents most frequently ranked a swimming pool and fitness center as important, followed by a pavilion for farmers markets/outdoor gatherings and a basketball court/gymnasium. The top four choices ranked as important are in bold font in Table 8.

Feature	Most important	2nd most important	3rd most important	4th most important	Not ranked
Fitness center with cardio and strength training equipment	**57 (29.5%)**	**38 (19.7%)**	**11 (5.7%)**	**14 (7.3%)**	**73 (37.8%)**
Basketball court/gymnasium	**17 (8.8%)**	**13 (6.7%)**	**22 (11.4%)**	**21 (10.9%)**	**120 (62.2%)**
Lounge area/snack bar	2 (1.0%)	1 (0.5%)	7 (3.6%)	4 (2.1%)	179 (92.7%)
Computer lab	2 (1.0%)	10 (5.2%)	10 (5.2%)	7 (3.6%)	164 (85.0%)
Large (more than 100 people) multi-use space for private and community events	8 (4.1%)	14 (7.3%)	9 (4.7%)	5 (2.6%)	157 (81.3%)
Small (less than 100 people) multi-use space for private and community events	9 (4.7%)	7 (3.6%)	15 (7.8%)	15 (7.8%)	147 (76.2%)
Swimming pool	**52 (26.9%)**	**33 (17.1%)**	**19 (9.8%)**	**14 (7.3%)**	**75 (38.9%)**
Library	8 (4.1%)	7 (3.6%)	10 (5.2%)	2 (1.0%)	166 (86.0%)
Art studio/maker space	6 (3.1%)	15 (7.8%)	6 (3.1%)	10 (5.2%)	156 (80.8%)
Stage/auditorium	0 (0%)	1 (0.5%)	5 (2.6%)	3 (1.6%)	184 (95.3%)
Rock climbing wall	0 (0%)	5 (2.6%)	6 (3.1%)	7 (3.6%)	175 (90.7%)
Outdoor track	5 (2.6%)	4 (2.1%)	5 (2.6%)	8 (4.1%)	171 (88.6%)
Indoor track	4 (2.1%)	12 (6.2%)	15 (7.8%)	9 (4.7%)	153 (79.3%)
Health clinic or health-related services	8 (4.1%)	4 (2.1%)	12 (6.2%)	11 (5.7%)	158 (81.9%)
Pavilion for farmers markets and outdoor gatherings	**12 (6.2%)**	**22 (11.4%)**	**23 (11.9%)**	**27 (14.0%)**	**109 (56.5%)**

Table 8. Feature rankings

When examining the feature rankings by age range, the top four features remained the same across age groups. Table 9 shows the number and percentage of individuals within each age group who placed the feature in their top four ranking.

Feature	AGE RANGE					
	<18 (n=6)	18-29 (n=29)	30-39 (n=61)	40-49 (n=34)	50-59 (n=17)	60+ years (n=45)
Fitness Center	2 (33.3%)	23 (79.3%)	34 (55.7%)	23 (67.6%)	12 (70.6%)	25 (55.6%)
Basketball court/gymnasium	1 (16.7%)	10 (34.5%)	22 (36.0%)	15 (44.1%)	5 (29.4%)	19 (42.2%)
Swimming pool	2 (33.3%)	22 (75.9%)	39 (63.9%)	18 (52.9%)	12 (70.6%)	24 (53.3%)
Farmer market pavilion/outdoor gatherings	3 (50.0%)	11 (37.9%)	25 (41.0%)	16 (47.0%)	7 (41.2%)	22 (48.9%)

Table 9. Feature rankings by age group

Similarly, the top four features remained the same when comparing responses based on length of residency in the Rosedale neighborhood. Table 10 shows the number and percentage of individuals, by length of time living in Rosedale, who placed the feature in their top four ranking.

Feature	LENGTH OF RESIDENCY IN ROSEDALE				
	<1 year (n=14)	1-2 years (n=23)	3-4 years (n=21)	5-9 years (n=32)	10+ years (n=91)
Fitness Center	7 (50.0%)	17 (73.9%)	17 (81.0%)	18 (56.3%)	57 (62.6%)
Basketball court/gymnasium	6 (42.9%)	5 (21.7%)	9 (42.9%)	16 (50.0%)	32 (35.2%)
Swimming pool	8 (57.1%)	17 (73.9%)	15 (71.4%)	22 (68.8%)	50 (54.9%)
Farmer market pavilion/outdoor gatherings	5 (35.7%)	11 (47.8%)	10 (47.6%)	14 (43.8%)	40 (44.0%)

Table 10. Feature rankings by length of residency in Rosedale

Feature rankings were also compared between respondents of Hispanic origin and respondents not of Hispanic origin to examine differences. Because considerably fewer individuals of Hispanic origin participated in the survey (10.9% of survey participants) as compared to the Hispanic population in Rosedale (27.1% of all adult residents according to 2019 census), a sampling weight was calculated and applied to the analysis in order to ensure that the results are representative of the Rosedale population. The results of chi-square test indicated no significant differences in rankings of a fitness center or pavilion for farmers markets/outdoor gatherings. However, the reported importance of a basketball court significantly differed between Hispanic and non-Hispanic respondents ($\chi^2(4)$=9.77, p<0.05, V=0.23). Overall, fewer Hispanic participants (25%) ranked a basketball court/gymnasium as an important feature when compared to non-Hispanic participants (40.6%). The rankings for a swimming pool also significantly differed between Hispanic and non-Hispanic respondents ($\chi^2(4)$=12.97, p<0.05, V=0.27). In general, more Hispanic participants (80%) ranked a swimming pool as an important feature when compared to non-Hispanic participants (56.3%).

Feature	TOP 4 RANKED FEATURES – WEIGHTED PERCENTAGES				
	Most important	2nd most important	3rd most important	4th most important	Total
Fitness Center – All respondents	35.5%	15.9%	6.0%	4.8%	62.1%
Hispanic respondents	40.0%	10.0%	10.0%	0.0%	60.0%
Non-Hispanic respondents	33.8%	18.0%	4.5%	6.5%	62.8%
Basketball court/gymnasium – All respondents	9.3%	7.4%	9.7%	10.0%	36.4%
Hispanic respondents	5.0%	10.0%	0.0%	10.0%	25.0%
Non-Hispanic respondents	10.9%	6.5%	13.2%	10.0%	40.6%
Swimming pool – All respondents	23.8%	17.7%	13.3%	7.9%	62.7%
Hispanic respondents	25.0%	20.0%	25.0%	10.0%	80.0%
Non-Hispanic respondents	23.4%	16.9%	8.9%	7.1%	56.3%
Pavilion – All respondents	5.3%	8.0%	13.0%	15.0%	41.3%
Hispanic respondents	5.0%	0.0%	10.0%	15.0%	30.0%
Non-Hispanic respondents	5.5%	11.0%	14.2%	15.1%	45.8%

Table 11. Feature rankings by Hispanic origin

Respondents were provided with a list of programs that could potentially be offered at the community center and asked which ones they or their family members would participate. Of the provided options, respondents most frequently selected exercise classes (with many mentioning yoga and Zumba as specific classes they are most interested), aquatic programs/swimming lessons, art classes, and gardening classes. Many respondents reported that they are also interested in cooking classes as well as youth and senior programming. The top four programs of interest are bolded as displayed in Table 12.

Programs	n (%)
Exercise classes	**111 (57.5%)**
Boxing	36 (18.7%)
Art classes	**93 (48.2%)**
Gardening classes	**77 (39.9%)**
Digital literacy/computer classes	28 (14.5%)
Youth programming: Pre-school	20 (10.4%)
Youth programming: Elementary school aged	37 (19.2%)
Youth programming: Middle school aged	19 (9.8%)
Youth programming: High school aged	15 (7.8%)
Youth programming: Before/after school programming	19 (9.8%)
Youth programming: Summer camp/summer programming	32 (16.6%)
Senior programming: Continuing education	27 (14.0%)
Senior programming: Fitness classes	38 (19.7%)
Senior programming: Social activities	18 (9.3%)
Aquatic programs/swimming lessons	**93 (48.2%)**
Dance	39 (20.2%)
Tumbling/gymnastics	31 (16.1%)
Cooking classes	62 (32.1%)
Bike programs	40 (20.7%)
Childcare while you workout	32 (16.6%)
None of the above	9 (4.7%)

Table 12. Programs of interest

Respondents were asked to report how important they felt it is for the community center to be located close to their home, school, work, neighborhood park, and walking/biking trails. As shown in Table 13, many respondents reported that it is important or very important for the community center to be located close to their home or walking/biking trails.

	Not important	Slightly important	Moderately important	Important	Very important
Home	3 (1.6%)	4 (2.1%)	25 (13.1%)	51 (26.7%)	106 (55.5%)
School	69 (36.1%)	18 (9.4%)	28 (14.7%)	21 (11.0%)	31 (16.2%)
Work	82 (42.9%)	16 (8.4%)	26 (13.6%)	19 (9.9%)	22 (11.5%)
Neighborhood park	36 (18.8%)	15 (7.9%)	43 (22.5%)	50 (26.2%)	31 (16.2%)
Walking and biking trails	23 (12.0%)	18 (9.4%)	49 (25.7%)	38 (19.9%)	48 (25.1%)

Table 13. Importance of proximity to locations

As displayed in Figure 1, when asked how they would most likely travel to a community center, most respondents reported they would drive (n=112, 59%) while fewer indicated they would walk (n=52, 28%).
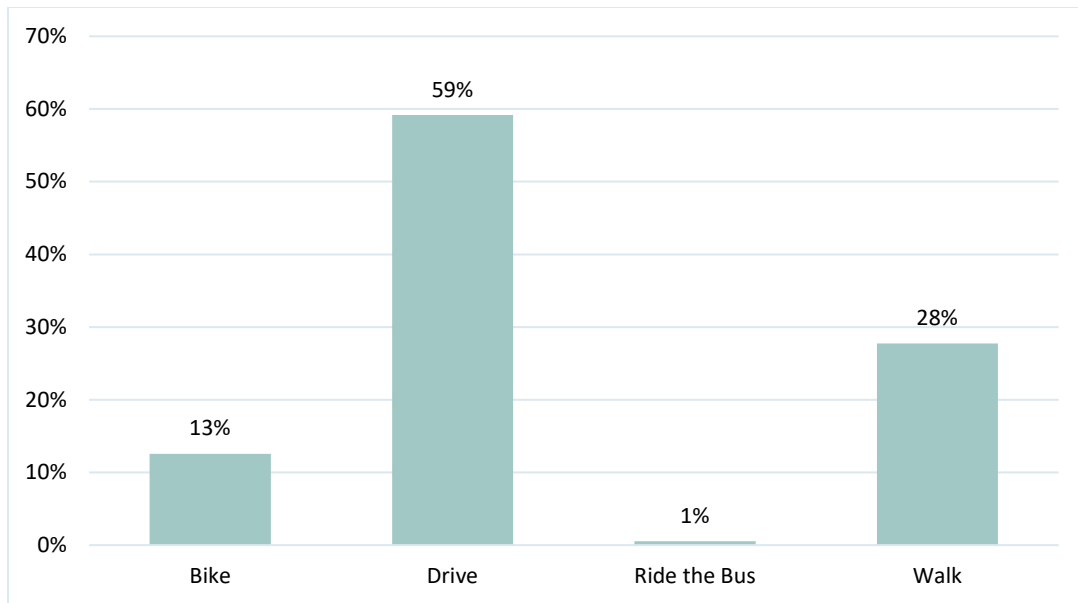
Figure 1. Mode of transportation to community center

As shown in Figure 2, most respondents reported they would be willing to travel less than 10 minutes (n=100, 53%) or 10 to 20 minutes (n=81, 43%) to use a community center.
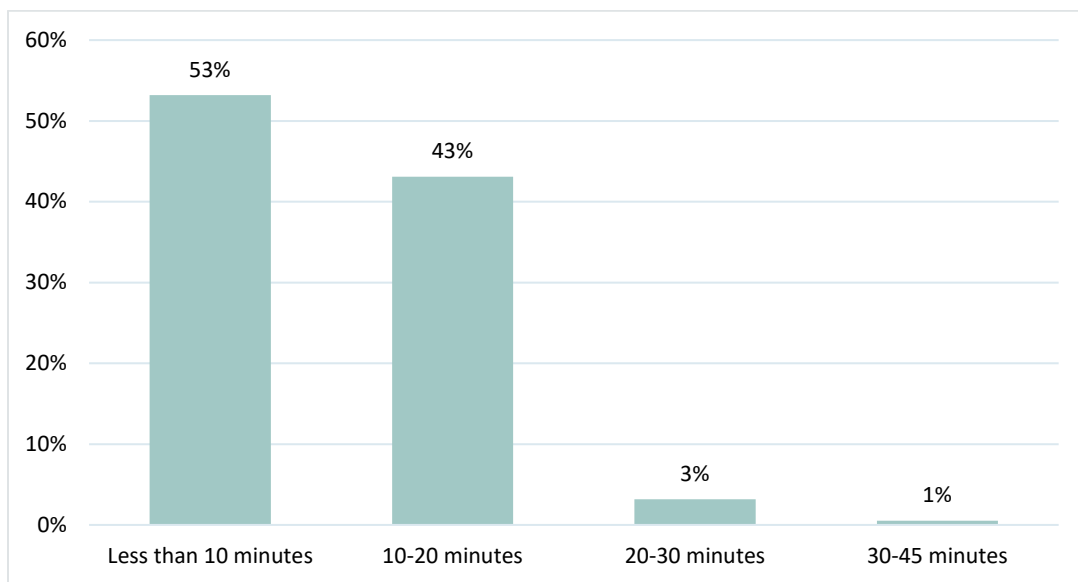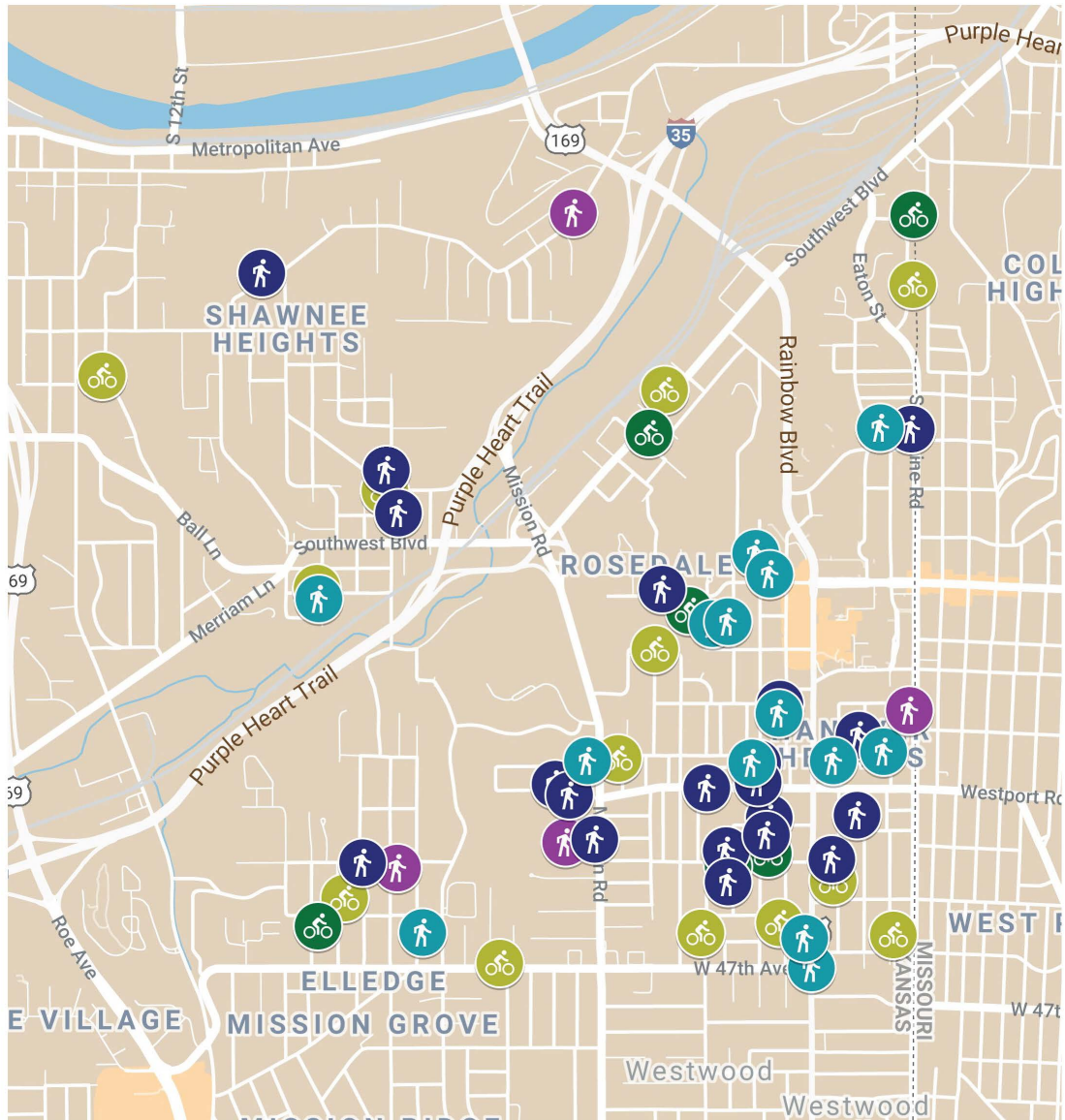

Figure 2. Travel time to community center

A map was put together that represented respondents who provided their address and indicated they would walk or bike to the community center. Of the 53 respondents who indicated they would walk, 41 shared their address. Of the 24 respondents who indicated they would bike, 19 shared their address. In total, 60 addresses were mapped. However, multiple respondents (i.e., apartment building dwellers) had the same address, resulting in fewer markers on the mapped image. Markers on the map represent respondents who reported they would walk or bike to a community center and the amount of time they would be willing to travel using that mode of transportation. See map on page 7.

Walk less than 10 minutes

Walk 10-20 minutes

Walk 20 or more minutes

Bike less than 10 minutes

Bike 20-20 minutes

Respondents also were asked to report the places where they currently participate in physical activity. Respondents provided the name of the facility as well as its location. Planet Fitness, the Merriam Community Center, and the Genesis Johnson County facility were the most frequently named gymnasiums, exercise facilities or health clubs. See Table 14 for a full listing of responses.

Name of Facility	n
Argentine Community Center	3
Bar Method	1
Blush Fitness	1
Body Solutions	1
Chief's Fit	1
Children's Mercy Employee Fitness Center	1
Family Health Center SW Blvd	1
Genesis Johnson County	4
Gregg Community Center KCMO	1
Health Gym Johnson County	1
Hot Workz	1
HyVee Arena	1
KC Weightlifting OP KS	1
Kirmayer KU Med	5
Krav Maga and fitness center Merriam	1
MCC Penn Valley Fitness Center KCMO	1
Merriam Community Center	6
North Kansas City	1
One Life	1
Orange Theory Downtown	1
Overland Park	1
Planet Fitness	12
Powell Community Center	7
Roeland Park Community Center	1
Rosedale skate park	1
School districts facility	1
Southwest Family (now closed)	1
Top Flight Performance, OP KS	1
UMKC Swinney Rec Center	1
Ward Parkway mall	1
West Wyandotte KCK	1
Woodside Racquet Club	5
Work gym for cardio	1
YMCA KCMO	3
YMCA Prairie Village	2
50th Brookside	1

Table 14. Gymnasiums, exercise facilities, or health clubs

When asked to report the parks, trails, or tracks that they currently use for physical activity, Rosedale Park, Loose Park, and Shawnee Mission Park/high school were the specific locations most frequently mentioned by survey respondents. See Table 15 for a full listing of responses.

Name of Location	n
Across metro area	25
Antioch	1
Armourdale	1
Berkeley Riverfront	2
Big 11 Lake	1
Bike lanes –SW Blvd	1
Brookside	1
Brush Creek	1
Cliff Drive	1
Fisher park	7
Hidden Valley	1
Indian Creek Trail	3
JC Nichols Park	1
Johnson county parks (no specific park named)	2
Kansas City, KS parks (no specific parks named)	2
Loose park	13
Merriam, KS (streamway trail)	3
Mill Creek trail, Shawnee	1
Mission, Sylvester Powell	2
Nelson Atkins park	2
Overland Park, including arboretum	2
Parkville, English Landing Park	2
Pierson Park	2
Plaza walking trail	1
Prairie Village, KS	1
Roanoke Park	3
Roeland Park R Park	5
Rozarks	10
Rosedale Park, including middle school track	15
Shawnee Mission Park and high school	12
Silver City	1
Swope Park	1
Trolley trail	1
Turner	1
Waterway park, KS	1
Weston Bend state park	2
Westwood	7
Whitmore Park	4
Wyandotte County Lake	4

Table 15. Parks, trails, or tracks

The most frequently reported swimming pools included the Roeland Park pool and the Prairie Village pool. See Table 16 for a full listing of responses.

Name of Facility	n
Blackbob Bay, Olathe	1
Fairway Aquatic Center	5
Genesis	3
Health gym in Johnson County	1
IBEW Union Hall	1
Linn Valley Lakes, KS	1
Merriam Community Center	7
Mission pool	7
Oceans of Fun	1
Neighbor's pool	1
North Kansas City pool	1
Prairie Village	10
Roeland Park	12
Splash Cove, Shawnee KS	4
Sylvester Powell	5
Thomas Soetaert pool	2
Turner	2
UMKC Swinney Rec Center	1
Woodside	4
YMCA	4

Table 16. Swimming pools

When asked to report the athletic fields that they currently use for physical activity, respondents provided a variety of responses, including Roanoke, City Park, Happy Rock Park, Mid-America Softball Complex, Rosedale Park, Shawnee Park, and Turner track. See Table 17 for a full listing of responses.

Name of Facility/Area	n
3&2, Lenexa KS	1
Argentine	1
Bashir, Hockey Grove Middle	1
Basketball	1
Berkeley Riverfront, volleyball	1
City Park, softball	2
Field of Dreams	1
Frank Rushton	1
Happy Rock Park, Gladstone MO	2
Hyde Park	1
Jackson County Polo Fields	1
KC Polo fields, Martin City	1
Kensington Park, KCK	1
Local schools	1
Matney Park	1
Mid-America Softball complex, OP KS	2
Roanoke	3
Rosedale Park	2

Shawnee Park	2
Sumner Academy	1
Turner track	2
Waterfall park, Merriam KS	1
Westwood park	1
YMCA	1

Table 17. Athletic fields

When asked to share any other locations where they participate in physical activity, answers provided by respondents included:

- Basketball - Whitmore park
- Belger crane yard clay studio, Kansas City MO
- Children's activities, Argentine and Powell
- City in motion - dance classes
- Emerald City Gym for Gymnastics - Overland Park, KS
- I mostly meet & walk in my neighborhood (Frank Rushton).
- KC Ballet
- Sylvester Powell Community Center (Youth Dance) in Mission Kansas, Soccer Lot/ Sporting Kids (Youth Soccer) in KCMO, Edge Gymnastics in Riverside MO, Emler Swim in Rosedale Kansas
- Walk in my neighborhood
- Walk on the streets/neighborhood
- WWII memorial to play soccer
- Wyandotte County Lake

Summary

In summary, Rosedalians have advocated for a community center for many years. Although many residents have wanted a community center, critical features, including the type of facility and its amenities, were unknown. Because of limited resources, it was important to learn what features were most important for Rosedale. The findings from the Community Survey have provided important information to help to determine potential costs and guide planning.