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**COUNCIL MEETING AGENDA
CITY OF PRAIRIE VILLAGE
Monday, December 19, 2022
6:00 PM**

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. PLEDGE OF ALLEGIANCE**
- IV. APPROVAL OF THE AGENDA**
- V. INTRODUCTION OF STUDENTS AND SCOUTS**
- VI. PRESENTATIONS**
- VII. PUBLIC PARTICIPATION**

Participants may speak for up to three minutes. To submit written comment to the Council regarding current agenda items, please email cityclerk@pvkansas.com prior to 3 p.m. on December 19. Comments will be shared with Councilmembers prior to the meeting.

VIII. CONSENT AGENDA

All items listed below are considered to be routine by the Governing Body and will be enacted by one motion (roll call vote). There will be no separate discussion of these items unless a Council member so requests, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the regular agenda.

By Staff

- 1. Consider approval of regular City Council meeting minutes - December 5, 2022
- 2. Consider approval of expenditure ordinance #3021
- 3. Consider reappointment of City Clerk

IX. COMMITTEE REPORTS

Ad Hoc Civic Center Committee

COU2022-82 Consider memorandum of understanding with the YMCA to collaborate in studying the market feasibility of building a community center

- X. MAYOR'S REPORT**
- XI. STAFF REPORTS**
- XII. OLD BUSINESS**

XIII. NEW BUSINESS

COU2022-83 Consider 2023 exterior grant program changes
Nickie Lee

COU2022-84 Consider 2023 residential sustainability grant program changes
Nickie Lee

COU2022-85 Consider election of 2023 Council President
Mayor Mikkelson

XIV. COUNCIL COMMITTEE OF THE WHOLE (Council President presiding)

XV. ANNOUNCEMENTS

XVI. ADJOURNMENT



**CITY COUNCIL
CITY OF PRAIRIE VILLAGE
DECEMBER 5, 2022**

The City Council of Prairie Village, Kansas, met in regular session on Monday, December 5, at 6:00 p.m. Mayor Mikkelson presided.

ROLL CALL

Roll was called by the City Clerk with the following Councilmembers in attendance: Chad Herring, Cole Robinson, Inga Selders, Lauren Wolf, Bonnie Limbird, Dave Robinson, Piper Reimer, Courtney McFadden, Ian Graves and Terrence Gallagher. Staff present: Byron Roberson, Chief of Police; Keith Bredehoeft, Director of Public Works; City Attorney David Waters, attorney with Spencer Fane LLP; Wes Jordan, City Administrator; Nickie Lee, Deputy City Administrator; Tim Schwartzkopf, Assistant City Administrator; Meghan Buom, Assistant City Administrator; Jason Hannaman, Finance Director; Deana Scott, Court Administrator; Adam Geffert, City Clerk.

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

Ms. Wolf made a motion to approve the agenda for December 5, 2022 as presented. Mr. Dave Robinson seconded the motion, which passed 10-0.

INTRODUCTION OF STUDENTS AND SCOUTS

There were no students or scouts present at the meeting.

PRESENTATIONS

City Clerk Adam Geffert swore in Mayor Mikkelson for a second term as Mayor of Prairie Village.

PUBLIC PARTICIPATION

- Lloyd Koelker, 4901 W. 67th Street, requested additional traffic calming measures on 67th Street between Nall Avenue and Roe Avenue
- Tom Clough, 8510 Delmar Lane, shared thoughts on leadership
- Jim McGrath, 7178 Buena Vista, stated his opposition to the Ad Hoc Housing Committee's recommendations



CONSENT AGENDA

Mayor Mikkelson asked if there were any items to remove from the consent agenda for discussion:

1. Consider approval of regular City Council meeting minutes - November 21, 2022
2. Consider approval of Resolution 2022-17 approving the Prairie Village Arts Council artist receptions in 2023 as special events promoting the arts to allow the serving of free alcohol
3. Consider approval of the agreement with BT&Co., P.A., to audit the City 2022 financial statements
4. Consider approval of property tax rebate program changes for 2023
5. Approve the issuance of cereal malt beverage licenses for 2023
6. Consider renewal of public defender agreements with Robin A. Lewis and back-up Public Defender Adam Peer
7. Consider bid award for plumbing services
8. Consider bid award for pavement marking services
9. Consider bid award for tree removal and emergency services
10. Consider bid award for weather services
11. Consider custodial services agreement
12. Consider interlocal agreement with the City of Overland Park for 2023 CARS program
13. Consider interlocal agreement with Johnson County and the City of Overland Park for the 2023 CARS project - Nall Avenue from 67th Street to 75th Street (NAAV0005)
14. Consider appointment to the Environmental Committee
15. Consider 2023 fee schedule

Ms. Limbird made a motion to approve the consent agenda as presented. A roll call vote was taken with the following votes cast: "aye": Herring, C. Robinson, Selders, Wolf, Limbird, D. Robinson, Reimer, McFadden, Graves, Gallagher. The motion passed 10-0.

COMMITTEE REPORTS

- Ms. Reimer noted that Teen Council members assisted at both the Mayor's Christmas tree lighting and gingerbread house building events for the Prairie Village Foundation.

MAYOR'S REPORT

- The Mayor stated he had attended the following events since the prior Council meeting:
 - The Mayor's Christmas tree lighting event on December 1
 - United Community Services' annual meeting on December 2
 - The gingerbread house building event on December 4
 - A Mid-America Regional Council Board meeting
 - A quarterly meeting with First Washington Realty



PRAIRIE VILLAGE KANSAS

- The Mayor said he had met with residents of the Pine Creek Homes Association along with Ms. Reimer and Mr. Dave Robinson to discuss housing recommendations
- The Mayor noted that 3rd quarter financial information had been made available, and that the City had maintained its 'Aaa' bond rating
- The Mayor shared the following upcoming events:
 - A Planning Commission meeting on December 6, at which housing recommendations would be discussed
 - A Wyandotte County/Johnson County Mayors annual holiday dinner on December 7
 - D.A.R.E graduations at multiple elementary schools
 - The City's volunteer appreciation dinner on December 10
 - A ribbon-cutting event for the new CareNow facility in the Village shopping center on December 12
 - The City's annual staff appreciation lunch on December 16

STAFF REPORTS

- Chief Roberson reported the following upcoming events:
 - The annual "Shop with a Cop" event on December 7
 - The annual "Tip a Cop" event at Johnny's on December 8

OLD BUSINESS

There was no old business to come before the Council.

Mayor Mikkelson, a board member of United Community Services, recused himself during consideration of the following two items. Council President Herring led the meeting during this time.

NEW BUSINESS

COU2022-76 Consider 2023 contribution allocation recommended by United Community Services for human services fund grants

Christina Ashie Guidry, Director of Resource Allocation for United Community Services of Johnson County (UCS), gave a presentation describing the core functions of the organization and its focus on education and advocacy, mobilization and planning, and targeted resource allocation. She noted that the allocations, collected from cities within Johnson County, were used to provide services to residents and improve the well-being of the community. Prairie Village had contributed to the fund each year since 1990.

Mr. Hannaman said that \$10,000 had been designated in the 2023 budget for the contribution, the same amount as 2022. If approved by Council, the City's contribution to



UCS would be pooled with funds from other cities in Johnson County and distributed to the agencies listed in the 2023 Human Service Fund Recommendation Report.

Ms. Limbird made a motion to approve the recommendation of the UCS Grant Review Committee contained in the 2023 Human Service Fund Recommendation Report and a contribution to UCS of \$10,000. Mr. Cole Robinson seconded the motion, which passed 10-0.

COU2022-77 Consider 2023 contribution allocation recommended by the Drug and Alcoholism Council of Johnson County for the 2023 alcohol tax funds

Ms. Ashie Guidry said that state statutes required that one-third of the revenue derived from a state excise tax on liquor sold by the drink be used for alcohol and drug prevention or rehabilitation programs. The Drug and Alcoholism Council of Johnson County formed a grant review process providing a structured and accountable system that allowed organizations, through one application, access to funds from multiple jurisdictions.

Each year, the council makes recommendations to cities for the expenditure of their funds. Cities have ultimate authority and responsibility for determining the allocation of their portion of the Alcohol Tax Fund. The 2023 budget included an allocation of \$44,000 from the Special Alcohol Fund, the same amount as 2022.

Ms. Reimer made a motion to approve the recommendation of the Drug and Alcoholism Council of Johnson County contained in the UCS Fund Recommendations Report and approve a contribution to UCS of \$44,000 from the 2023 Community Programs budget. Mrs. McFadden seconded the motion, which passed 10-0.

COU2022-78 Consider adoption of the 2022 Standard Traffic Ordinance for Kansas cities and the 2022 Uniform Public Offense Code for Kansas cities

Ms. Scott stated that on an annual basis, the City received the latest edition of the Standard Traffic Ordinance (STO) and the Uniform Public Offense Code (UPOC) from the League of Kansas Municipalities. Prior to the request for incorporation, the offense codes and traffic ordinances are compared to current City ordinances for discrepancies. Any deletions or additions are reviewed and approved by the City Prosecutor and City Attorney.

Changes for 2022 included the following:

STO Ordinance:

- Overall changes: Change STO edition year to 2022.
- Section five: Article 6 of Chapter XI, Section 11-605 - amendments in accordance with the Legislative changes to penalties for driving under the influence.



- Section six: Article 6 of Chapter XI, Section 11-606 - amendments in accordance with the Legislative changes to penalties for driving a commercial motor vehicle under the influence.

UPOC Ordinance:

- Overall changes: Change UPOC edition year to 2022.
- Section seven: Article 1 of Chapter XI, Section 11-108, Section 10.37 - Operating an Aircraft Under the Influence, Section 10.37.1 - Same; Preliminary Breath Test, and Section 10.37.2 Same; Definitions.

Mrs. McFadden made a motion to approve the changes to the Standard Traffic Ordinance as presented. Ms. Limbird seconded the motion. A roll call vote was taken with the following votes cast: “aye”: Herring, C. Robinson, Selders, Wolf, Limbird, D. Robinson, Reimer, McFadden, Graves, Gallagher. The motion passed 10-0.

Mrs. McFadden made a motion to approve the changes to the Uniform Public Offense Code as presented. Ms. Limbird seconded the motion. A roll call vote was taken with the following votes cast: “aye”: Herring, C. Robinson, Selders, Wolf, Limbird, D. Robinson, Reimer, McFadden, Graves, Gallagher. The motion passed 10-0.

COU2022-79 Consider approval of the 2023 legislative platform

Ms. Lee said that each year the City Council discussed and adopted a legislative platform that established the City’s priorities for the upcoming legislative session. The document is shared and discussed with local, state, and federal elected officials who represent Prairie Village. It is also used by staff and the City’s lobbyist when determining whether the City should submit testimony on legislation.

The Council Committee of the Whole discussed the 2023 legislative platform at its November 21 meeting and directed staff to make the following changes to the platform for 2023:

- Amend “Tax Lid” header to “Tax Law”.
- Modify the Sales Tax on Food section to read: “We support immediate elimination of Governor Kelly’s proposal to eliminate the state portion of sales tax on food. We do not support eliminating the City’s portion of sales tax on food, as this is a major source of revenue for cities throughout Kansas, including Prairie Village, and would negatively impact the services provided by local governments throughout Kansas.”
- Remove the “Internet Sales Tax Collections” section.
- Replace existing “Distribution of Federal Funds” section with a new “Federal Funds” section that states: “With historic investments in infrastructure, sustainability, and



clean energy projects through the Bipartisan Infrastructure Law and Inflation Reduction Act, the City of Prairie Village encourages the Legislature and state agencies to provide support, coordination, and guidance to local governments in order to maximize opportunities through these federal investments.”

- Add new section “Local Firearms Issues” with language as follows: “We strongly believe the ability to govern how firearms are possessed and transported throughout our community is a matter of local control. Local government should have the ability to regulate and enforce the possession and use of weapons within City-owned facilities, public parks, municipal pools, and City-owned vehicles. We urge state legislators to amend K.S.A. 75-7c that restricts local government from enacting important gun safety measures in their communities.”
- Add a new section titled “Statewide Funding for the Arts” with the following language: “The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed \$4.1 billion to Kansas’ economy in 2020. We support restoration of state funding for the arts. The arts industry provides jobs, generates revenue and economic activity, and enhances quality of life. The City of Prairie Village recognizes the important role individual artists and creative organizations play in building and sustaining cultural and economic vibrancy in Kansas.”
- Add language related to housing rental inspections in “Local Control” section to read: “Our local communities across the state are best served and residents’ values and standards are best reflected when local taxing and spending are determined by local voters and taxpayers. We support the retention and strengthening of local home rule authority to allow locally elected officials to conduct the business of their jurisdiction in a manner that best reflects the desires of their constituents and results in maximum benefit to that community. This includes matters dealing with public health and safety, such as local health orders and rental inspections, and the ability to govern possession of firearms in public spaces in the interest of public spaces.”
- Add language to the “Federal Funds” section stating: “The City of Prairie Village supports the expansion of Medicaid to extend healthcare coverage to low-income Kansans.”
- Add the following to the “Tax Law” section: “The State legislature, as required by Kansas statutes, should help relieve the burden on property taxpayers by funding the Local Ad Valorem Tax Reduction (LAVTR) program.”

Mr. Dave Robinson asked for clarification of the value of having a city-specific legislative platform. Mayor Mikkelson said sharing priorities with state legislators was important as they would make efforts to pursue legislation that supported the needs of the cities they represent. Stuart Little, the City’s lobbyist, added that having a list of priorities was beneficial when working directly with legislators in Topeka.

Mr. Herring made a motion to approve the adoption of the 2023 legislative platform as presented. Ms. Limbird seconded the motion. After further discussion, the motion passed 10-0.



COU2022-81 Consider design agreement with Affinis Corporation for design of the 2023 CARS project: Nall Avenue from 67th to 75th Street (NAAV0005)

Mr. Bredehoeft stated that the agreement was for the design of the 2023 CARS project on Nall Avenue From 67th Street To 75th Street, with construction anticipated to begin in the summer of 2023. The contract includes signal design for modification at 71st Street and 67th Street along with a new signal installation at 75th Street, and drainage modifications as needed in addition to the standard design requirements for a roadway improvement.

Mr. Bredehoeft noted that earlier in the year, the City of Overland Park had completed a traffic study for the corridor and determined that the reduction of lanes from four to three would be appropriate given the volume of traffic. The new layout would include five-foot wide dedicated bike lanes based on the bike/ped plans of both the City of Prairie Village and the City of Overland Park.

Ms. Selders asked if safety poles could be added to the bike lanes. Mr. Bredehoeft said there was likely not enough space to add poles due to the width of the lanes but that he would investigate other methods to increase safety for bike riders.

Mr. Cole Robinson asked if new sidewalks would sit directly at the curb or be placed further back from the road. Mr. Bredehoeft said that the goal would be to include green space between the sidewalk and curb, if space allowed.

Ms. Reimer made a motion to approve the design agreement as presented. Mr. Dave Robinson seconded the motion, which passed 10-0.

Ms. Reimer made a motion for the City Council to move to the Council Committee of the Whole portion of the meeting. The motion was seconded by Ms. Wolf and passed 10-0.

COUNCIL COMMITTEE OF THE WHOLE

COU2022-80 Review 2022 exterior grant and sustainability grant report and consider 2023 recommended program changes

Ms. Lee shared that in 2008, the exterior grant program was created to encourage homeowners to invest in their home's curb appeal. Each year, City staff prepared an annual report for the Governing Body outlining how program funds were utilized. In 2022, the City allocated \$74,000 from the Economic Development Fund to the program. Below is a brief overview of the 2022 program results:

- 34 exterior grants awarded totaling \$58,003 (as of 11/30/2022)
- 7 applicants left on the waitlist



- 9 applications abandoned due to various issues, including contractor and supply limitations
- Total homeowner investment: \$312,840
- Total money awarded: \$58,803
- Average grant award for exterior grant: \$1,706
- Average appraised value for homes receiving grants: \$293,866

Ms. Lee added that the residential sustainability grant was created to encourage residents to reduce their carbon footprint by improving the energy efficiency of their homes in 2021. Eligible improvements included new windows and doors, furnaces, solar panels and insulation. \$20,000 was set aside for the program in 2022, together with an \$11,215 roll over from the prior year. Below is a brief overview of the 2022 program results:

- 14 sustainability grants awarded totaling \$21,956
- 0 applicants left on the waitlist
- 1 application abandoned
- Total homeowner investment: \$118,314
- Average grant award: \$1,568
- Average appraised value for homes receiving grants: \$442,393

Ms. Lee noted that staff recommended the following changes to the program in 2023:

- Increase the appraised value maximum for the 2023 exterior grant program from \$350,000 to \$375,000 [this is a correction of what was stated at the meeting]
- Move the application process to the new OpenGov online cloud-based platform (in-person applicants will be assisted with submitting applications on a computer at the Codes Department)
- Increase the City's percentage match from 20% to 25%
- Decrease the minimum homeowner investment from \$2,500 to \$2,000
- Add an insulation-only project option to the sustainability grant program, allowing for smaller projects
- Open the program on February 1 and extend the number of days to complete the project from 120 to 180 days to allow additional time to complete projects
- Reallocate unused 2022 exterior grant funds (estimated at \$15,997) to the 2023 exterior grant program, increasing the 2023 budget to \$90,000

Mr. Cole Robinson said that he had concerns about the sustainability grant program due to its less targeted focus compared to the exterior grant program. He suggested adding a cap to the appraised value of homes for the sustainability grant program as well.

Ms. Selders stated that rental equipment, such as scaffolding, was often very expensive, and made a motion to accept staff recommendations for the 2023 exterior grant and sustainability grant program and include rental equipment as an allowed reimbursement. The motion was seconded by Ms. Limbird.



Mr. Dave Robinson proposed separating the programs so that they could each be considered individually. Mrs. McFadden and Mr. Gallagher suggested additional enhancements to the sustainability program should be considered by the Environmental Committee rather than the Council.

After further discussion, Mr. Dave Robinson made a motion to separate and consider the two programs individually. Mr. Gallagher seconded the motion. The motion tied 5-5, with Mr. Cole Robinson, Mr. Dave Robinson, Ms. Reimer, Mr. Graves and Mr. Gallagher in support. Mayor Mikkelson cast the tie-breaking vote in favor of the motion. The motion passed 6-5.

Ms. Reimer made a motion to amend Ms. Selders' motion to approve the recommended changes to the exterior grant program but remove rental equipment as an allowed reimbursement until staff has had an opportunity to research and provide additional cost information at the next meeting. Mrs. McFadden seconded the motion, which passed 8-2, with Mr. Cole Robinson and Ms. Selders in opposition.

The original motion for the exterior grant program as amended passed 10-0.

Ms. Reimer made a motion to amend the motion to approve the recommended changes to the sustainability grant program but remove rental equipment as an allowed reimbursement. The motion passed 7-3, with Mr. Cole Robinson, Ms. Selders and Ms. Limbird in opposition.

Mr. Dave Robinson made a motion to reduce the City's percentage match to 20% for the sustainability grant program. There was no second to the motion.

The original motion for the sustainability grant program as amended passed 10-0.

Mrs. McFadden moved that the City Council end the Council Committee of the Whole portion of the meeting. The motion was seconded by Ms. Limbird and passed unanimously.

ANNOUNCEMENTS

Announcements were included in the Council meeting packet.

ADJOURNMENT

Mayor Mikkelson declared the meeting adjourned at 8:20 p.m.

Adam Geffert
City Clerk

CITY TREASURER'S WARRANT REGISTER

DATE WARRANTS ISSUED:

Warrant Register Page No. 1

December 19, 2022

Copy of Ordinance
3021

Ordinance Page No. ____

An Ordinance Making Appropriate for the Payment of Certain Claims.

Be it ordained by the governing body of the City of Prairie Village, Kansas,

Section 1. That in order to pay the claims hereinafter stated which have been properly audited and approved, there is hereby appropriated out of funds in the City treasury the sum required for each claim.

NAME	DATE	AMOUNT	TOTAL
EXPENDITURES:			
Accounts Payable			
27312-27327	11/4/2022	35,093.94	
27328-27407	11/11/2022	1,154,884.49	
27408-27460	11/25/2022	367,508.48	
Payroll Expenditures			
11/4/2022		348,661.99	
11/18/2022		400,527.00	
Electronic Payments			
Electronic Pmnts	11/1/2022	7,964.07	
	11/3/2022	50.76	
	11/8/2022	15,547.36	
	11/15/2022	2,055.49	
	11/16/2022	7,999.37	
	11/17/2022	1,201.52	
	11/21/2022	637.74	
	11/23/2022	91.57	
	11/26/2022	29,244.67	
TOTAL EXPENDITURES:			2,371,468.45
Voided Checks	Check #	(Amount)	
TOTAL VOIDED CHECKS:			
GRAND TOTAL CLAIMS ORDINANCE			2,371,468.45

Section 2. That this ordinance shall take effect and be in force from and after its passage.

Passed this 19th day of December 2022.

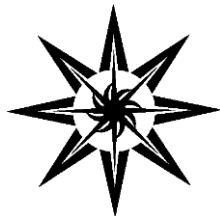
Signed or Approved this 19th day of December 2022.

ATTEST:

ATTEST:

City Treasurer

Finance Director



MAYOR

City Council Meeting Date: December 19, 2022

Consider Reappointment of City Clerk

RECOMMENDATION

Mayor Mikkelson requests the City Council ratify the reappointment of Adam Geffert to serve as City Clerk.

MOTION

Move to ratify Mayor Mikkelson's reappointment of Adam Geffert as the City Clerk.

BACKGROUND

Under the terms of the Municipal Code, the following positions within the City are appointive positions with four-year terms: City Attorney, Assistant City Attorney, Municipal Judges, City Prosecutor, City Clerk, City Treasurer, City Administrator, Deputy City Administrator, City Engineer, Director of Public Works, City Architect and Chief of Police.

Mr. Geffert has served as City Clerk since December 2018.

ATTACHMENTS

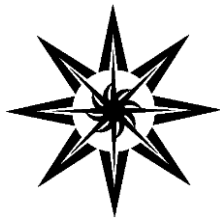
N/A

PREPARED BY

Meghan Buum

Assistant City Administrator

Date: December 13, 2022



AD-HOC CIVIC CENTER COMMITTEE

City Council Meeting Date: December 19, 2022

COU2022-82: CONSIDER MEMORANDUM OF UNDERSTANDING WITH THE YMCA TO COLLABORATE IN STUDYING THE MARKET FEASIBILITY OF BUILDING A COMMUNITY CENTER.

RECOMMENDATION

The Ad-Hoc Civic Center Committee unanimously recommended on November 14, 2022, to approve a Memo of Understanding with the YMCA to collaborate again to resurvey the community in gauging the level of support in building a new YMCA/Community Recreation Center. The Ad-Hoc Civic Center Committee also recommended to conduct a second Market Feasibility Study with Wiese that will closely replicate the study completed in 2019.

MOTION

Move to approve the attached MOU with the YMCA to collaborate in conducting a second Market Feasibility Study for a cost not to exceed \$34,000.

BACKGROUND

The City of Prairie Village, in partnership with the YMCA of Greater Kansas City and Johnson County Library had previously entered into a Memo of Understanding to conduct a Market Feasibility Study to measure community support of building a new YMCA/Community Recreation and Library. The Market Sustainability Study was completed by Wiese Research Group and presented to Council in January of 2020. As staff was preparing for the next steps of the project the COVID Pandemic occurred and the Council elected to place the project on hold.

Due to the extended time frame of the completion of the last study in relation to going through a pandemic, Wiese Research Group recommended components of the survey specific to the Civic Center be recompleted in order to affirm validation of previous community support. The questions specific to the Library would not be necessary regarding funding. Therefore, another MOU is necessary with YMCA as that step in the process is completed again.

The total sample size for the phone phase of the 2019 study was n=400 respondents across the entire market area. The Ad Hoc Civic Center Committee is proposing the same sample size. In addition, a supplemental sample of those living within the city limits of Prairie Village will be surveyed online, providing what is expected to be approximately n=600 respondents. The city will invite residents to participate by mailing each household a postcard containing a link to the web-based survey.

A representative from Wiese was present by zoom and assisted to help draft the amended survey (redline version attached).

BUDGET

The YMCA has agreed to fund 33% of the survey costs. Staff would recommend that Economic Development funds be used to cover this expense since this is not a budgeted item.

Budget Estimates

Phone Sample:	n=300	n=400
Online Sample:	n=600	n=600
Interview Length	10-min	10-min
Est. Cost	\$27,500	\$33,900

*It should be noted the Ad-Hoc Committee had previously recommended the n=300 person survey at their May 19, 2022, meeting. When the Ad-Hoc Committee revisited the proposal on November 14, 2022, they elected to recommend the same sample size of n=400 for an exact comparison to the 2019 survey sample size.

Attachments:

- 1) Memo of Understanding with the YMCA
- 2) 2022 Wiese Market Sustainability Research Proposal
- 3) Redline/clean version of proposed survey tool (Revised November 14, 2022)
- 4) 2019 Completed Market Sustainability Study
- 5) Ad-Hoc Civic Center Committee draft meeting minutes from November 14, 2022

PREPARED BY

Wes Jordan
City Administrator
December 12, 2022

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (the "MOU") is entered into this ____ day of _____, 2022, by and between the **City of Prairie Village, Kansas** with its principal office located at 7700 Mission Road, Prairie Village, Kansas 66208 ("the City") and the **YMCA of Greater Kansas City, a Missouri not-for-profit corporation** ("the YMCA"). The City and the YMCA are occasionally referred to in this MOU individually as "Party" and collectively as "Parties."

RECITALS

A. The City is a Kansas municipal corporation and is authorized to enter into this MOU by the powers vested in it by Article 12, Section 5 of the Kansas Constitution.

B. The YMCA is a charitable organization exempt from federal taxation pursuant to section 501(c)(3) of Title 26 of the United States Code. The YMCA owns property on which the Paul Henson Family YMCA is operated at 4200 W. 79th Street, Prairie Village, Kansas.

C. The City and the YMCA deem it to be in their best interests to explore cooperating in the development, construction and operation of a community recreation and wellness center ("Project") as a part of the City's indoor recreation plan and the strategic plan of the YMCA.

D. The Parties accordingly desire to enter into this MOU to set forth the terms pursuant to which they will collaborate in studying the market feasibility of constructing the Project. The City and the YMCA intend to share responsibilities reasonably and in good faith with a mutual intent to promote the general public welfare through development and operation of programs and facilities for the Project, and the City and the YMCA consider it appropriate to memorialize certain preliminary expectations and understandings to better assure the possibility of studying, planning for, and implementing the Project.

AGREEMENTS

NOW, THEREFORE, for the mutual promises and covenants contained herein, the Parties incorporate by reference the Recitals set forth above in this MOU and agree as follows:

1. PROJECT STUDY.

A. The Parties agree to collaborate on a plan to study the possibility of constructing the Project on City land that is in close proximity to the City's Harmon Park, swimming pools, and tennis courts or on the YMCA land on which the Paul Henson YMCA resides ("Project Study"), taking into account the plans of the City and the YMCA.

B. The area designated for the Project Study ("Project Study Area") is shown as indicated on the attached diagram attached hereto and incorporated herein by reference as Exhibit A.

C. The Project Study may consist of three phases: (I) Market Sustainability Study; (II) Community Engagement Evaluation; and (III) Project Site Design Study. This MOU

only sets forth expectations and understandings for the Market Sustainability Study phase. The Community Engagement Evaluation phase and the Project Design Study phase, if pursued by the Parties, will be governed by separate MOUs.

2. MARKET SUSTAINABILITY STUDY.

A. The Parties will procure third-party consultants or professionals to provide and conduct a market sustainability study of the Project with an anticipated commencement date of August 1, 2022 (“Market Sustainability Study”). The City and the YMCA will cooperate to select consultants or professionals to conduct the Market Sustainability Study.

B. The Market Sustainability Study's purpose is to: provide a thorough analysis of the current level of services and amenities in the area similar to those that would exist at the Project; identify existing gaps in services and recommend methods where the Project can fill those gaps; propose what the Project may provide patrons in terms of services and function; explore how the City and the YMCA could mutually benefit from locating the Project in the Project Study Area; describe how the Project could be operated in an economically viable manner; and seek feedback from participants as to which services and amenities they would use and to what extent they would be willing to pay for such services and amenities.

C. The Parties estimate the cost to procure the Market Sustainability Study will be not more than \$34,000. The Parties commit to share in the costs of this Market Sustainability Study in amounts not more than the following (or in equivalent portions if the total cost is less than \$30,000):

1. City – \$22,780 (67%)
2. YMCA – \$11,220 (33%)

D. The City and the YMCA will collaborate on messaging and communications during the Project Study and the Market Sustainability Study. The Parties' messaging and communications with the public will be cohesive and coordinated by the City, with the prior consent of the YMCA.

E. Upon completion of the Market Sustainability Study, the City and the YMCA will consider the results of the Market Sustainability Study. Each Party, at that Party's sole discretion, will determine the feasibility of that Party participating in the Project or further studying the Project in future phases of the Project Study as described in Section 1.C.

F. The City and the YMCA agree to diligently pursue the Market Sustainability Study. In the event the Parties intend, based upon each Party's sole, respective discretion, to proceed with Phase II, the Community Engagement Evaluation, and Phase III, the Project Site Design Study, then the Parties will consider additional memoranda of understanding to initiate those phases of the Project Study. However, the Parties are under no obligation to participate in Phase II, the Community Engagement Evaluation, Phase III, the Project Site Design Study, or the future development, construction, or operation of the Project. If either Party chooses not to participate in those next steps, the Parties shall no longer be bound by this MOU.

3. PROJECT EXPECTATIONS. The City and the YMCA recognize the potential Project implementation is based on financial support and approval from the community, including, but not limited to, capital fundraising by the YMCA. The underlying intent of this MOU is that the YMCA would play a key role in operational management of the Project facility. Should the Market Sustainability Study validate community support, the specifics of the operational management terms and framing of responsibilities would be outlined as part of future phased planning. The Parties will continue to work together to outline and detail specifics of the terms as approved by the Governing Body of the City and the Board of Directors of the YMCA.

4. ADDITIONAL PARTNERS. The City and the YMCA will review opportunities for additional partners in the Project. The City and the YMCA must mutually agree for any new partners to be a part of the Project. This section would not apply to already known potential partners such as the Johnson County Library, Shawnee Mission School District, and/or other cities such as Mission Hills, Kansas.

5. APPROVAL OF THIS MOU. Each Party represents and warrants that this MOU has been properly authorized and approved to be effective.

6. NO LIMITATION OF POWER.

A. Nothing in this MOU shall be construed as a limitation on the ability of the City to exercise its governmental functions or to diminish, restrict or limit the police powers of the City granted by the Constitution of the State of Kansas and the United States, statutes, or by general law.

B. Nothing in this MOU shall be construed as a limitation on the powers, rights, authority, duty and responsibility conferred upon and vested in the City or the YMCA by the laws and Constitution of the state of Kansas and the United States.

7. COOPERATION. The Parties agree to exercise good faith and cooperate with each other to conduct the Project Study.

8. NOTICES. Any notice, request, approval, demand, instruction, or other communication to be given to either party hereunder, unless specifically stated otherwise herein, shall be in writing and shall be conclusively deemed to be delivered (i) when personally delivered, (ii) when deposited in the U.S. mail, sent by certified mail return receipt requested, (iii) when sent by overnight courier, or (iv) when sent by facsimile with a confirmed receipt, but in all cases addressed to the parties as follows:

To CITY: Wes Jordan, City Administrator
7700 Mission Road
Prairie Village, KS 66208
Phone: (913) 385-4621
E-mail: wjordan@pvkansas.com

With a Copy to: David E. Waters
Spencer Fane LLP
6201 College Boulevard

Overland Park, KS 66211
Phone: 913.327.5189
Email: dwaters@spencerfane.com

To YMCA: Mark Hulet
YMCA of Greater Kansas City
3100 Broadway, Suite 1020
Kansas City, Missouri 64111
Phone: 816.360.3318
Email: MarkHulet@KansasCityYMCA.org

With a Copy to: Amanda Yoder
Lathrop GPM LLP
2345 Grand Blvd, Suite 2200
Kansas City, Missouri 64108
Phone: 816.460.5810
Email: amanda.yoder@lathropgpm.com

9. GENERAL MATTERS.

A. This MOU shall be governed by and construed under the laws of the State of Kansas.

B. No party shall assign this MOU without the written consent of all Parties.

C. The recitals set forth above are true and correct and are incorporated herein by reference and made a part of this MOU. This MOU constitutes the entire agreement between the Parties and supersedes all prior agreements, whether written or oral, covering the same subject matter. This MOU may be modified or amended only upon written instrument executed by the Parties required to consent to such amendment.

D. The signatories to this MOU covenant and represent that each is fully authorized to enter and to execute this MOU on behalf of the named party.

E. It is agreed that nothing in this MOU is intended to, nor does it create or establish a joint venture between the Parties, or as constituting any agency relationship.

F. Nothing contained in this MOU shall be construed to confer upon any other party the rights of a third-party beneficiary.

The parties have executed this MOU on the date first written above.

[Remainder of page intentionally left blank; Signature Pages and Exhibit A follow]

CITY OF PRAIRIE VILLAGE, KANSAS

By: _____
Eric Mikkelson, Mayor

Attest:

City Clerk

Approved As To Form:

YMCA OF GREATER KANSAS CITY

By: _____

Name: _____

Title: _____

EXHIBIT A
PROJECT STUDY AREA DIAGRAM





A subsidiary of The MSR Group

12020 Shamrock Plaza
Suite 200 PMB 97953
Omaha, NE 68154
wraresearch.com

YMCA of Greater KC and City of Prairie Village Market Sustainability Research Proposal April 7, 2022

BACKGROUND

The following outlines the project specifications, assumptions, scope of work to be performed by Wiese Research Group (WRG), and cost estimates for conducting research on behalf of the YMCA of Greater Kansas City and the City of Prairie Village. This research will essentially replicate the study completed in Nov-Dec 2019 (or portions thereof), which consisted of telephone surveys with a cross section of adults who reside in the potential service area for the new YMCA community and civic center being considered, supplemented by online surveys with those who live within the city limits of Prairie Village.

SAMPLING DESIGN

Geographically speaking, the market area to be surveyed for this project has been defined by the following Kansas and Missouri zip codes: 66202, 66204, 66205, 66206, 66207, 66208, 66212, 64112, 64113, and 64114. Essentially all adults age 18+ who reside within this market area will be eligible to participate in the study.

WRG will obtain the necessary sample lists within the designated area to be surveyed and establish target quotas by geography and age/gender groups that reflect actual population characteristics. If the final obtained sample varies appreciably from these quotas due to difficulties in filling some particularly hard to reach population segments, statistical weighting would be utilized to adjust the total sample to be representative of the target market.

The total sample size for the *random* phone phase of the 2019 study was n=400 respondents across the entire market area. That sample size is being proposed again, along with a smaller sample option of n=300 respondents. In addition, a supplemental sample of those living within the city limits of Prairie Village will be surveyed online, providing what is expected to be another n=600 or so respondents, depending on the actual number of households invited and response rate achieved during this *supplemental* phase.

Given this sampling approach, the total number of phone and online surveys completed will of course “over represent” the City of Prairie Village residents. Therefore, WRG will utilize the online survey data only when presenting results for Prairie Village proper (to boost the sample size for that segment when combined with the phone data).

METHOD OF SAMPLE CONTACT

Given the types of information desired and the need for quantifiable and projectable results, telephone will be the sample contact methodology for the *random* phase of this study. Trained and experienced interviewers from WRG's staff will collect the data, with each interviewer working on this project fully briefed on the proper administration of the questionnaire prior to sample contact.

In addition, those residing within the city limits of Prairie Village will have the opportunity to complete the survey online. For this supplemental phase, the city will invite residents to participate by mailing each household a postcard containing a link to the web-based survey. WRG will provide the online survey link (to be printed on the postcard) and host the online data collection.

SURVEY INSTRUMENT

The questionnaire to be utilized for this study will be essentially the same survey administered in 2019, which averaged approximately 15 minutes (on-phone administration time). However, a somewhat shorter version of this survey is also possible should it be determined that updating results for certain question items is no longer needed. Therefore, WRG has provided budget estimates assuming either a 10-minute or 15-minute survey length.

DATA ANALYSIS AND DELIVERABLES

Upon completion of the data collection, WRG will code, clean, and process the results. Tabular Results will be generated showing frequency and percentage findings for the total sample, as well as across relevant demographic segments. These crosstabs will be provided to the client as a reference document, along with the raw data file (if desired).

From analysis of the crosstabs and accompanying statistics, WRG will prepare a Summary Report that will include a graphic presentation of the results along with a narrative discussion of key findings. WRG will also be available to present the results of this study, by phone or in person, at a meeting designed for this purpose.

BUDGET ESTIMATES

Given the scope of work and sample options outlined herein, the budget estimates to complete this research project are as follows (+/-10%):

Budget Estimates for Proposed Options				
Phone Sample:	n=300	n=400	n=300	n=400
Online Sample:*	n≈600	n≈600	n≈600	n≈600
Interview Length:	10-Minute	10-Minute	15-Minute	15-Minute
Estimated Cost:	\$27,500	\$33,900	\$30,400	\$37,500

*Additional surveys with City of Prairie Village residents only ("n" will depend on response rate).

The preceding budgets include all costs associated with this research project, except for any travel time and travel expenses (mileage to/from Omaha) incurred by a WRG Associate for client-requested in-person meetings. However, it should be noted that these amounts are still only estimates based on an assumed survey length. If the 2019 questionnaire is shortened and/or modified, the survey will need to be pilot tested before a firm cost quote can be provided.

WRG's normal billing procedure is to send an invoice for one-half of the estimated total project cost up front, with the balance due once the scope of work agreed upon has been completed.

INTRODUCTION:

Good afternoon/evening, my name is ____ from Wiese Research, ~~calling on behalf of~~ conducting a survey for the City of Prairie Village, ~~the~~ YMCA, and Johnson County Library, ~~to assess the community's needs post-Covid as they relate to conducting a survey about~~ wellness ~~and~~, recreation, ~~and community~~ services, ~~and could really use your help~~. I can assure you; this is not a sales call; we just need your opinions. First...

1 Respondent

XX (CELL OWNER UNDER 18) (THANK & TERMINATE)
(INSERT STANDARD INTRO SCREEN DISPOS)

SQ1. To confirm I dialed into one of the qualified areas for this study, can I please have your zip code?
(OPEN-ENDED) (VERIFY ZIP CODE VIA READ BACK ON NEXT SCREEN)

1 64112

2 64113

3 64114

4 66202

5 66204

6 66205

7 66206

8 66207

9 66208

10 66212

96 (OTHER) (EXPLAIN OUT OF AREA, THANK & TERM)

97 (REFUSED) (THANK & TERMINATE)

SQ2. And to ensure we represent all age groups in the study, can I please have your age? (OPEN-ENDED)
(IF "REFUSED" – SAY:) I just need your age range, for quota purposes, in order to continue. (THEN READ CATEGORIES)

1 Under 18 (THANK & TERMINATE)

2 18 to 24

3 25 to 34

4 35 to 44

5 45 to 54

6 55 to 64

7 65 or older

8 (STILL REFUSED) (THANK & TERMINATE)

SQ3. Gender (RECORD ONLY– DO NOT ASK)

(ASK ONLY IF CANNOT DETERMINE BY VOICE:) To confirm, am I speaking with a male or female?

1 Male

2 Female

3 (Other)

This call may be recorded for quality control purposes only.

1. Are there any children under 18 living in your household? (OPEN-ENDED)

1 Yes

2 No

2. Does anyone in your household currently have a membership to any gym, health club, recreation or fitness center? **(OPEN-ENDED)**

- 1 Yes
- 2 No **(SKIP TO Q4)**
- 3 **(NOT SURE) (SKIP TO Q4)**

3A. To which gym, health club, recreation or fitness centers do you or other household members belong? **(OPEN-ENDED) (ACCEPT UP TO 3 REPLIES)**

- 1 Barre Fitness
- 2 City Gym KC
- 3 Genesis Health Club
- 4 Jewish Community Center
- 5 Matt Ross Community Center
- 6 Orange Theory
- 7 Paul Henson YMCA in PRAIRIE VILLAGE
- 8 Planet Fitness
- 9 Prairie Life Fitness
- 10 Red Bridge YMCA
- 11 Title Boxing
- 12 Woodside
- 13 YMCA **(SPECIFY YMCA FULL NAME & LOCATION:)**
- 96 **(OTHER – SPECIFY FACILITY NAME AND TOWN:)**
- 97 **(REFUSED)**
- 98 **(NO OTHERS)**
- 99 **(DON'T KNOW) (SKIP TO Q4)**

3B. **(IF ONLY ONE MENTION IN Q3A, SAY:)** Is that membership for an individual, you and a spouse, or a family?
(IF 2+ MENTIONS IN Q3A, SAY:) Are those memberships for an individual, you and a spouse, or a family?
(OPEN-ENDED – ACCEPT MULTIPLE REPLIES)

- 1 Individual
- 2 Respondent and spouse
- 3 Family (includes single parent plus dependents)
- 4 **(DON'T KNOW)**

4. During the past 12 months, have you or others in your household used or been to... **(INSERT A-~~CB~~)**

A The Prairie Village pool complex?

B The Paul Henson YMCA in Prairie Village?

~~C The Corinth (**KOR-inth**) branch of the Johnson County Library in Prairie Village?~~

- 1 Yes
- 2 No
- 3 **(NOT SURE)**

6. **(READ SLOWLY)** At the present time, the City of Prairie Village, in partnership with the YMCA and Johnson County Library, is considering construction of a NEW Community ~~and Civic~~ Center facility located near City Hall, at Harmon Park. This would REPLACE the Paul Henson YMCA and include a full range of recreation and fitness facilities, gymnasium, indoor pools, wellness programs, public meeting rooms, a large gathering or reception space with a kitchen, as well as a new library on the same campus or nearby that would replace the existing Corinth **(KOR-inth)** branch.

How likely would YOU OR OTHERS IN YOUR HOUSEHOLD be to use this new Prairie Village ~~YMCA~~ Community ~~and Civic~~ Center and YMCA, assuming the cost was what you considered to be reasonable? Do you think you **(READ RESPONSES)**

(IF “DON’T KNOW” SAY:) I’m sorry, don’t know is not an option for this question...just your best guess is fine.

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

(ASK Q6A IF Q6=4-5. OTHERWISE SKIP TO Q6B)

6A. Why are you NOT likely to use this new Prairie Village ~~YMCA~~ Community ~~and Civic~~ Center and YMCA? **(OPEN-ENDED & CLARIFY ANY VAGUE RESPONSES – RECORD SPECIFIC REASONS)**

(ASK Q6B IF Q6=3. OTHERWISE SKIP TO Q6C)

6B. What would your likelihood to use this new Prairie Village Community Center and YMCA ~~Prairie Village YMCA Community and Civic Center~~ depend on? **(OPEN-ENDED & CLARIFY ANY VAGUE RESPONSES – RECORD SPECIFIC REASONS)**

(IF Q6=4-5, SKIP TO Q9. OTHERWISE, ASK:)

7. Next, I’m going to mention several possible facility features and amenities that a new Prairie Village Community Center and YMCA could include. For each one, please rate how important having that feature would be for YOU OR SOMEONE IN YOUR HOUSEHOLD, using a 1 to 10 scale where “1” equals NOT AT ALL IMPORTANT and “10” equals EXTREMELY IMPORTANT. **(ROTATE A-W) (REPEAT SCALE AS NEEDED)**

- A Cardio equipment
- B Climbing wall
- C **(OMITTED)**
- D Cool water lap pool
- E Free weights
- F Gymnasium
- G Indoor recreation or family pool
- H Indoor warm water therapy pool
- I Indoor lap or competitive swim pool
- J Machine weights and strength training equipment
- K Outdoor recreation pool and spray park
- L Sauna and steam room
- M Teaching kitchen
- N Walking track
- O Whirlpool
- P Women-only fitness area
- Q Family/youth fitness area
- R Teen center with computers, interactive games, café and fitness
- S Lazy river
- T Drop-in childcare while parents workout
- U Multi-use meeting rooms open to the public
- V Large community gathering or reception space with a kitchen
- ~~W Public library on the same campus~~

- 1 Not at all important
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 Extremely important
- 11 **(DON'T KNOW)**

8. Now, I'm going to mention several possible programs and services that could be offered at this Prairie Village Community Center and YMCA. For each one, please tell me how likely YOU OR SOMEONE IN YOUR HOUSEHOLD would be to use that program or service in the next few years, assuming the cost was reasonable. The first one is...(INSERT A-Y / ROTATE GROUPS)
(READ RESPONSES THE FIRST FEW TIMES, THEN AS NEEDED)
(IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.

SWIMMING

- A Adult swimming lessons
- B **(ASK ONLY IF Q1=1)** Youth swimming lessons
- C Indoor lap swimming
- D Group water exercise classes
- E Competitive swimming
- F Lifeguard classes
- G Lazy river

EXERCISE/ FITNESS/ WEIGHT LOSS

- H Family exercise classes
- I Group exercise classes for individuals of all ages
- J **(ASK ONLY IF Q1=1)** Youth exercise classes
- K Group exercise classes for seniors
- L Starter fitness programs
- M Weight loss programs
- N Martial arts

SPORTS

- O Adult sports leagues
- P Sports leagues for seniors
- Q **(ASK ONLY IF Q1=1)** Youth sports leagues

HEALTH EDUCATION

- R Health education classes
- S Nutrition and healthy cooking classes
- T **(ASK ONLY IF Q1=1)** Youth obesity prevention program

OTHER

- U Programs for individuals with special needs
- V Senior activities such as card clubs, field trips, and seminars
- W **(ASK ONLY IF Q1=1)** Teen leadership programs
- X **(ASK ONLY IF Q1=1)** Youth enrichment programs
- Y **(ASK ONLY IF Q1=1)** Drop-in childcare while parents workout

- 1 Would you DEFINITELY use that program
- 2 PROBABLY use
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

9. As you may know, a variety of different types of memberships are available to anyone interested in joining a YMCA. If you and/or others in your household WERE TO EVER CONSIDER joining or using the proposed Prairie Village Community Center and YMCA, which of the following types of memberships would BEST describe your household?

(READ RESPONSES)

(IF “DON’T KNOW” SAY:) I’m sorry, don’t know is not an option for this question...just your best guess is fine.

- 1 One adult
- 2 One adult with children
- 3 Two adults
- 4 Two adults with children
- 5 One senior age 65+
- 6 Two seniors age 65+

10. How likely would you be to consider a membership for **(INSERT Q9 REPLY)** to this new Prairie Village Community Center and YMCA if the cost was **(INSERT A-C/ D-F/ G-I/ J-L/ M-O AS APPROPRIATE, UNTIL “DEFINITELY WOULD” REPLY OBTAINED, THEN SKIP TO Q11)**

(READ RESPONSES)

(IF “DON’T KNOW” SAY:) I’m sorry, don’t know is not an option for this question...just your best guess is fine.

(IF Q9=1, ASK A-C)

- A \$59 per month
- B \$54 per month
- C \$49 per month

(IF Q9=2-3, ASK D-F)

- D \$80 per month
- E \$75 per month
- F \$70 per month

(IF Q9=4, ASK G-I)

- G \$89 per month
- H \$84 per month
- I \$79 per month

(IF Q9=5, ASK J-L)

- J \$51 per month
- K \$46 per month
- L \$41 per month

(IF Q9=6, ASK M-O)

- M \$75 per month
- N \$70 per month
- O \$65 per month

- 1 Do you think you DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

11. **(READ SLOWLY)** It's possible that this Prairie Village Community Center and YMCA could partner with a hospital in the area and also provide MEDICAL-BASED programs designed to prevent or help manage various chronic diseases or health issues, such as blood pressure management, cardiac rehab, weight loss management, or arthritis therapy, just to name a few. Please tell me how likely YOU OR SOMEONE IN YOUR HOUSEHOLD would be to use these types of MEDICAL-BASED programs if offered at the Prairie Village Community Center and YMCA, assuming a reasonable cost. Do you think you **(READ RESPONSES)**

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT
- 6 **(NOT SURE)**

~~12. Again, assuming a reasonable cost, how likely would you or someone in your household be to use any of these types of medical-based programs at this Prairie Village Community Center YMCA IF RECOMMENDED BY A PHYSICIAN? Do you think you **(READ RESPONSES)**~~

- ~~1 DEFINITELY would~~
- ~~2 PROBABLY would~~
- ~~3 Might~~
- ~~4 Probably NOT~~
- ~~5 Or, definitely NOT **(SKIP TO Q14)**~~
- ~~6 **(NOT SURE)**~~

~~13. And assuming a doctor did recommend or refer you to one of these medical-based programs at this Prairie Village Community Center YMCA, how likely would you be to pay **(INSERT A-C IN ORDER UNTIL "DEFINITELY WOULD" REPLY OBTAINED, THEN SKIP TO Q14) (READ RESPONSES)** (IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.~~

- ~~A \$250 for a 12-week program?~~
~~B What if the cost was \$150 for a 12-week program?~~
~~C What if the cost was \$99 for a 12-week program?~~

- ~~1 Do you think you DEFINITELY would~~
- ~~2 PROBABLY would~~
- ~~3 Might~~
- ~~4 Probably NOT~~
- ~~5 Or, definitely NOT~~
- ~~6 **(NOT SURE)**~~

~~14. As mentioned earlier, the Johnson County Library is considering closing its existing Corinth branch and is considering placing a new library on the SAME CAMPUS as the proposed Prairie Village YMCA Community and Civic Center. Another option would be to place this new library at a SEPARATE LOCATION. For you personally, would you prefer that the new library in Prairie Village be ...**(READ RESPONSES – ROTATE ORDER OF 1-2)**~~

- ~~1 On the same campus **(SKIP TO Q15)**~~
- ~~2 A separate location~~
- ~~3 Or, does that not really matter to you one way or the other? **(SKIP TO Q15)**~~
- ~~4 **(NOT SURE) (SKIP TO Q15)**~~

~~14A. If you knew that placing the new library on the SAME CAMPUS as the YMCA Community and Civic Center would lower the cost to operate the branch, would you **(READ RESPONSES)**~~

- ~~1 Still prefer a separate location for the library~~
- ~~2 Or, would locating the library on the same campus be fine~~
- ~~3 **(NOT SURE)**~~

~~15. How likely are you or others in your household to use a NEW Johnson County Library branch in Prairie Village?
Do you think you (READ RESPONSES)~~

- ~~1 DEFINITELY will~~
- ~~2 PROBABLY will~~
- ~~3 Might~~
- ~~4 Probably NOT (SKIP TO Q18)~~
- ~~5 Or, definitely NOT (SKIP TO Q18)~~
- ~~6 (NOT SURE)~~

~~16. If you had a choice, would you prefer that this new library branch in Prairie Village (READ RESPONSES –
ROTATE ORDER OF 1-2)~~

- ~~1 Have the same look and feel as the current branch~~
- ~~2 Have a more contemporary or modern design~~
- ~~3 Or, does that not really matter to you one way or the other?~~
- ~~4 (NOT SURE)~~

~~17. Next, please rate how important the following LIBRARY features would be for you or someone in your household, using a 1 to 10 scale where “1” equals NOT AT ALL IMPORTANT and “10” equals EXTREMELY IMPORTANT. (ROTATE A-D) (REPEAT SCALE AS NEEDED)~~

- ~~A Free Wi-Fi~~
- ~~B Small study rooms where 4-6 people could meet~~
- ~~C Large meeting rooms where 20-40 people could meet~~
- ~~D Drive-thru option for picking up and/or returning materials~~

- ~~1 Not at all important~~
- ~~2~~
- ~~3~~
- ~~4~~
- ~~5~~
- ~~6~~
- ~~7~~
- ~~8~~
- ~~9~~
- ~~10 Extremely important~~
- ~~11 (DON'T KNOW)~~

(ASK Q18 IF SQ1=4-9 – POTENTIAL PRAIRIE VILLAGE RESIDENT . OTHERWISE SKIP TO DEMOS)

18. Do you live within the city limits of Prairie Village? **(OPEN-ENDED)**

- 1 Yes
- 2 No **(SKIP TO DEMOS)**
- 3 **(NOT SURE)**

19. In order to construct the proposed Prairie Village Community Center and YMCA~~YMCA Community and Civic Center~~, the City may need to increase taxes for a time period of up to 30 years. If the amount of tax increase was what you considered to be reasonable, what type of tax change would you be most likely to support? **(READ RESPONSES)**

- 1 Sales tax
- 2 Property tax **(SKIP TO Q19B)**
- 3 A combination of both property and sales tax **(SKIP TO Q19C)**
- 4 Or, would you not support a tax increase of any type **(SKIP TO Q19D)**
- 5 **(DON'T KNOW/REFUSED) (SKIP TO Q20)**

(IF Q19=1, ASK:)

19A. Why do you prefer the SALES TAX funding option?

(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=2, ASK:)

19B. Why do you prefer the PROPERTY TAX funding option?

(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=3, ASK:)

19C. Why do you prefer the COMBINATION OF BOTH PROPERTY AND SALES TAX funding option?

(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=4, ASK:)

19D. Why would you NOT support a tax increase of any type?

(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=4, SKIP TO Q21. OTHERWISE ASK:)

20. Again, in order to fund the construction of the proposed Prairie Village Community Center and YMCA~~YMCA Community and Civic Center~~, would you support some type of increased tax if the MONTHLY AMOUNT you had to pay was (INSERT A-E IN ORDER UNTIL "YES" REPLY OBTAINED, THEN SKIP TO Q21)? (READ RESPONSES AS NEEDED)

A Above \$30 per month

B What about up to \$30 per month?

C What about up to \$20 per month?

D What about up to \$15 per month?

E What about up to \$10 per month?

1 Yes – willing to pay that amount

2 No – would NOT pay that amount

3 (NOT SURE/DEPENDS)

21. Are you currently a registered voter? (OPEN-ENDED)

1 Yes

2 No

3 (DON'T KNOW)

21A. How likely are you to vote on this issue if there was a special mail-in ballot sent to all registered voters in Prairie Village? Do you think you would (READ RESPONSES)

1 Definitely vote

2 Probably vote

3 Might

4 Probably NOT vote

5 Or, definitely NOT vote

6 (DON'T KNOW/REFUSED)

(DEMOS)

And now I have just a few last questions for classification purposes only.

(ASK Q22 ONLY IF Q9=7. OTHERWISE SKIP TO Q23)

22. Which of the following BEST describes your household? **(READ RESPONSES)**

- 1 One adult
- 2 **(READ ONLY IF Q1=1)** One adult with children
- 3 Two adults
- 4 **(READ ONLY IF Q1=1)** Two adults with children
- 5 One senior age 65+
- 6 Two seniors age 65+
- 7 **(OTHER – SPECIFY:)**

23. Do you own or rent your current residence? **(OPEN-ENDED)**

- 1 Own
- 2 Rent
- 3 **(REFUSED)**

24. What is your current marital status? **(READ RESPONSES)**

- 1 Married/living with partner
- 2 Single
- 3 Widowed, divorced, or separated
- 4 **(REFUSED)**

25. Considering all wage earners for your household, was your total household income, before taxes, in 2018...?
(READ RESPONSES)

- 1 Under \$50,000
- 2 \$50,000 to under \$75,000
- 3 \$75,000 to under \$100,000
- 4 \$100,000 to \$150,000
- 5 Or, over \$150,000
- 6 **(REFUSED)**

That concludes the interview. I just need to verify that I reached you at **(INSERT PHONE NUMBER)**
(IF NOT CORRECT, RECORD NUMBER:)

In case my supervisor wants to verify I completed this survey, can I
please have your first name? **(RECORD NAME)**

Thanks so much for your time and opinions – have a great evening/day!

INTRODUCTION:

Good afternoon/evening, my name is ____ from Wiese Research, conducting a survey for the City of Prairie Village, YMCA, and Johnson County Library, to assess the community's needs post-Covid as they relate to wellness and recreation services. I can assure you; this is not a sales call; we just need your opinions. First...

1 Respondent

XX **(CELL OWNER UNDER 18) (THANK & TERMINATE)**
(INSERT STANDARD INTRO SCREEN DISPOS)

SQ1. To confirm I dialed into one of the qualified areas for this study, can I please have your zip code?
(OPEN-ENDED) (VERIFY ZIP CODE VIA READ BACK ON NEXT SCREEN)

1 64112

2 64113

3 64114

4 66202

5 66204

6 66205

7 66206

8 66207

9 66208

10 66212

96 **(OTHER) (EXPLAIN OUT OF AREA, THANK & TERM)**

97 **(REFUSED) (THANK & TERMINATE)**

SQ2. And to ensure we represent all age groups in the study, can I please have your age? **(OPEN-ENDED)**
(IF "REFUSED" – SAY:) I just need your age range, for quota purposes, in order to continue. (THEN READ CATEGORIES)

1 Under 18 **(THANK & TERMINATE)**

2 18 to 24

3 25 to 34

4 35 to 44

5 45 to 54

6 55 to 64

7 65 or older

8 **(STILL REFUSED) (THANK & TERMINATE)**

SQ3. Gender **(RECORD ONLY– DO NOT ASK)**

1 Male

2 Female

3 (Other)

This call may be recorded for quality control purposes only.

1. Are there any children under 18 living in your household? **(OPEN-ENDED)**

1 Yes

2 No

2. Does anyone in your household currently have a membership to any gym, health club, recreation or fitness center? **(OPEN-ENDED)**

- 1 Yes
- 2 No **(SKIP TO Q4)**
- 3 **(NOT SURE) (SKIP TO Q4)**

3A. To which gym, health club, recreation or fitness centers do you or other household members belong? **(OPEN-ENDED) (ACCEPT UP TO 3 REPLIES)**

- 1 Barre Fitness
- 2 City Gym KC
- 3 Genesis Health Club
- 4 Jewish Community Center
- 5 Matt Ross Community Center
- 6 Orange Theory
- 7 Paul Henson YMCA in PRAIRIE VILLAGE
- 8 Planet Fitness
- 9 Prairie Life Fitness
- 10 Red Bridge YMCA
- 11 Title Boxing
- 12 Woodside
- 13 YMCA **(SPECIFY YMCA FULL NAME & LOCATION:)**
- 96 **(OTHER – SPECIFY FACILITY NAME AND TOWN:)**
- 97 **(REFUSED)**
- 98 **(NO OTHERS)**
- 99 **(DON'T KNOW) (SKIP TO Q4)**

3B. **(IF ONLY ONE MENTION IN Q3A, SAY:)** Is that membership for an individual, you and a spouse, or a family?
(IF 2+ MENTIONS IN Q3A, SAY:) Are those memberships for an individual, you and a spouse, or a family?
(OPEN-ENDED – ACCEPT MULTIPLE REPLIES)

- 1 Individual
- 2 Respondent and spouse
- 3 Family (includes single parent plus dependents)
- 4 **(DON'T KNOW)**

4. During the past 12 months, have you or others in your household used or been to... **(INSERT A-B)**

- A The Prairie Village pool complex?
B The Paul Henson YMCA in Prairie Village?

- 1 Yes
- 2 No
- 3 **(NOT SURE)**

6. **(READ SLOWLY)** At the present time, the City of Prairie Village, in partnership with the YMCA and Johnson County Library, is considering construction of a NEW Community Center facility located near City Hall, at Harmon Park. This would REPLACE the Paul Henson YMCA and include a full range of recreation and fitness facilities, gymnasium, indoor pools, wellness programs, public meeting rooms, a large gathering or reception space with a kitchen, as well as a new library on the same campus or nearby that would replace the existing Corinth **(KOR-inth)** branch.

How likely would YOU OR OTHERS IN YOUR HOUSEHOLD be to use this new Prairie Village Community Center and YMCA, assuming the cost was what you considered to be reasonable? Do you think you **(READ RESPONSES)**

(IF “DON’T KNOW” SAY:) I’m sorry, don’t know is not an option for this question...just your best guess is fine.

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

(ASK Q6A IF Q6=4-5. OTHERWISE SKIP TO Q6B)

6A. Why are you NOT likely to use this new Prairie Village Community Center and YMCA?

(OPEN-ENDED & CLARIFY ANY VAGUE RESPONSES – RECORD SPECIFIC REASONS)

(ASK Q6B IF Q6=3. OTHERWISE SKIP TO Q6C)

6B. What would your likelihood to use this new Prairie Village Community Center and YMCA depend on?

(OPEN-ENDED & CLARIFY ANY VAGUE RESPONSES – RECORD SPECIFIC REASONS)

(IF Q6=4-5, SKIP TO Q9. OTHERWISE, ASK:)

7. Next, I’m going to mention several possible facility features and amenities that a new Prairie Village Community Center and YMCA could include. For each one, please rate how important having that feature would be for YOU OR SOMEONE IN YOUR HOUSEHOLD, using a 1 to 10 scale where “1” equals NOT AT ALL IMPORTANT and “10” equals EXTREMELY IMPORTANT. **(ROTATE A-W) (REPEAT SCALE AS NEEDED)**

- A Cardio equipment
- B Climbing wall
- C **(OMITTED)**
- D Cool water lap pool
- E Free weights
- F Gymnasium
- G Indoor recreation or family pool
- H Indoor warm water therapy pool
- I Indoor lap or competitive swim pool
- J Machine weights and strength training equipment
- K Outdoor recreation pool and spray park
- L Sauna and steam room
- M Teaching kitchen
- N Walking track
- O Whirlpool
- P Women-only fitness area
- Q Family/youth fitness area
- R Teen center with computers, interactive games, café and fitness
- S Lazy river
- T Drop-in childcare while parents workout
- U Multi-use meeting rooms open to the public
- V Large community gathering or reception space with a kitchen

- 1 Not at all important
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 Extremely important
- 11 **(DON'T KNOW)**

8. Now, I'm going to mention several possible programs and services that could be offered at this Prairie Village Community Center and YMCA. For each one, please tell me how likely YOU OR SOMEONE IN YOUR HOUSEHOLD would be to use that program or service in the next few years, assuming the cost was reasonable. The first one is...(INSERT A-Y / ROTATE GROUPS)
(READ RESPONSES THE FIRST FEW TIMES, THEN AS NEEDED)
(IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.

SWIMMING

- A Adult swimming lessons
- B **(ASK ONLY IF Q1=1)** Youth swimming lessons
- C Indoor lap swimming
- D Group water exercise classes
- E Competitive swimming
- F Lifeguard classes
- G Lazy river

EXERCISE/ FITNESS/ WEIGHT LOSS

- H Family exercise classes
- I Group exercise classes for individuals of all ages
- J **(ASK ONLY IF Q1=1)** Youth exercise classes
- K Group exercise classes for seniors
- L Starter fitness programs
- M Weight loss programs
- N Martial arts

SPORTS

- O Adult sports leagues
- P Sports leagues for seniors
- Q **(ASK ONLY IF Q1=1)** Youth sports leagues

HEALTH EDUCATION

- R Health education classes
- S Nutrition and healthy cooking classes
- T **(ASK ONLY IF Q1=1)** Youth obesity prevention program

OTHER

- U Programs for individuals with special needs
- V Senior activities such as card clubs, field trips, and seminars
- W **(ASK ONLY IF Q1=1)** Teen leadership programs
- X **(ASK ONLY IF Q1=1)** Youth enrichment programs
- Y **(ASK ONLY IF Q1=1)** Drop-in childcare while parents workout

- 1 Would you DEFINITELY use that program
- 2 PROBABLY use
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

9. As you may know, a variety of different types of memberships are available to anyone interested in joining a YMCA. If you and/or others in your household WERE TO EVER CONSIDER joining or using the proposed Prairie Village Community Center and YMCA, which of the following types of memberships would BEST describe your household?

(READ RESPONSES)

(IF “DON’T KNOW” SAY:) I’m sorry, don’t know is not an option for this question...just your best guess is fine.

- 1 One adult
- 2 One adult with children
- 3 Two adults
- 4 Two adults with children
- 5 One senior age 65+
- 6 Two seniors age 65+

10. How likely would you be to consider a membership for **(INSERT Q9 REPLY)** to this new Prairie Village Community Center and YMCA if the cost was **(INSERT A-C/ D-F/ G-I/ J-L/ M-O AS APPROPRIATE, UNTIL “DEFINITELY WOULD” REPLY OBTAINED, THEN SKIP TO Q11)**

(READ RESPONSES)

(IF “DON’T KNOW” SAY:) I’m sorry, don’t know is not an option for this question...just your best guess is fine.

(IF Q9=1, ASK A-C)

- A \$59 per month
- B \$54 per month
- C \$49 per month

(IF Q9=2-3, ASK D-F)

- D \$80 per month
- E \$75 per month
- F \$70 per month

(IF Q9=4, ASK G-I)

- G \$89 per month
- H \$84 per month
- I \$79 per month

(IF Q9=5, ASK J-L)

- J \$51 per month
- K \$46 per month
- L \$41 per month

(IF Q9=6, ASK M-O)

- M \$75 per month
- N \$70 per month
- O \$65 per month

- 1 Do you think you DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

11. **(READ SLOWLY)** It's possible that this Prairie Village Community Center and YMCA could partner with a hospital in the area and also provide MEDICAL-BASED programs designed to prevent or help manage various chronic diseases or health issues, such as blood pressure management, cardiac rehab, weight loss management, or arthritis therapy, just to name a few. Please tell me how likely YOU OR SOMEONE IN YOUR HOUSEHOLD would be to use these types of MEDICAL-BASED programs if offered at the Prairie Village Community Center and YMCA, assuming a reasonable cost. Do you think you **(READ RESPONSES)**

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT
- 6 **(NOT SURE)**

(ASK Q18 IF SQ1=4-9 – POTENTIAL PRAIRIE VILLAGE RESIDENT . OTHERWISE SKIP TO DEMOS)

18. Do you live within the city limits of Prairie Village? **(OPEN-ENDED)**

- 1 Yes
- 2 No **(SKIP TO DEMOS)**
- 3 **(NOT SURE)**

19. In order to construct the proposed Prairie Village Community Center and YMCA, the City may need to increase taxes for a time period of up to 30 years. If the amount of tax increase was what you considered to be reasonable, what type of tax change would you be most likely to support? **(READ RESPONSES)**

- 1 Sales tax
- 2 Property tax **(SKIP TO Q19B)**
- 3 A combination of both property and sales tax **(SKIP TO Q19C)**
- 4 Or, would you not support a tax increase of any type **(SKIP TO Q19D)**
- 5 **(DON'T KNOW/REFUSED) (SKIP TO Q20)**

(IF Q19=1, ASK:)

19A. Why do you prefer the SALES TAX funding option?

(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=2, ASK:)

19B. Why do you prefer the PROPERTY TAX funding option?

(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=3, ASK:)

19C. Why do you prefer the COMBINATION OF BOTH PROPERTY AND SALES TAX funding option?

(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=4, ASK:)

19D. Why would you NOT support a tax increase of any type?

(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=4, SKIP TO Q21. OTHERWISE ASK:)

20. Again, in order to fund the construction of the proposed Prairie Village Community Center and YMCA, would you support some type of increased tax if the MONTHLY AMOUNT you had to pay was **(INSERT A-E IN ORDER UNTIL "YES" REPLY OBTAINED, THEN SKIP TO Q21)? (READ RESPONSES AS NEEDED)**

A Above \$30 per month

B What about up to \$30 per month?

C What about up to \$20 per month?

D What about up to \$15 per month?

E What about up to \$10 per month?

1 Yes – willing to pay that amount

2 No – would NOT pay that amount

3 **(NOT SURE/DEPENDS)**

21. Are you currently a registered voter? **(OPEN-ENDED)**

1 Yes

2 No

3 **(DON'T KNOW)**

21A. How likely are you to vote on this issue if there was a special mail-in ballot sent to all registered voters in Prairie Village? Do you think you would **(READ RESPONSES)**

1 Definitely vote

2 Probably vote

3 Might

4 Probably NOT vote

5 Or, definitely NOT vote

6 **(DON'T KNOW/REFUSED)**

(DEMOS)

And now I have just a few last questions for classification purposes only.

(ASK Q22 ONLY IF Q9=7. OTHERWISE SKIP TO Q23)

22. Which of the following BEST describes your household? **(READ RESPONSES)**

- 1 One adult
- 2 **(READ ONLY IF Q1=1)** One adult with children
- 3 Two adults
- 4 **(READ ONLY IF Q1=1)** Two adults with children
- 5 One senior age 65+
- 6 Two seniors age 65+
- 7 **(OTHER – SPECIFY:)**

23. Do you own or rent your current residence? **(OPEN-ENDED)**

- 1 Own
- 2 Rent
- 3 **(REFUSED)**

24. What is your current marital status? **(READ RESPONSES)**

- 1 Married/living with partner
- 2 Single
- 3 Widowed, divorced, or separated
- 4 **(REFUSED)**

25. Considering all wage earners for your household, was your total household income, before taxes, in 2018...?
(READ RESPONSES)

- 1 Under \$50,000
- 2 \$50,000 to under \$75,000
- 3 \$75,000 to under \$100,000
- 4 \$100,000 to \$150,000
- 5 Or, over \$150,000
- 6 **(REFUSED)**

That concludes the interview. I just need to verify that I reached you at **(INSERT PHONE NUMBER)**
(IF NOT CORRECT, RECORD NUMBER:)

In case my supervisor wants to verify I completed this survey, can I
please have your first name? **(RECORD NAME)**

Thanks so much for your time and opinions – have a great evening/day!



Market Sustainability Study

Summary Report December 2019

INTRODUCTION TO THE SUMMARY REPORT

In preparing this summary of research findings, the intent has been to present the information deemed most important and to discuss those findings in a way that will be meaningful and understandable to the reader. Since summaries by their very nature are not comprehensive, it cannot be expected that all results of potential value will be thoroughly discussed or presented in this report. Therefore, the reader should consider not only this document, but also the comprehensive Tabular Results, provided under separate cover, for a more thorough review of the findings.

For this report, Wiese Research Group (WRG) has relied on its professional research experience in selecting data for presentation and, where deemed appropriate, has forwarded some possible interpretations regarding how these results might influence planning or decision making. It is important to emphasize, however, that these interpretations are certainly not meant to be the only possible conclusions that can be drawn from the information obtained in this study. Further, no final recommendations or suggested courses of action have been included. Rather, the City of Prairie Village, the YMCA of Greater Kansas City, and the Johnson County Library must consider these results, along with information and knowledge possessed outside the scope of this study, when making final determinations and decisions based on the research.

The format of this report consists of a bullet-point discussion of selected findings alongside charts and graphs providing a “visual” presentation of the results. This is preceded by a brief description of the study methodology employed for this research.

STUDY DESCRIPTION

STUDY METHODOLOGY

BACKGROUND & STUDY OBJECTIVES

The City of Prairie Village, in partnership with the YMCA of Greater Kansas City and Johnson County Library, is considering the construction of a new Community and Civic Center that would replace existing facilities and offer a full range of services. To assist in determining the feasibility and market demand for such a facility, a research study was conducted to provide an assessment of the community's support for and likely utilization of a new YMCA Community and Civic Center located near City Hall at Harmon Park. More specifically, the following objectives were accomplished in this study:

- *Obtained market penetration levels for health club and fitness facilities currently utilized by residents in this market, as well as the types of memberships possessed (individual, two adults, family).*
- *The incidence of use during the past 12 months was measured for the existing Prairie Village pool complex, the Paul Henson YMCA, and the Corinth Branch of the Johnson County Library.*
- *Estimated the likelihood to utilize a Community and Civic Center YMCA located in Prairie Village, assuming a reasonable cost, and then at specified price points (for various types of memberships). These results were then used to estimate potential membership units and revenue.*
- *Assessed the relative importance consumers place on specific features and amenities that are currently under consideration for the new facility.*
- *Measured potential demand for (likelihood to use) specific exercise/activity options the facility could offer.*
- *Gauged the likelihood to consider using medical-based programs if provided at the center, as well as the impact recommendations from a physician could have on program utilization. Three price points for a 12-week program were also evaluated.*
- *Preferences for the new library location (same campus as the community center or not) and for specific library features was ascertained.*
- *Support for funding the proposed YMCA Community and Civic Center through a tax increase was explored, along with the type of tax change one would be most likely to favor.*

STUDY METHODOLOGY

SAMPLING DESIGN

With any research study, it is critically important to accurately define and understand the population to be studied. The population is the group from which all sampling takes place and to which the results must eventually be projected. Since this was a general community study, the “population of interest” included essentially all adults residing within the proposed new facility’s potential trade area (defined by zip codes).

Sampling for this project was completed in two phases. First, n=400 *phone surveys* were completed using samples drawn from both cell/wireless and listed household (landline) phone numbers across the entire trade area. To ensure that a representative cross-section of the community was interviewed during this phase, geographic and age/gender quotas were established based on population statistics for the survey area and these quotas were met to the extent possible given the available sample. The chart below shows the geographic distribution of the obtained phone sample by zip code, which closely matched the actual household proportions. Total results for this *random* phase were then statistically weighted to more accurately represent the age profile of residents in the area (see “*Weighting Procedure*” chart in Appendix A).

Zip Code	Town	Household Count	% Of Total Households	Obtained Sample*	% Of Obtained Sample
64112	Kansas City, MO	5,623	7%	12	3%
64113	Kansas City, MO	4,921	6%	28	7%
64114	Kansas City, MO	12,479	15%	52	13%
66202	Mission, KS	8,612	10%	47	12%
66204	Overland Park, KS	9,337	11%	37	9%
66205	Mission, KS	6,294	8%	41	10%
66206	Leawood, KS	4,311	5%	24	6%
66207	Overland Park, KS	5,900	7%	35	9%
66208	Prairie Village KS	10,423	13%	55	14%
66212	Overland Park, KS	15,469	18%	69	17%
TOTAL		83,369	100%	400	100%

**Prior to weighting the results by age.*

STUDY METHODOLOGY

A second *supplemental* sampling phase was also conducted to provide those living within the city limits of Prairie Village an opportunity to complete the survey online. A total of 10,541 postcards with a link to the web-based survey were mailed to households, yielding an additional n=632 valid *online surveys*, which were then used to “boost” the Prairie Village proper sample. This online survey data was also statistically weighted by age (*see Appendix A*) and has been included throughout this report only when results for those residing within the Prairie Village city limits are being considered.

ACCURACY OF RESULTS

The accuracy of research results when random sampling is utilized is a function of both the sample size as well as the obtained results for any given question. The chart below depicts the error ranges achieved for the total Prairie Village proper sample of n=714 (phone and online combined), the total random phone sample of n=400, as well as for selected subsample sizes, given various obtained result percentages.

EXPECTED STANDARD ERROR RANGES FOR SELECTED SAMPLE SIZES*									
Sample Size	For Obtained Results Of ...								
	10%	20%	30%	40%	50%	60%	70%	80%	90%
n=714	±2.2	±2.9	±3.4	±3.6	±3.7	±3.6	±3.4	±2.9	±2.2
n=400	±2.9	±3.9	±4.5	±4.8	±4.9	±4.8	±4.5	±3.9	±2.9
n=200	±4.2	±5.5	±6.4	±6.8	±6.9	±6.8	±6.4	±5.5	±4.2
n=150	±4.8	±6.4	±7.3	±7.8	±8.0	±7.8	±7.3	±6.4	±4.8
n=100	±5.9	±7.8	±9.0	±9.6	±9.8	±9.6	±9.0	±7.8	±5.9
n=50	±8.3	±11.1	±12.7	±13.6	±13.9	±13.6	±12.7	±11.1	±8.3
*Ranges expressed as percentage points at the 95% confidence level.									

It can be seen from the preceding chart that the *maximum* standard error range for n=400 respondents is ±4.9 percentage points (50% result) at the 95% confidence level, with error ranges diminishing on a continuum as the obtained result percentages for that sample size move closer to one end (e.g., 10%) or the other (e.g., 90%). Of course, when findings for smaller sub-samples are being considered, results are subject to a greater margin of error.

STUDY METHODOLOGY

METHOD OF SAMPLE CONTACT

As mentioned, telephone was the sample contact methodology for the *random* phase. Calling took place from WRG’s central interviewing facilities, using its own staff of trained and experienced interviewers. Each interviewer working on this project was fully briefed on the proper administration of the questionnaire prior to sample contact, and interviews in progress were monitored by supervisors and recorded to ensure accuracy.

The questionnaire administered to respondents averaged 14-15 minutes on the phone. A copy of this survey instrument can be found in Appendix B, and all results presented in this document include a question number reference should the reader wish to review the exact wording of a specific item on the survey.

For the *supplemental* online phase, the City of Prairie Village invited residents to participate via a postcard which contained a link to the web-based survey. The postcards were designed, printed and mailed by the City (*see Appendix C for copy of postcard*). WRG handled the web-survey programming, provided the survey link, and hosted the online data collection.

DATA COLLECTION DATES

All phone interviewing and online data collection for this project was completed between November 13 and December 16, 2019. Research results are in one way much like a financial balance sheet prepared for a business in that they represent the situation only at a given point in time. Consumer awareness, opinions, and behaviors can and often do change over time. Therefore, when referring to these study results, it is important to keep in mind the time period during which data was collected.

SAMPLE CHARACTERISTICS

To provide greater insight into who was “listened to” in this study from a demographic standpoint, the reader is referred to the sample characteristics chart on the following page. This chart shows the profile of the 400 respondents surveyed (by phone) during the random phase and across the entire survey area, along with that of the 714 respondents in Prairie Village proper (phone and online combined), after statistical weighting.

SAMPLE CHARACTERISTICS

Category	% of Total Random Sample (n≈400)*	% of Prairie Village Proper Sample (n≈714)*
GENDER		
Male	45%	41%
Female	55%	59%
AGE		
18 to 34	22%	24%
35 to 44	16%	16%
45 to 54	16%	16%
55 to 64	19%	18%
65 Or Older	27%	26%
HOUSEHOLD INCOME		
Under \$50,000	23%	10%
\$50,000 To \$75,000	23%	16%
\$75,000 To \$100,000	18%	17%
\$100,000 to \$150,000	18%	25%
Over \$150,000	18%	32%

Category	% of Total Random Sample (n≈400)*	% of Prairie Village Proper Sample (n≈714)*
OWN/RENT		
Own	86%	93%
Rent	14%	7%
MARITAL STATUS		
Married/Living With Partner	62%	72%
Single	22%	15%
Widowed/Divorced/Separated	16%	13%
CHILD UNDER 18 IN HOUSEHOLD		
Yes	31%	34%
No	69%	66%
PRAIRIE VILLAGE CITY LIMITS		
Live Within City Limits	23%	100%
Outside City Limits	77%	--

*Based on those responding.

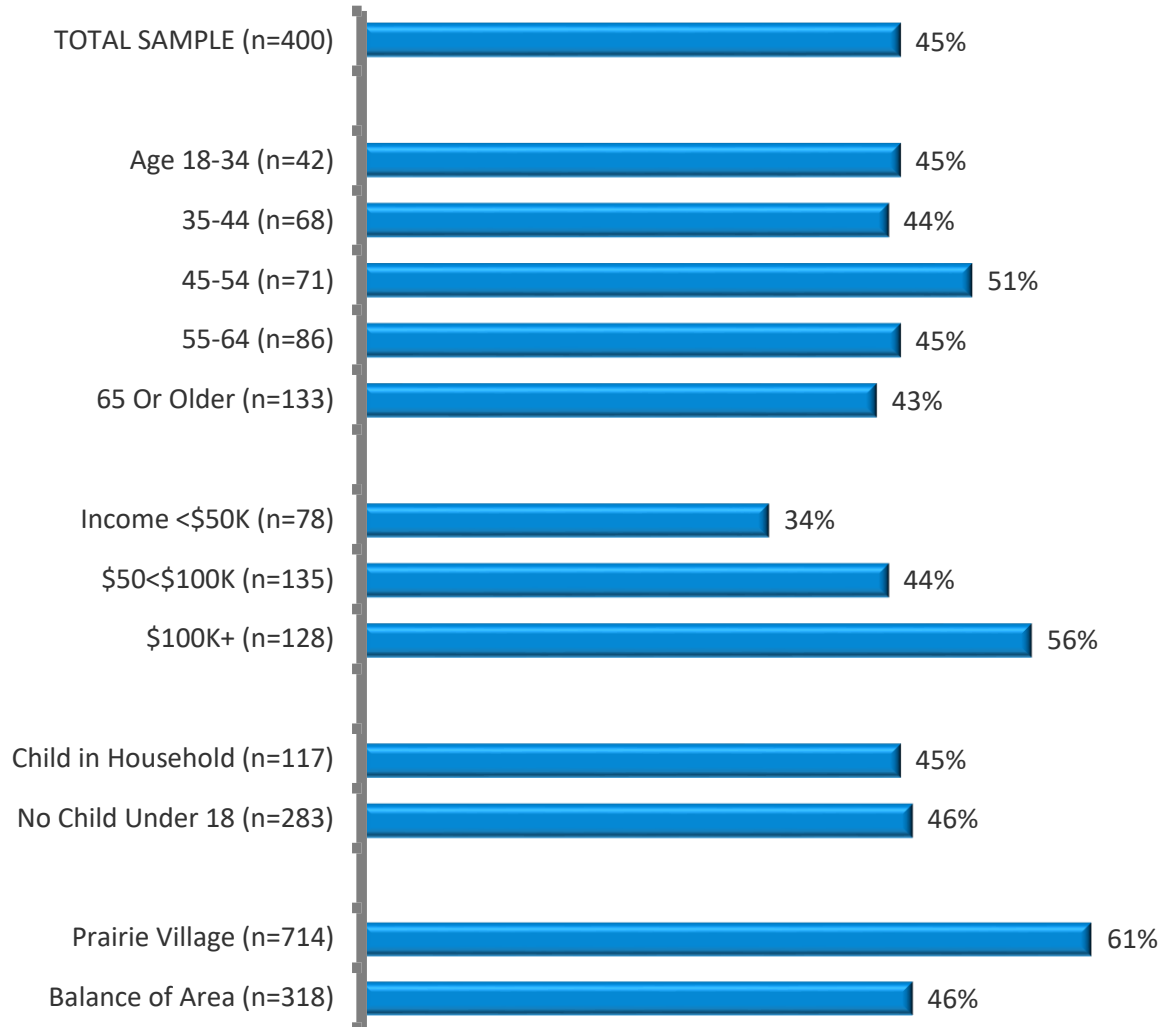
All percentages here and throughout the report have been weighted by age.
(Reference: SQ2, SQ3, Q1, Q18, Q23-25)

STUDY FINDINGS

INCIDENCE OF HEALTH CLUB OR FITNESS CENTER MEMBERSHIP BY ANYONE IN HOUSEHOLD

Results here would project that approaching one-half of the households in this area possess at least one membership to a health club or fitness center.

BASE: Total sample segments.

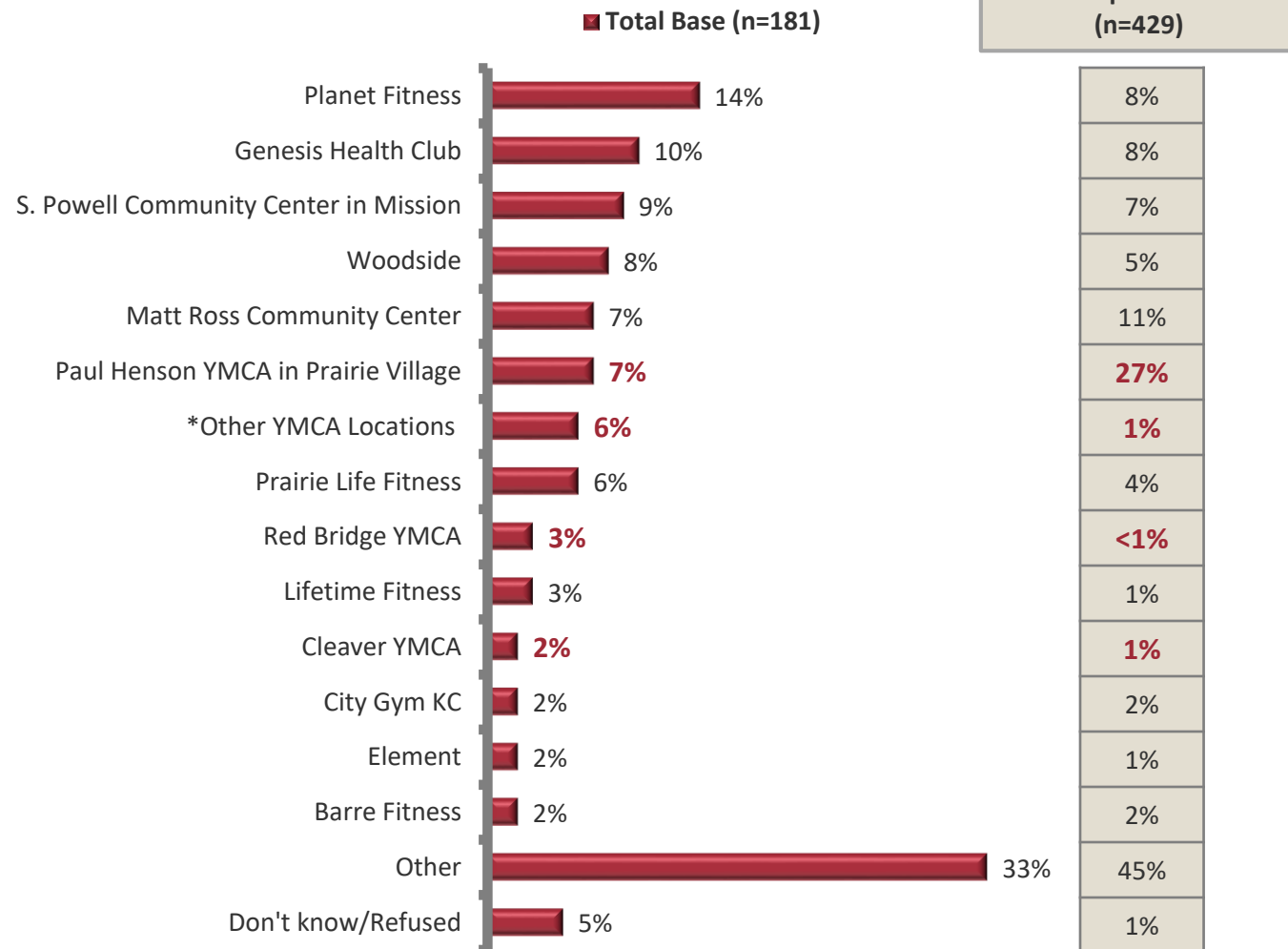


(Reference: Q2)

HEALTH CLUB OR FITNESS CENTER MEMBERSHIP SHARES

Collectively, several YMCA locations account for the largest share of current memberships (18%), followed closely by Planet Fitness, when the total trade area is considered.

BASE: Those with a current health club/fitness center membership.



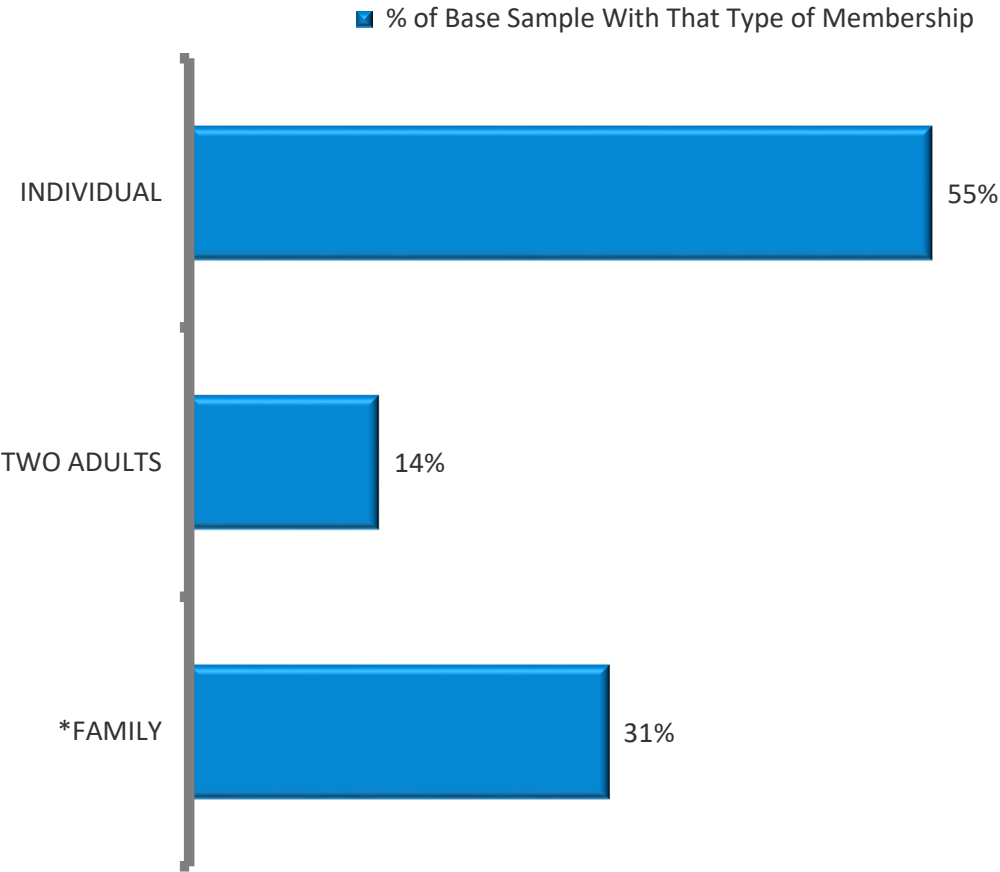
*Includes 1% YMCA-unspecified mentions. Multiple (3) replies accepted.
(Reference: Q3A)

TYPE OF HEALTH CLUB/FITNESS CENTER MEMBERSHIPS POSSESSED BY HOUSEHOLD

Individual memberships are currently the most prevalent in this market, with a majority (55%) of households belonging to a health club possessing this type of membership. By comparison, two adult memberships are far less common.

- While not shown here, expected differences were found in these results by age, marital status, and having a child in the household (i.e., single, younger and older residents are more likely to have individual memberships, while family memberships are more common among middle-aged residents with children).

BASE: Those with a current health club/fitness center membership/(n=181).

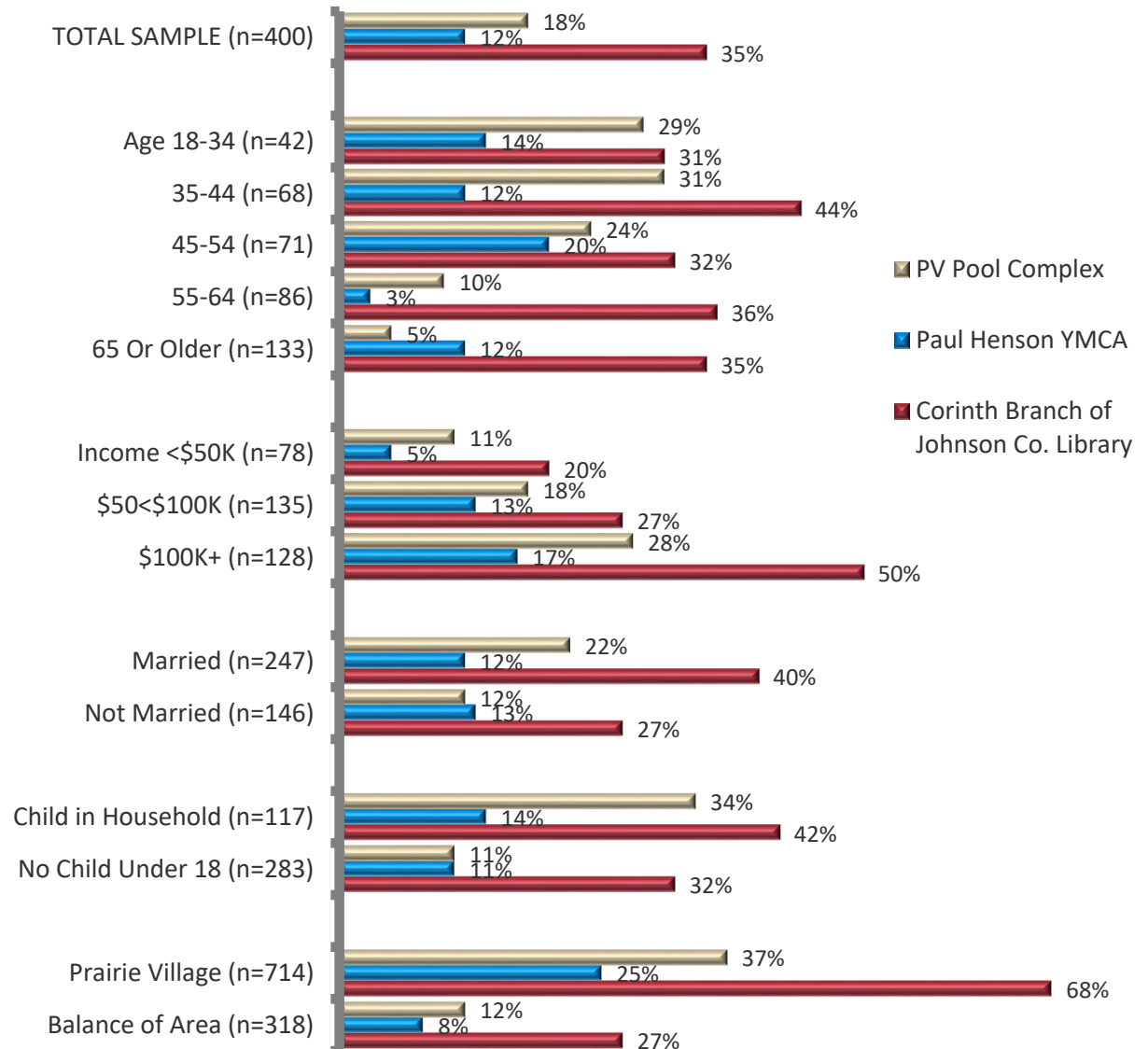


*Includes memberships for single parent plus dependent(s).
Multiple (3) replies accepted.
(Reference: Q3B)

USE OF EXISTING PRAIRIE VILLAGE FACILITIES DURING THE PAST 12 MONTHS

When the total trade area is considered, relatively small percentages of households have used either the Prairie Village Pool Complex (18%) or Paul Henson YMCA (12%) in the past 12 months, while fully one-third (35%) reported using the Corinth Library Branch.

BASE: Total sample segments.



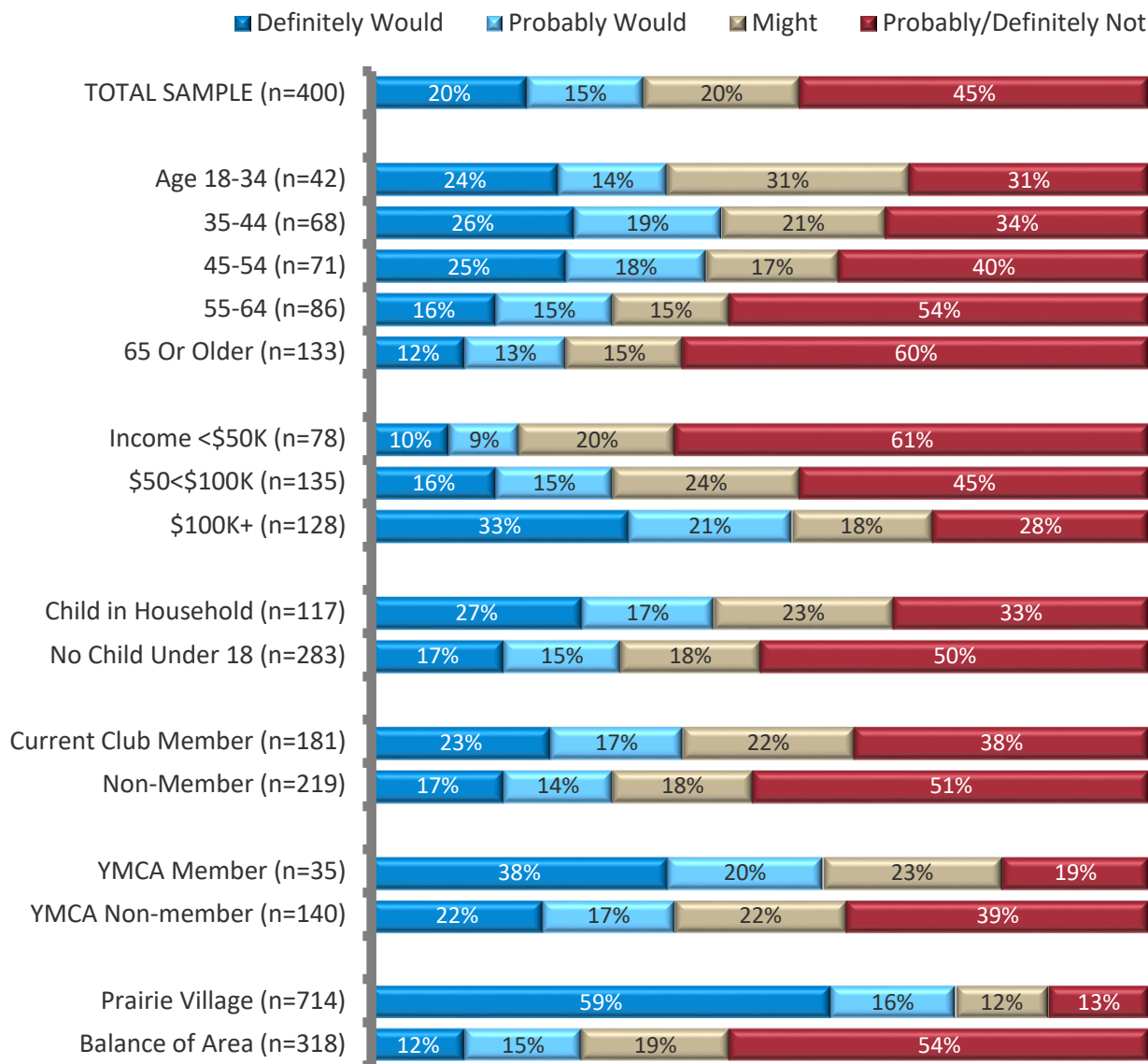
(Reference: Q4A-C)

LIKELIHOOD TO USE NEW PRAIRIE VILLAGE COMMUNITY AND CIVIC CENTER (Assuming Reasonable Cost)

Based on the description provided, and assuming a reasonable cost, just over one-third of respondents indicated they would at *least probably* use the proposed new facility, including 20% who said they *definitely would*.

- Openness to at least considering this new Community and Civic Center decreases with age and, as would follow, there is a stronger likelihood to use the facility among households with children. As income increases, so does the propensity to use the proposed center.
- Current health club or fitness center membership does *not* diminish potential interest, and it is encouraging to see that current YMCA members (most of whom used the Paul Henson location) are very likely to use this new facility.
- While not nearly as strong as those in Prairie Village, potential interest in this new Community and Civic Center among those residing in the balance of the area is meaningful as well.

BASE: Total sample segments.

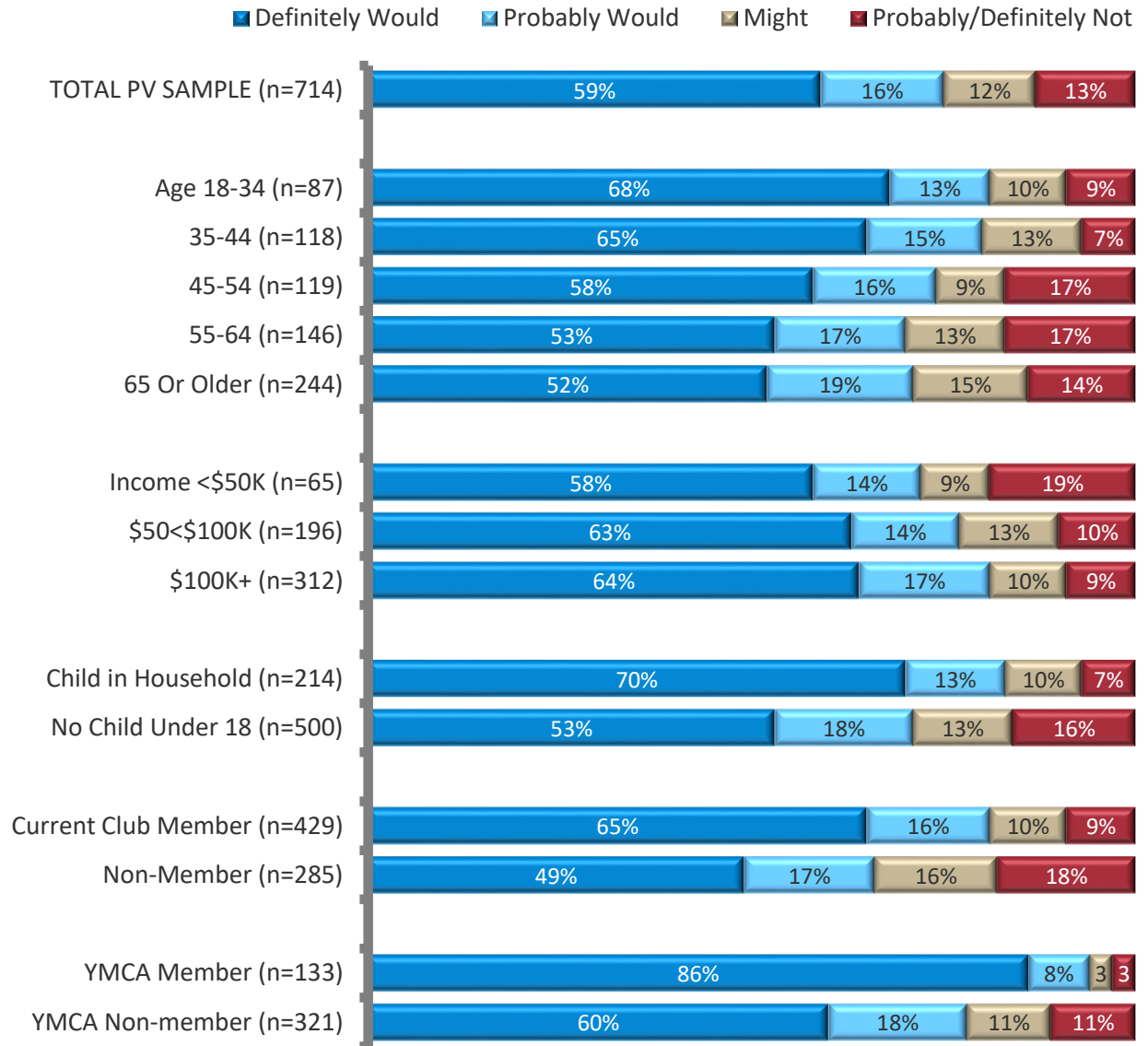


(Reference: Q6)

LIKELIHOOD TO USE NEW PRAIRIE VILLAGE COMMUNITY AND CIVIC CENTER AMONG PRAIRIE VILLAGE PROPER RESIDENTS (Assuming Reasonable Cost)

Potential interest in the proposed new YMCA Community and Civic Center among households in Prairie Village proper is quite strong “across the board,” with relatively few of these residents not open to at least considering using this facility, assuming a reasonable cost.

BASE: Prairie Village residents only segments



(Reference: Q6)

WHY ARE YOU NOT LIKELY TO THIS USE NEW PRAIRIE VILLAGE YMCA COMMUNITY AND CIVIC CENTER?

The most common reason volunteered for *not* being likely to use a new YMCA Community and Civic Center located in Prairie Village was inconvenient location (too far away).

- After location concerns, belonging elsewhere (use another gym) and having no need/no interest were the next most prevalent reasons volunteered. Other much smaller segments cited cost, health reasons, age, and having no time.

BASE: Those who “probably/definitely would not” use a new Prairie Village YMCA Community and Civic Center.

VOLUNTEERED RESPONSE	% BASE SAMPLE MENTIONING (n=190)
Inconvenient Location	56%
Belong Elsewhere (Use Another Gym)	29%
No Need/No Interest	14%
Cost	7%
Health Reasons	5%
Age	4%
No time	3%
No Use for Library (go to another)	2%
Other	5%

Multiple (3) replies accepted.
(Reference: Q6A)

WHAT WOULD YOUR LIKELIHOOD TO USE THE NEW PRAIRIE VILLAGE YMCA COMMUNITY AND CIVIC CENTER DEPEND ON?

Turning to what one's potential interest might depend on, not surprisingly price or cost-related factors were cited most often, followed by location/distance concerns and activities or programs offered.

BASE: Those who "might" use a new Prairie Village YMCA Community and Civic Center.

VOLUNTEERED RESPONSE	% BASE SAMPLE MENTIONING (n=79)
Price/Fees/Cost-Related	42%
Actual Distance/Location	26%
Activities/Programs Offered/Amenities	23%
Library	8%
My Time Constraints	7%
Convenience (Unspecified)	5%
Pool	4%
Event/Meeting Space Available	4%
Hours of Operation	3%
Parking	2%
My Health	2%
Senior Services	2%
All Other Replies	9%
Don't Know	5%

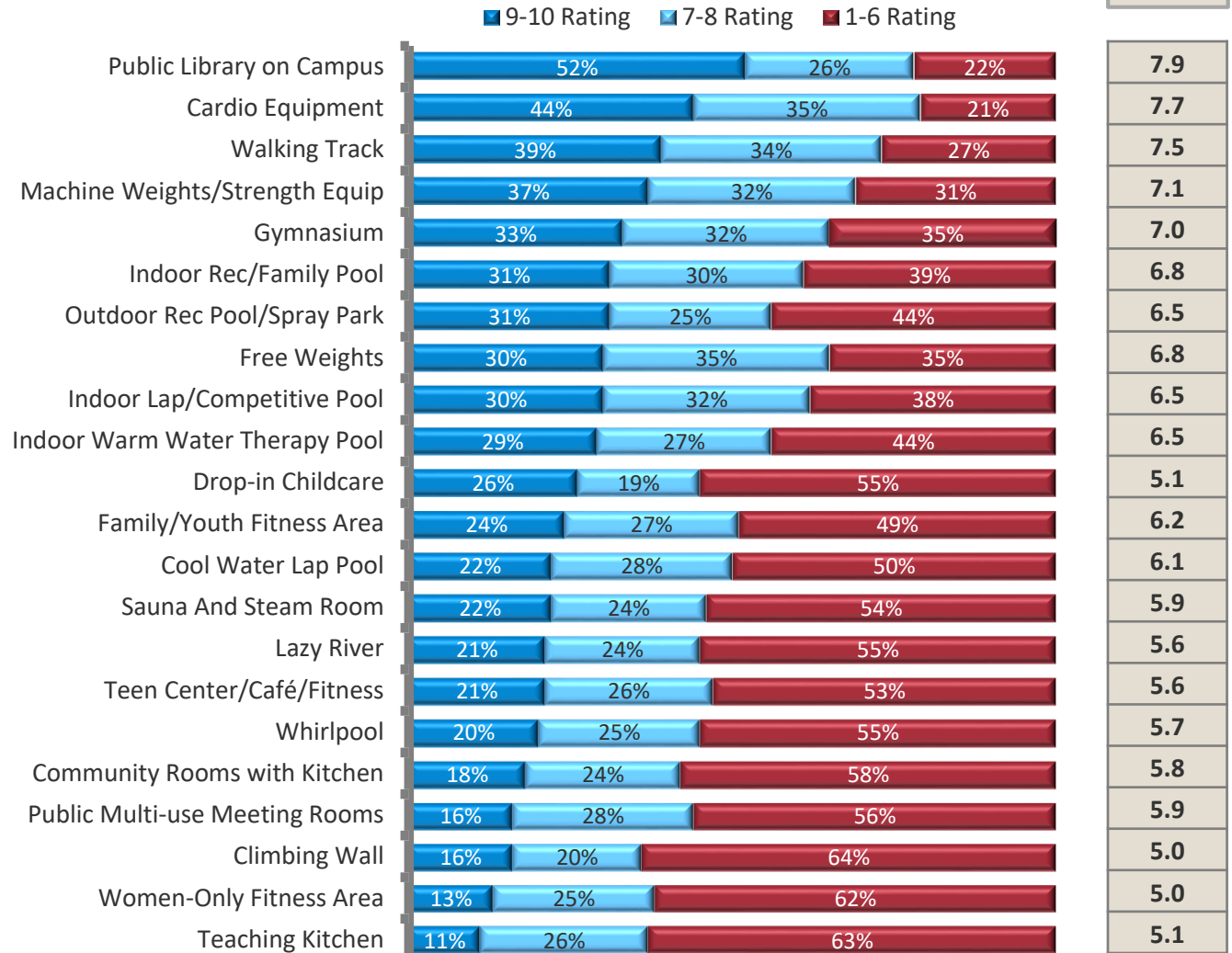
Multiple (3) replies accepted.
(Reference: Q6B)

IMPORTANCE OF POSSIBLE FEATURES/AMENITIES TO INCLUDE IN CENTER (Among Potential Interest Segment)

Library on campus, cardio equipment, and walking track are the most important features and amenities to include in the new center, followed by machine weights/strength equipment, gymnasium, several pool/water features, and free weights.

BASE: Those who at least might use new facility, able to rate (n≈209).

10-POINT SCALE: 1 = NOT AT ALL IMPORTANT to 10 = EXTREMELY IMPORTANT



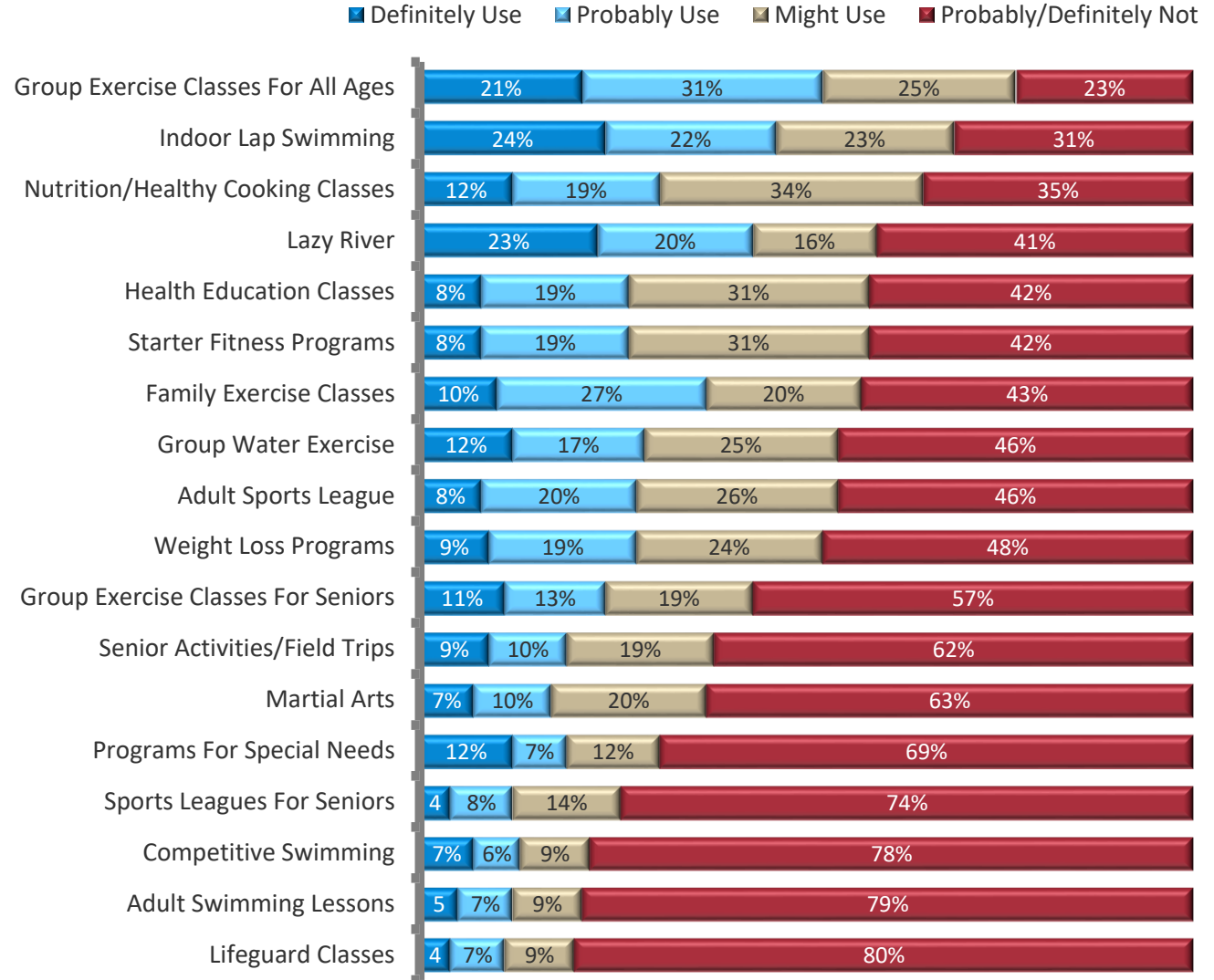
(Reference: Q7)

LIKELIHOOD TO USE SELECTED PROGRAMS/SERVICES IN NEXT FEW YEARS (Among Potential Interest Segment)

Group exercise classes for all ages, indoor lap swimming, and nutrition/healthy cooking classes are of potential interest (at least might use) to the greatest number of likely patrons.

- Lazy river, health education classes, starter fitness programs, family exercise classes, group water exercise, adult sports leagues, and weight loss programs also have rather broad appeal among this high interest segment (one-half at least might use).
- At the other end of the continuum, and as might be expected, potential interest appears to be far narrower for lifeguard classes, adult swimming lessons, competitive swimming, programs for special needs, martial arts, and activities/programs targeted to seniors. That is not to say the demand for these services is non-existent, but rather use of these programs will likely be more limited, if offered.

BASE: Those who at least might use new facility (n=210).



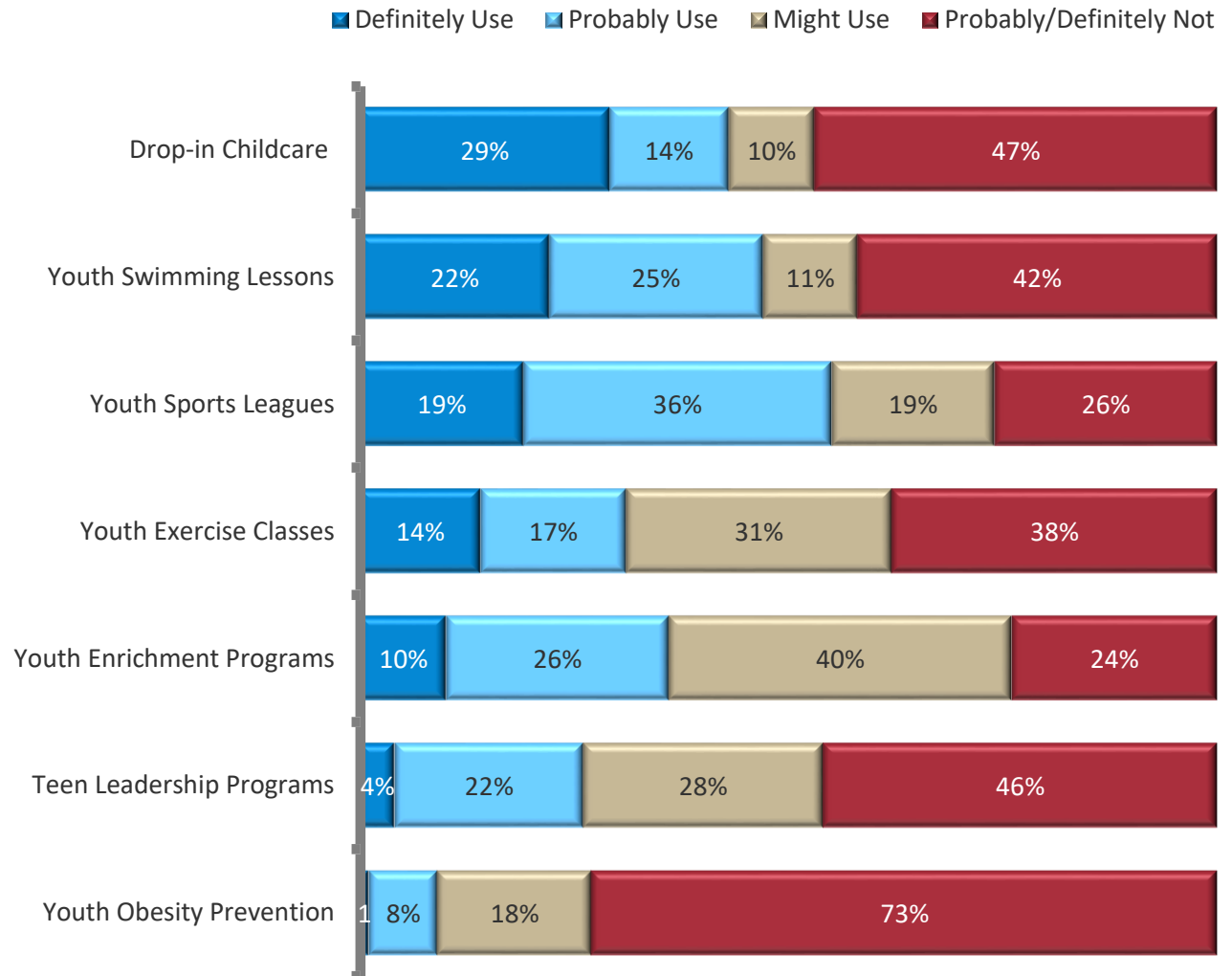
(Reference: Q8)

LIKELIHOOD TO USE SELECTED *YOUTH* PROGRAMS/SERVICES (Among Potential Interest Segment With Children Under 18)

Several of the youth programs and services evaluated, including drop-in childcare (while parents work out) have fairly broad appeal among the potential interest segment with children under 18 in the household.

- Relatively speaking, the *youth* programs garnering the highest levels of potential interest include swimming lessons, sports leagues, exercise classes, and enrichment programs.
- Drop-in childcare tends to fall at one end of the scale or the other, suggesting that those who need it (have younger children) would likely use it, if offered.

BASE: Those with children under 18 in household who at least might use new facility (n=78).



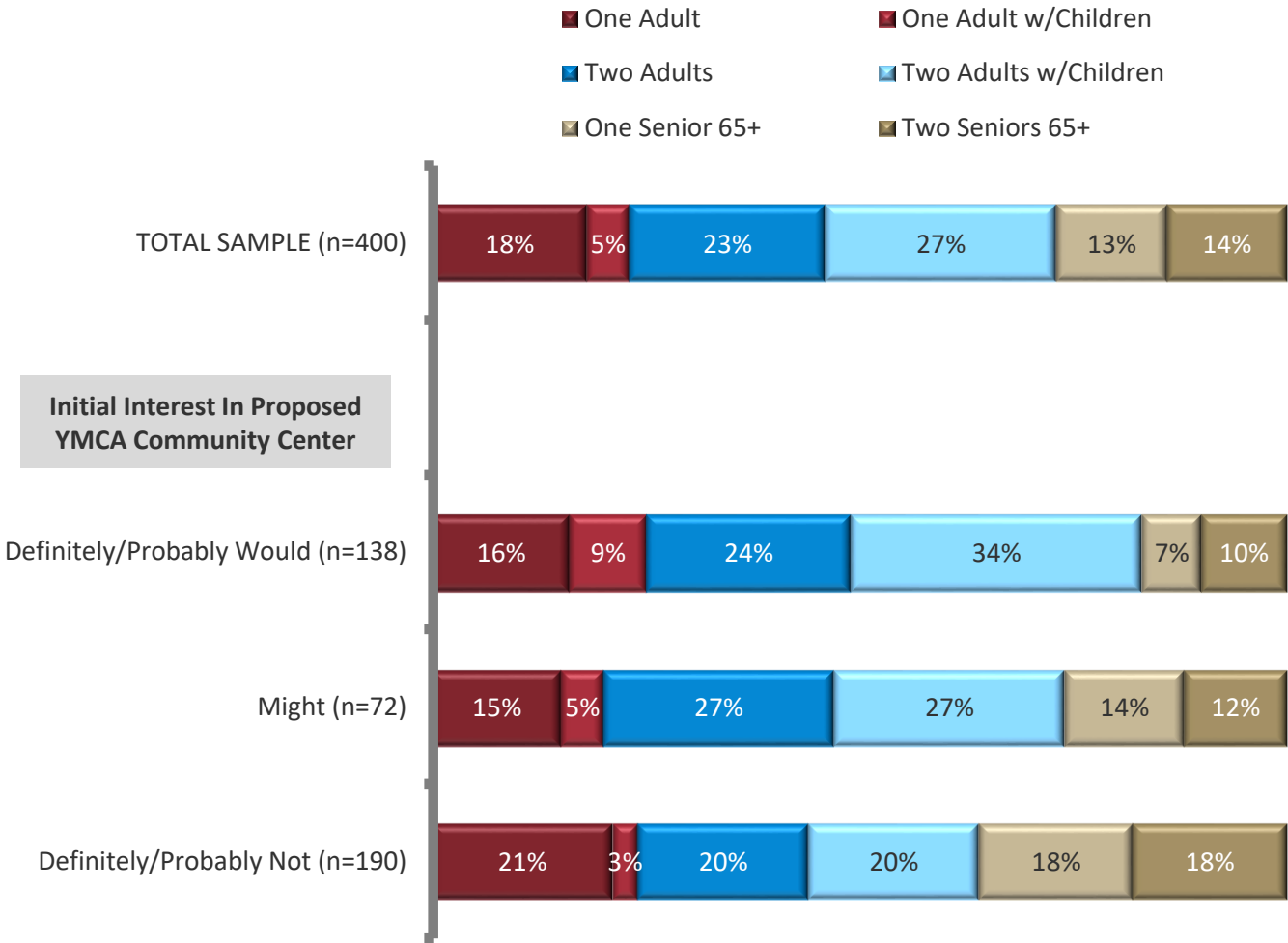
(Reference: Q8)

TYPE OF YMCA MEMBERSHIP THAT BEST DESCRIBES HOUSEHOLD

While earlier results showed that the largest share of gym membership types that already exist in this market are for individuals, potential YMCA memberships are far more likely to come from households comprised of two adults (with or without children.)

- Replies to this question determined the type of membership respondents were asked to consider when measuring price sensitivity, and these results follow.

BASE: Total sample segments.

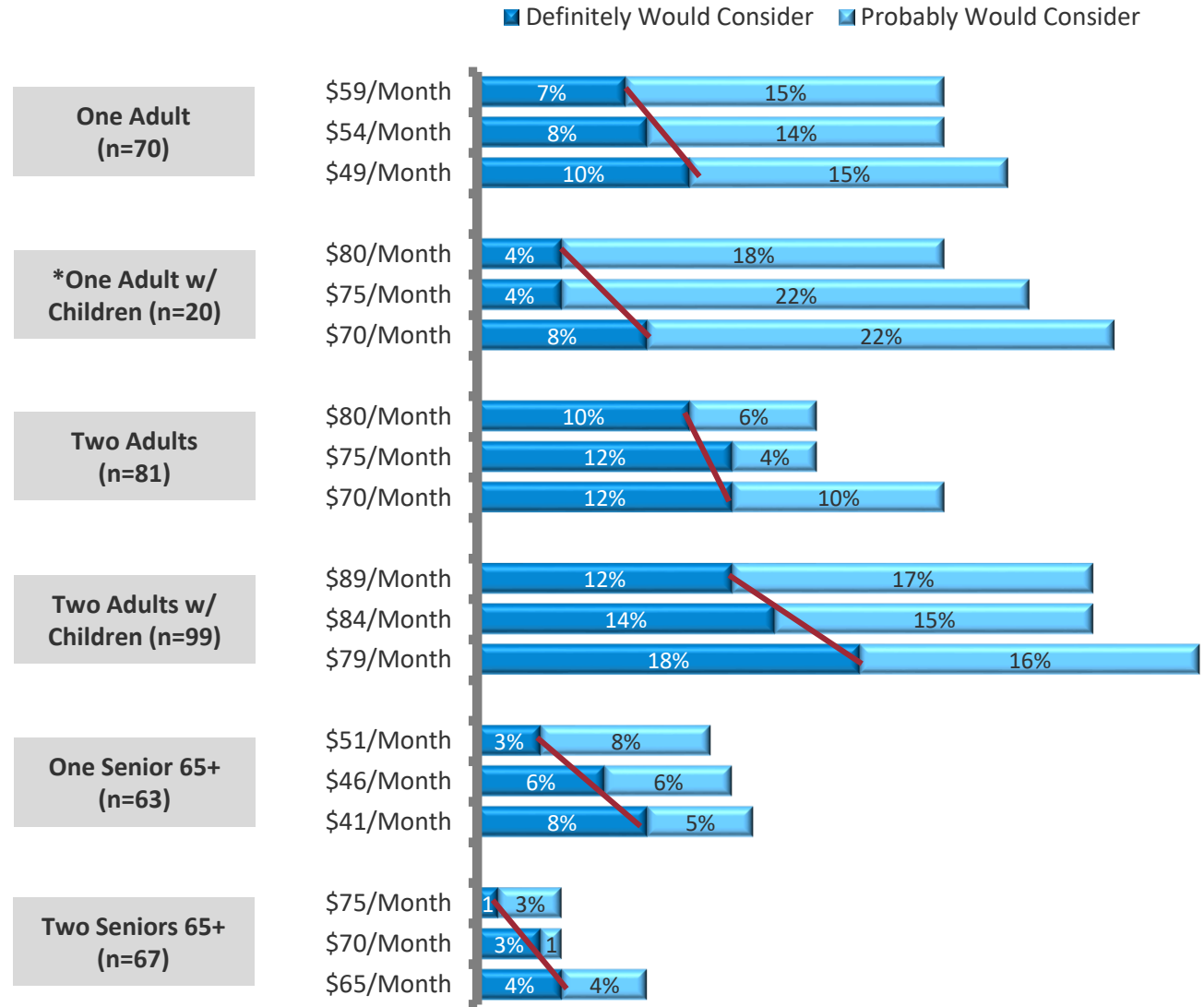


(Reference: Q9)

LIKELIHOOD TO CONSIDER PRAIRIE VILLAGE YMCA AT SPECIFIED MONTHLY PRICE POINTS BY TYPE OF MEMBERSHIP

Although based on small sample sizes, it appears that the greatest price sensitivity exists among those most likely to consider a membership for *one or two adults with children* and for *one or two seniors 65+*, while demand for *two adult* memberships (no children) is more price inelastic.

BASE: Total sample segment. *Caution: Small sample size.



(Reference: Q10)

ESTIMATED NUMBER OF HOUSEHOLDS PROJECTED TO JOIN PRAIRIE VILLAGE YMCA BY TYPE OF MEMBERSHIP AT VARIOUS PRICE POINTS

The projections presented here provide what are considered to be *conservative*, *moderate*, and *aggressive* estimates of potential membership units for the Prairie Village YMCA Community and Civic Center, based on stated intentions (factored down to predict behavior).

TYPE OF MEMBERSHIP	% Of Total By Type	# Of Households By Type	CONSERVATIVE ESTIMATE (30% Definitely)			MODERATE ESTIMATE (40% Definitely + 5% Probably)			AGGRESSIVE ESTIMATE (50% Definitely + 10% Probably)		
			% w/High Potential and # Of Households Projected To Join At...			% w/High Potential and # Of Households Projected To Join At...			% w/High Potential and # Of Households Projected To Join At...		
			High Price	Mid Price	Low Price	High Price	Mid Price	Low Price	High Price	Mid Price	Low Price
One Adult	18%	15,006	315 2.1%	360 2.4%	450 3.0%	540 3.6%	585 3.9%	720 4.8%	750 5.0%	810 5.4%	975 6.5%
One Adult With Children	5%	4,168	50 1.2%	50 1.2%	100 2.4%	104 2.5%	113 2.7%	179 4.3%	158 3.8%	175 4.2%	258 6.2%
Two Adults	23%	19,175	575 3.0%	690 3.6%	690 3.6%	825 4.3%	959 5.0%	1016 5.3%	1074 5.6%	1227 6.4%	1342 7.0%
Two Adults With Children	27%	22,510	810 3.6%	945 4.2%	1216 5.4%	1283 5.7%	1441 6.4%	1801 8.0%	1733 7.7%	1913 8.5%	2386 10.6%
One Senior 65+	13%	10,838	98 0.9%	195 1.8%	260 2.4%	173 1.6%	293 2.7%	379 3.5%	249 2.3%	390 3.6%	488 4.5%
Two Seniors 65+	14%	11,672	35 0.3%	105 0.9%	140 1.2%	70 0.6%	152 1.3%	210 1.8%	93 0.8%	187 1.6%	280 2.4%
TOTAL	100%	83,369	1,883 2.3%	2,345 2.8%	2,856 3.4%	2,995 3.6%	3,543 4.2%	4,305 5.2%	4,057 4.9%	4,702 5.6%	5,729 6.9%
Average Monthly Fee (All Types):			\$78.76	\$72.77	\$67.64	\$78.28	\$72.58	\$67.46	\$78.07	\$72.44	\$67.46
Projected Revenue Per Month:			\$148,298	\$170,640	\$193,174	\$234,440	\$257,152	\$290,398	\$316,721	\$340,612	\$386,477

- Researchers tend to agree that when measuring potential interest, the “definitely would” responses are the best metric for predicting actual behavior. However, the ability to convert even those intentions into actual enrollment and/or program participation will depend on several factors, and these memberships will not occur overnight. Factors impacting both initial and eventual membership levels include everything from the ability to create awareness and interest through a strong marketing campaign, to the design of the facility itself and successful execution of specific programs.

LIKELIHOOD TO CONSIDER PRAIRIE VILLAGE YMCA AT MONTHLY PRICE POINTS BY TYPE OF MEMBERSHIP *AMONG PRAIRIE VILLAGE PROPER RESIDENTS*

When only residents in Prairie Village proper are considered, it appears that the greatest price sensitivity exists for *one senior 65+* memberships, while demand for *one adult with children* memberships appear to be price inelastic (although the small sample size here should be noted).

BASE: Total Prairie Village sample segment. *Caution: Small sample size.



(Reference: Q10)

ESTIMATED # OF HOUSEHOLDS PROJECTED TO JOIN YMCA BY TYPE OF MEMBERSHIP AT VARIOUS PRICE POINTS *AMONG PRAIRIE VILLAGE PROPER RESIDENTS*

The projections presented here provide *conservative, moderate, and aggressive* estimates of potential membership units for the Prairie Village YMCA Community and Civic Center *among Prairie Village proper residents only*, based on stated intentions (factored down to predict behavior).

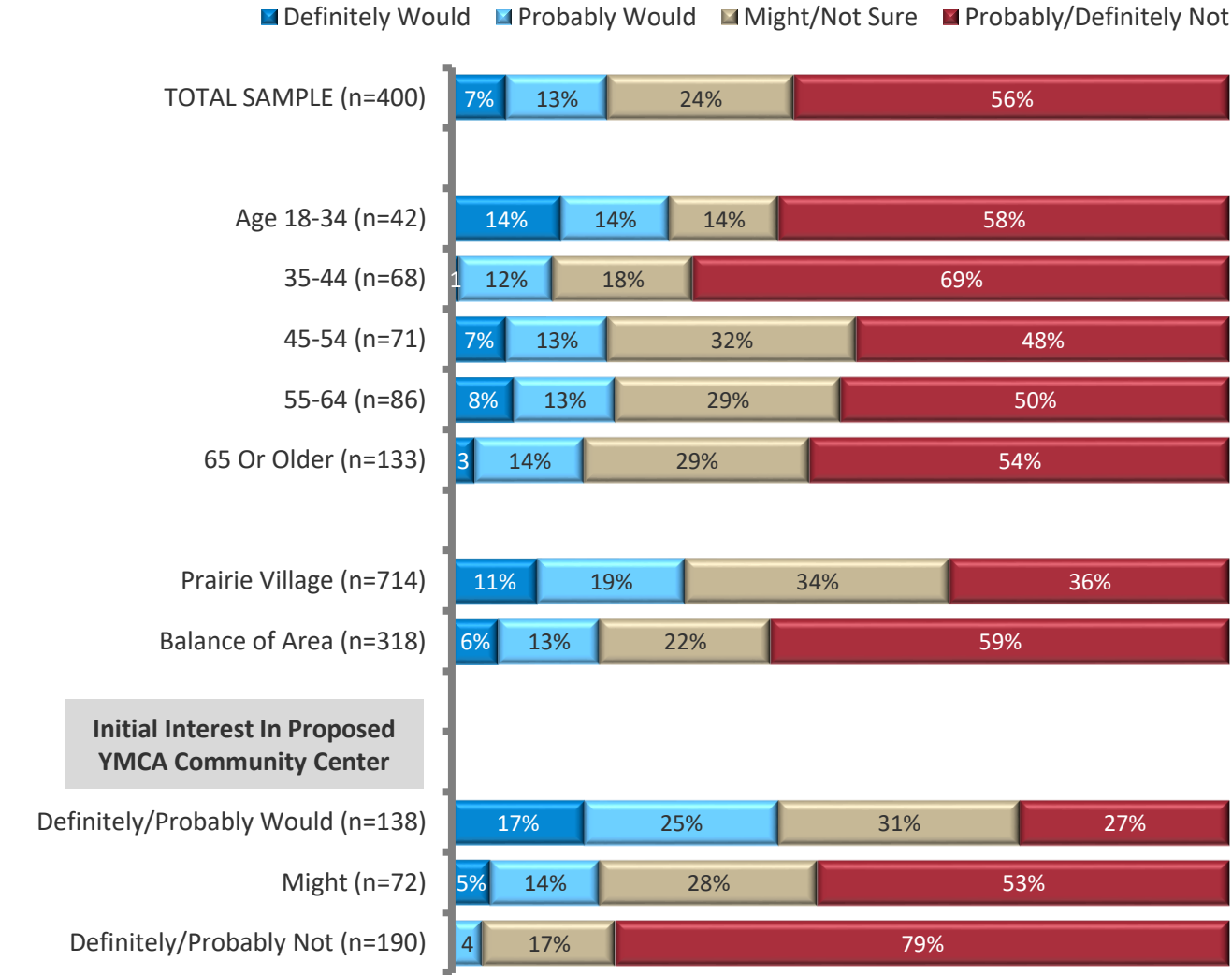
TYPE OF MEMBERSHIP	% Of Total By Type	# Of Households By Type	CONSERVATIVE ESTIMATE (30% Definitely)			MODERATE ESTIMATE (40% Definitely + 5% Probably)			AGGRESSIVE ESTIMATE (50% Definitely + 10% Probably)		
			% w/High Potential and # Of Households Projected To Join At...			% w/High Potential and # Of Households Projected To Join At...			% w/High Potential and # Of Households Projected To Join At...		
			High Price	Mid Price	Low Price	High Price	Mid Price	Low Price	High Price	Mid Price	Low Price
One Adult	16%	1,687	71 4.2%	81 4.8%	111 6.6%	108 6.4%	121 7.2%	164 9.7%	145 8.6%	160 9.5%	214 12.7%
One Adult With Children	3%	316	7 2.1%	7 2.1%	7 2.1%	13 4.0%	13 4.0%	13 4.2%	19 5.9%	19 5.9%	20 6.3%
Two Adults	25%	2,635	182 6.9%	206 7.8%	245 9.3%	264 10.0%	292 11.1%	350 13.3%	343 13.0%	379 14.4%	453 17.2%
Two Adults With Children	31%	3,268	324 9.9%	343 10.5%	402 12.3%	461 14.1%	484 14.8%	565 17.3%	595 18.2%	624 19.1%	725 22.2%
One Senior 65+	11%	1,160	31 2.7%	49 4.2%	66 5.7%	50 4.3%	75 6.5%	97 8.4%	68 5.9%	101 8.7%	128 11.0%
Two Seniors 65+	14%	1,476	71 4.8%	75 5.1%	97 6.6%	105 7.1%	114 7.7%	143 9.7%	139 9.4%	151 10.2%	189 12.8%
TOTAL	100%	10,541	686 6.5%	761 7.2%	928 8.8%	1001 9.5%	1099 10.4%	1,332 12.6%	1309 12.4%	1434 13.6%	1,729 16.4%
Average Monthly Fee (All Types):			\$80.25	\$74.46	\$68.80	\$79.91	\$74.15	\$68.58	\$79.73	\$74.00	\$68.48
Projected Revenue Per Month:			\$55,051	\$56,665	\$63,848	\$79,986	\$81,495	\$91,353	\$104,363	\$106,122	\$118,404

LIKELIHOOD TO USE MEDICAL-BASED PROGRAMS AT YMCA IN PRAIRIE VILLAGE (Assuming Reasonable Cost)

The likelihood to use medical-based programs designed to prevent or help manage chronic diseases or health issues, if offered at the new center, was also explored and results here suggest that interest in these types of programs is more limited.

- Interestingly, these types of programs do *not* appear to have greater appeal among the older population (although respondents age 35-44 were decidedly less interested in medical-based programs). Further, no significant differences were found in these results by gender, income, child in household, or marital status.
- Those residing within the city limits of Prairie Village and, as would follow, respondents who demonstrated greater potential interest in the new Community Center YMCA as earlier described show a higher propensity to use these medical-based programs, which is perhaps to be expected.

BASE: Total sample segment.



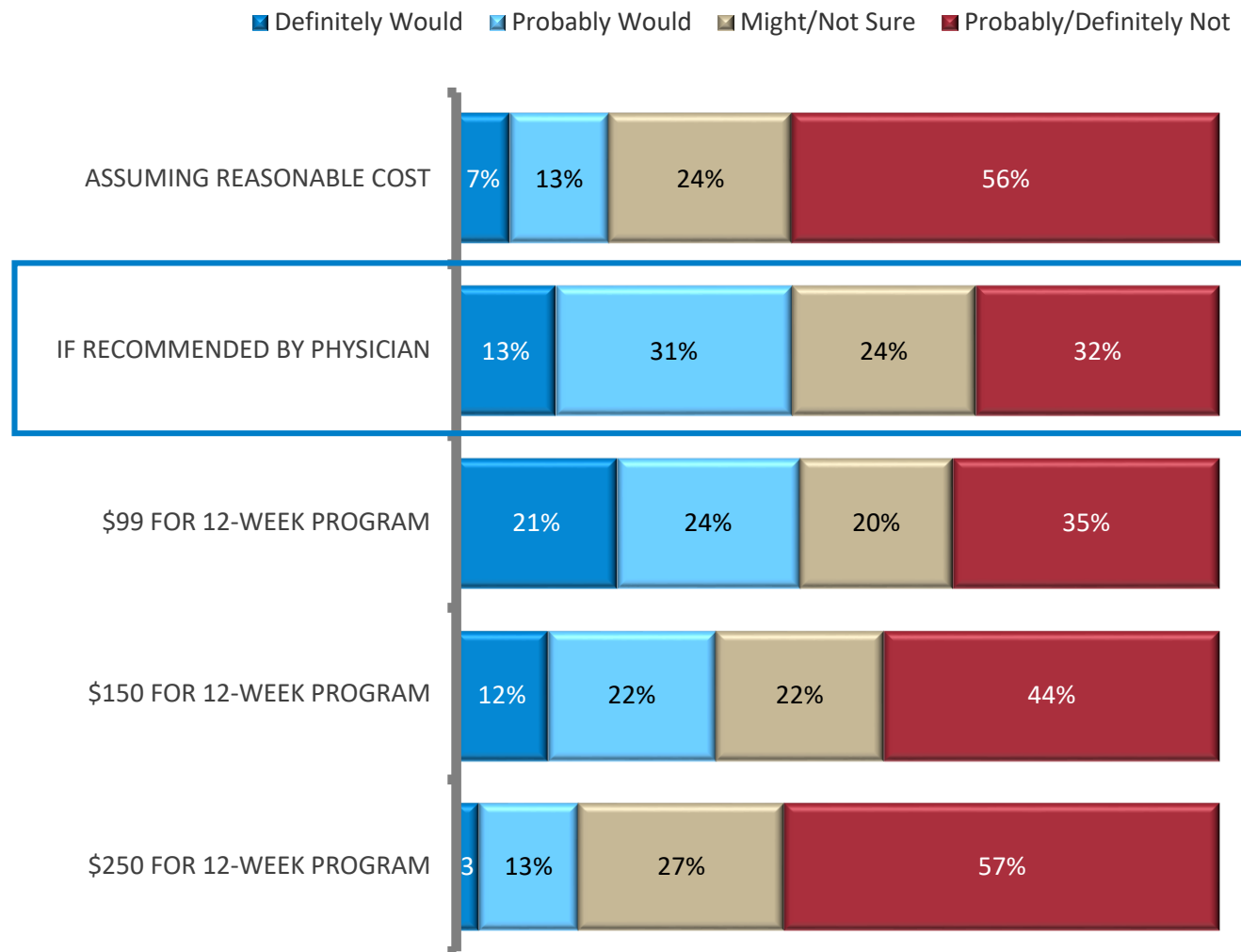
(Reference: Q11)

LIKELIHOOD TO USE MEDICAL-BASED PROGRAMS AT YMCA IN PRAIRIE VILLAGE IF RECOMMENDED BY PHYSICIAN AND AT VARIOUS PRICE POINTS

The impact of a physician recommendation on potential utilization of medical-based programs at a new Prairie Village YMCA is notable, but this impact diminishes as program cost increases.

- If recommended by their physician, over 4 in 10 residents surveyed said they *at least probably would* use medical-based programs at the YMCA (13% definitely would), assuming a reasonable cost.
- Further questioning regarding what a 12-week program might cost shows that the \$99 price point seems more than reasonable, while a \$250 program would certainly restrict usage to a much smaller share of the market.

BASE: Total sample/(n=400).



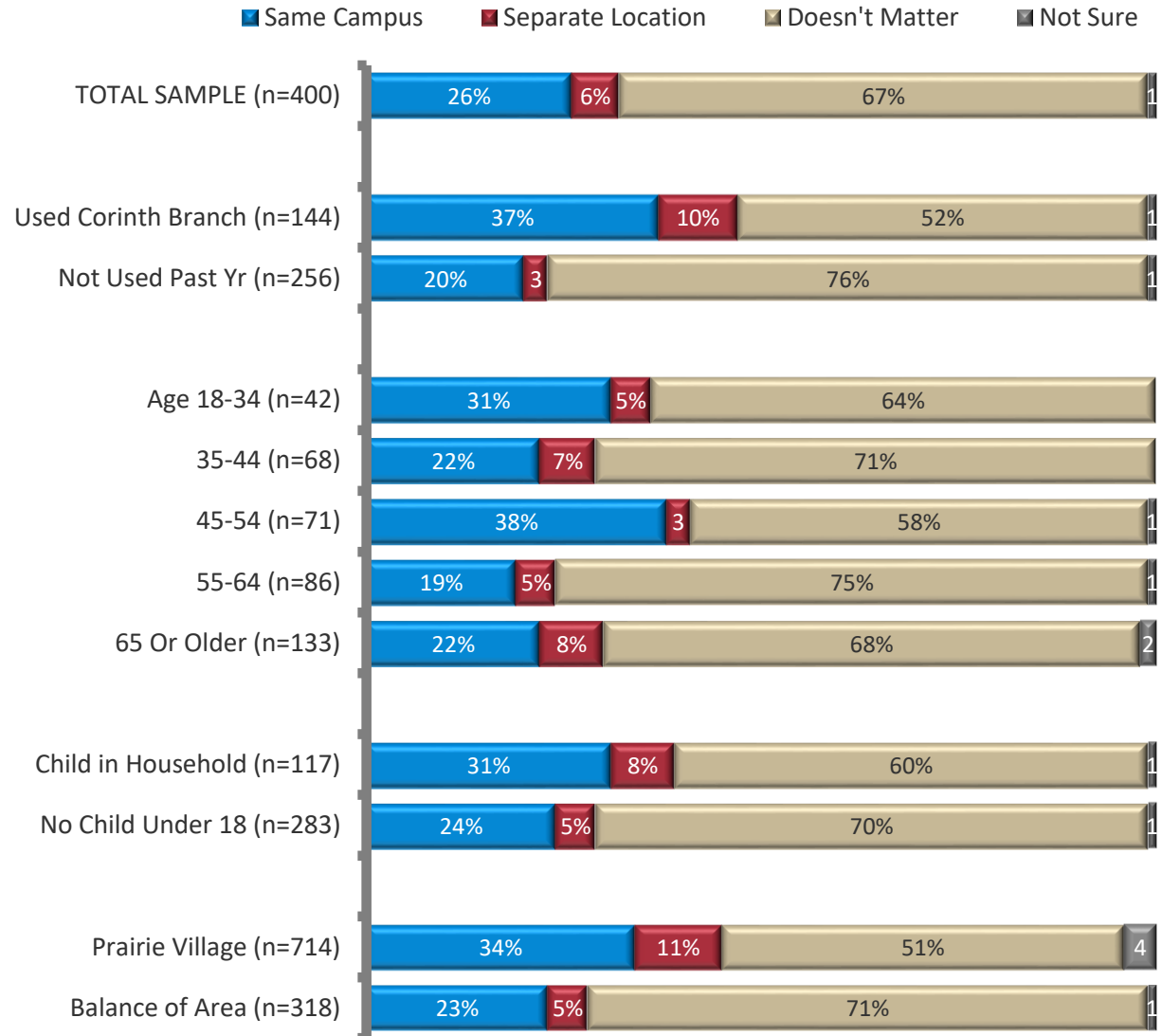
(Reference: Q11, Q12, & Q13A-C)

LOCATION PREFERENCE FOR NEW JOHNSON COUNTY LIBRARY BRANCH

While a solid majority said it doesn't really matter one way or the other, those with a preference were decidedly more in favor of placing the new library branch on the same campus as the proposed Community and Civic Center versus a separate location.

- While some differences were found in these results across market segments, these trends had more to do with the degree to which the "same campus" option was preferred. Further, those who have used the existing branch in the past year preferred the same campus over a separate location by nearly a 4-to-1 margin.
- In a follow up question (not shown graphically here), approximately one-half of those who preferred the separate location indicated that placing the library on the same campus would be fine if it lowered the cost to operate the branch.

BASE. Total sample segments.



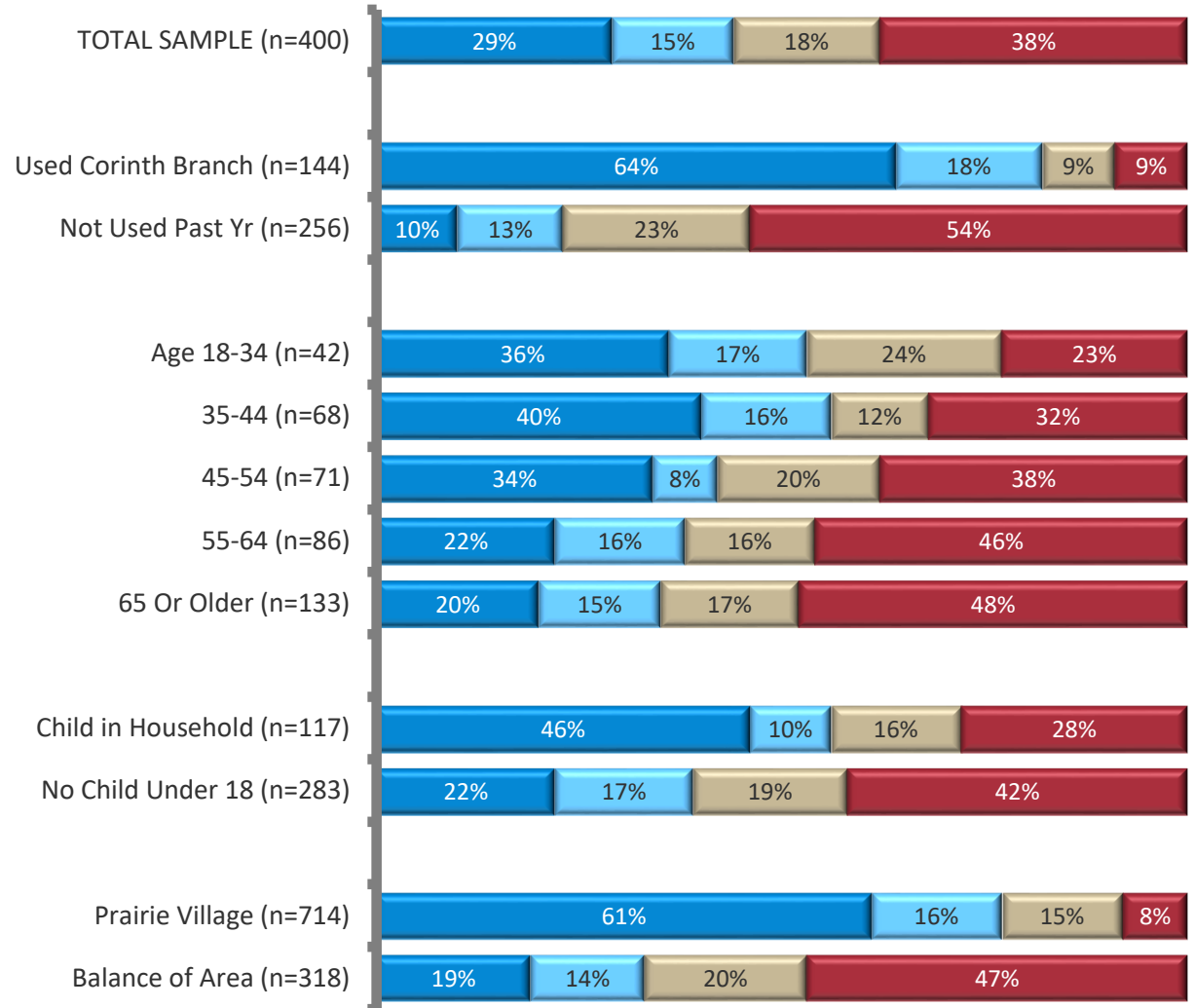
(Reference: Q14)

LIKELIHOOD TO USE NEW JOHNSON COUNTY LIBRARY BRANCH IN PRAIRIE VILLAGE

Results here would suggest that nearly one-half of the residents in the total trade area *at least probably will* use a new JCL branch in Prairie Village, with past utilization of the existing Corinth branch being the strongest predictor of future patronage.

BASE: Total sample segments.

■ Definitely Will ■ Probably Will ■ Might/Not Sure ■ Probably/Definitely Not

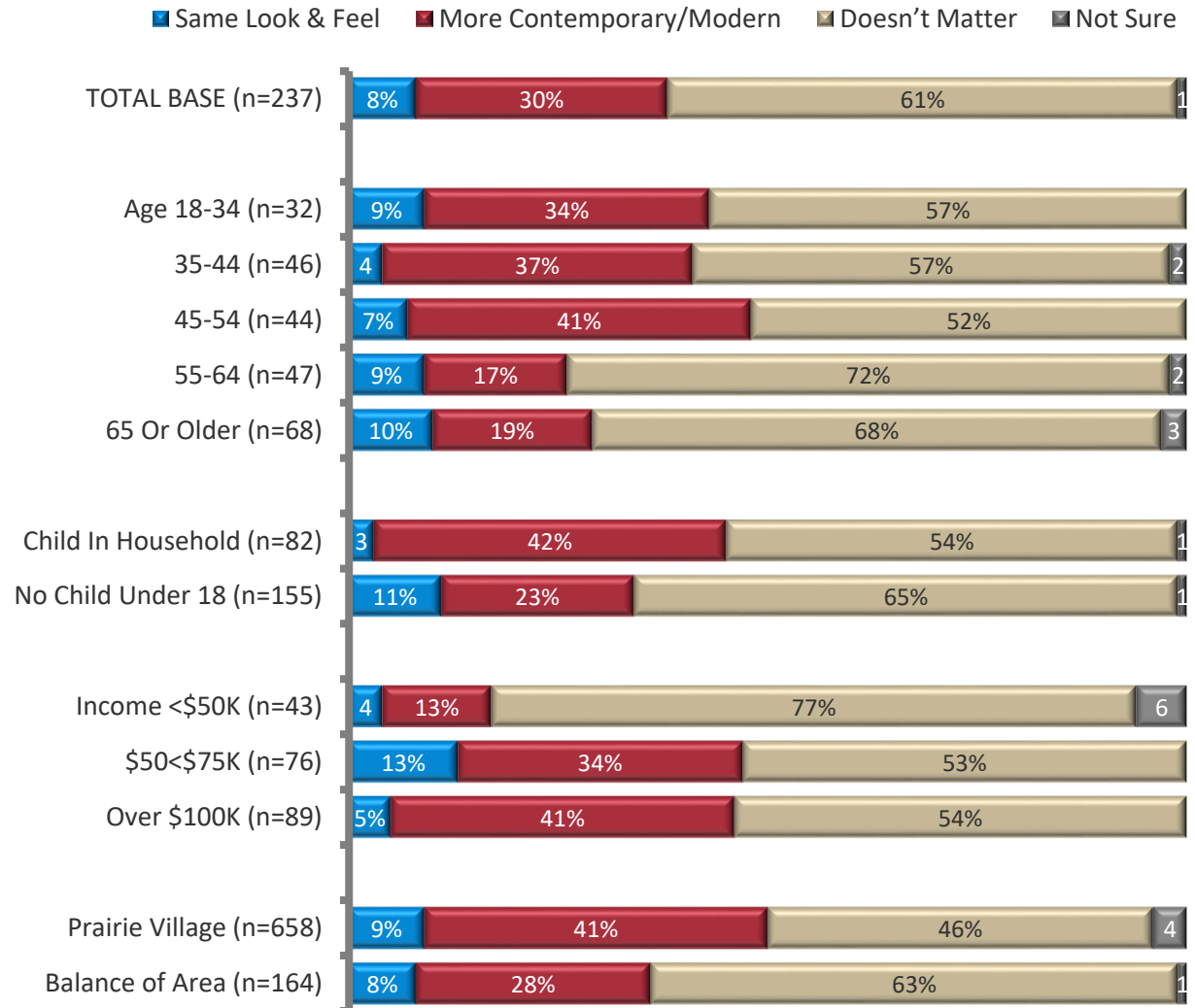


(Reference: Q15)

PREFERENCE FOR NEW LIBRARY BRANCH DESIGN

When presented with these two choices, the tendency was to prefer a “more contemporary and modern design” for the new JCL library in Prairie Village over the “same look and feel as the current branch” and this was true to varying degrees across the board.

BASE: Those who at least might use new JCL branch in Prairie Village.



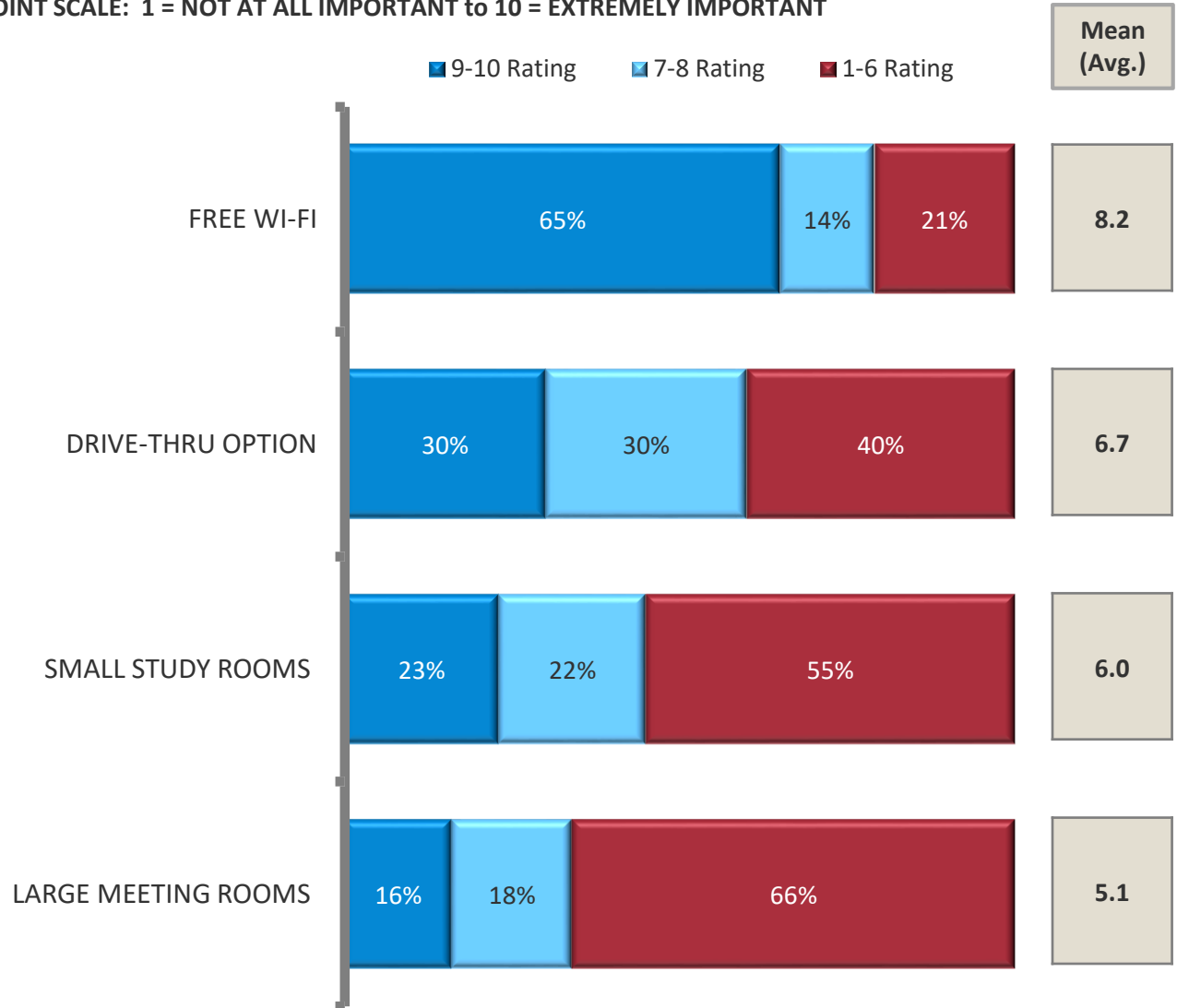
IMPORTANCE OF SELECTED LIBRARY FEATURES

The importance of offering free Wi-Fi at the new JCL library branch in Prairie Village is clearly indicated by these findings.

- While not as critical as free Wi-Fi, the drive-thru option for picking up and/or returning materials would also be a “plus” for a meaningful segment of potential patrons.
- One would logically expect that having small study rooms and large meeting rooms in the library would have more limited appeal and results here show that to be the case. Still, there may be enough potential interest in these types of spaces (especially small study rooms) to warrant further consideration.

BASE. Those who at least might use new JCL branch in Prairie Village (n≈237).

10-POINT SCALE: 1 = NOT AT ALL IMPORTANT to 10 = EXTREMELY IMPORTANT

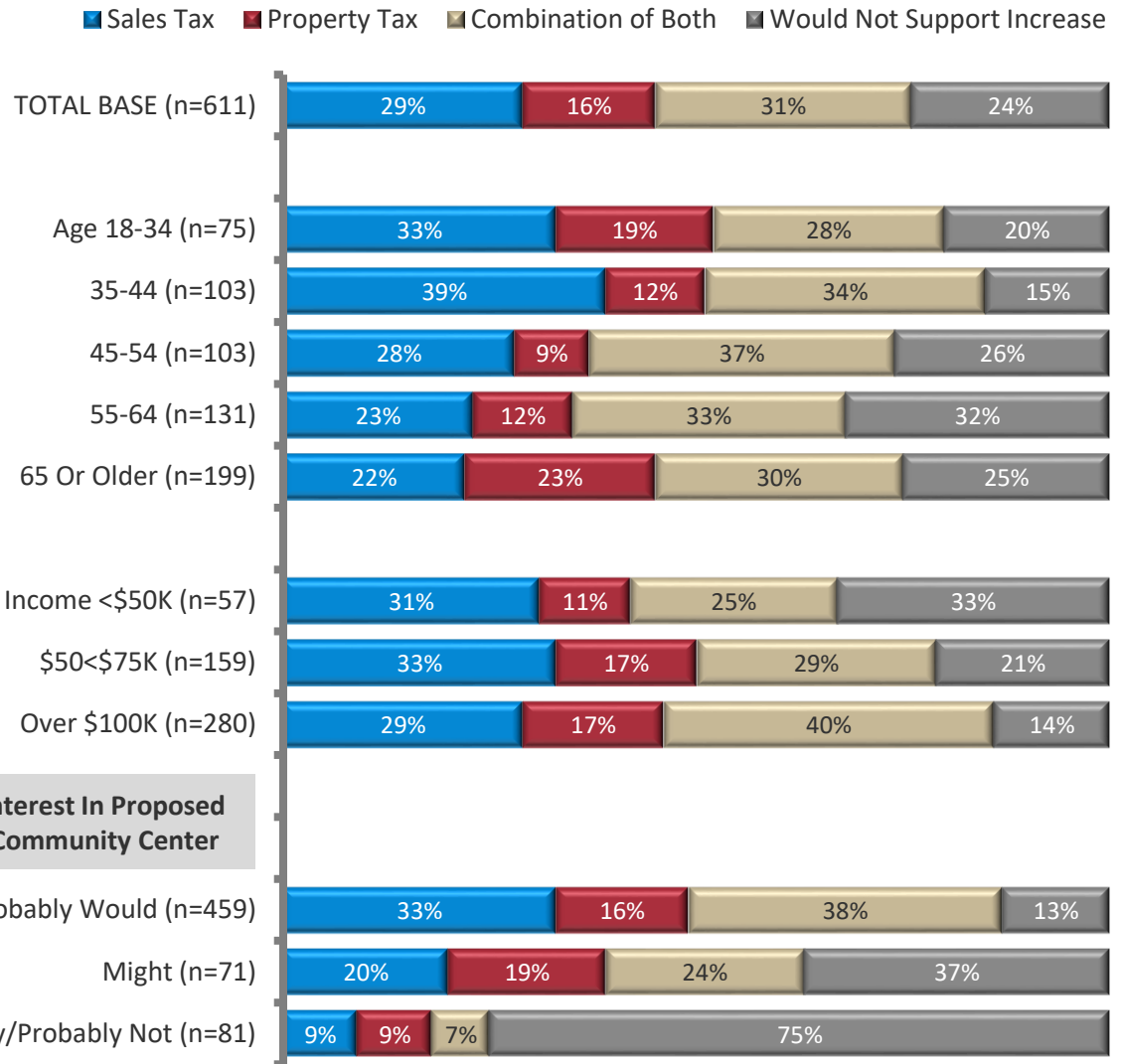


(Reference: Q17)

TYPE OF TAX CHANGE MOST LIKELY TO SUPPORT IN ORDER TO CONSTRUCT THE PROPOSED YMCA COMMUNITY AND CIVIC CENTER

Later in the survey, those living within the city limits of Prairie Village were informed that some type of tax increase would be needed (for a period of up to 30 years) to fund the construction of the YMCA Community and Civic Center being proposed. Assuming the amount was reasonable, opinions were mixed as to the *type* of tax change one would be most likely to support.

BASE: Prairie Village residents only/responding.



(Reference: Q19)

REASONS FOR PREFERRING SALES TAX FUNDING OPTION

Reasons for favoring a *sales tax* increase were often related to perceptions that property taxes are too high or going up already, followed at a distance by the notion that this option would bring in money from non-residents.

BASE: Prairie Village residents who prefer sales tax funding option (n=168)

VOLUNTEERED REASONS	% BASE SAMPLE MENTIONING (n=168)
Property Taxes High/Going Up	54%
Brings In Money From Non-residents	19%
Fair/Everyone Pays	8%
Based On Usage/Consumption Tax	6%
More Proportional To Income	5%
Property Tax Places Burden on Seniors/Low Income	5%
Easier/Less Painful	4%
Generates More Money	4%
Smaller Amounts Than Property Taxes	3%
Diversifies Taxes/Options	2%
People Can't Afford It	2%
All Other Replies	12%
No Reason	1%
Don't Know	1%

Multiple (3) replies accepted.
(Reference: Q19A)

REASONS FOR PREFERRING *PROPERTY TAX* FUNDING OPTION



Perceptions that the sales taxes are high or a burden for seniors and low-income residents, coupled with the belief that a property tax increase would be better for businesses and/or more equitable account for the primary reasons why the *property tax* funding option is preferred.

BASE: Prairie Village residents who prefer property tax funding option (n=96)

VOLUNTEERED REASONS	% BASE SAMPLE MENTIONING (n=96)
High Sales Taxes	29%
Sales Taxes Are Regressive/Burden Seniors And Low Income	24%
Better For Businesses	12%
More Equitable/Fair	12%
Residents Benefit/Use More	9%
More Impact On Wealthy Homeowners	7%
Prairie Village Is Not a Large Sales Tax Base	4%
Not A Homeowner	4%
It's A Semi-Annual Tax/Less Frequent	3%
Easier	3%
More Affordable/Minimal Amount	2%
Property Taxes Are More Fair	1%
All Other Replies	17%
No Reason	2%
Don't Know	1%

Multiple (3) replies accepted.
(Reference: Q19B)

REASONS FOR PREFERRING *COMBINATION OF BOTH PROPERTY AND SALES TAX* FUNDING OPTION

Those who prefer to use a *combination of property and sales tax* increases to fund construction of the new Community and Civic Center do so primarily because that approach spreads out the tax burden to everyone (seen as fairer) and brings in money from non-residents.

BASE: Prairie Village residents who prefer combination of both property and sales tax funding option (n=198)

VOLUNTEERED REASONS	% BASE SAMPLE MENTIONING (n=198)
Spreads It Out Among Everyone/More Fair	36%
Brings In Money From Non-residents	33%
Softer Increase/Less Impact	9%
Less Impact On Property Taxes	7%
Residents Benefit/Use More	7%
Facility Also Benefits Non-residents	6%
Variety of Funding Provides More Options	5%
Smaller Amounts/Not Excessive	4%
More People Support It	3%
Less Impact On Seniors/Low Income	2%
More Proportional To Income	2%
Property Taxes Are High	2%
Important/Needed For Prairie Village	1%
Won't Drive Away Business	1%
Sales Taxes Are High	1%
All Other Replies	8%
No Reason	2%
Don't Know	4%

Multiple (3) replies accepted.
(Reference: Q19C)

REASONS FOR NOT SUPPORTING A TAX INCREASE OF ANY TYPE TO FUND COMMUNITY AND CIVIC CENTER

Those who would *not* support a tax increase of any type volunteered several reasons for taking this stance, with most having to do with taxes being too high or excessive already. While not as prevalent, this lack of support also stems from perceptions by some that such a facility is not really needed.

BASE: Prairie Village residents who do not support a tax increase of any type (n=149)

VOLUNTEERED REASONS	% BASE SAMPLE MENTIONING (n=149)
Taxes High/Excessive	37%
Not Needed/Already Available	21%
Property Taxes Are High	13%
Poor Use Of Taxes/Economically Irresponsible	10%
Enough Money In Existing Prairie Village Budget	9%
People Can't Afford It	8%
Would Not Use Facilities	5%
Sales Taxes Are High	5%
Not A Public Service/Taxes Should Not Go To YMCA	5%
Places Burden On Seniors/Low Income	5%
Should Be Funded By User Fees/Memberships	4%
Only Need To Fund Library	3%
Benefits Only A Small Number of People	2%
Pays User Fees/Memberships With Tax Increases	2%
No Need To Move Library	2%
All Other Replies	13%
No Reason	2%
Don't Know	4%

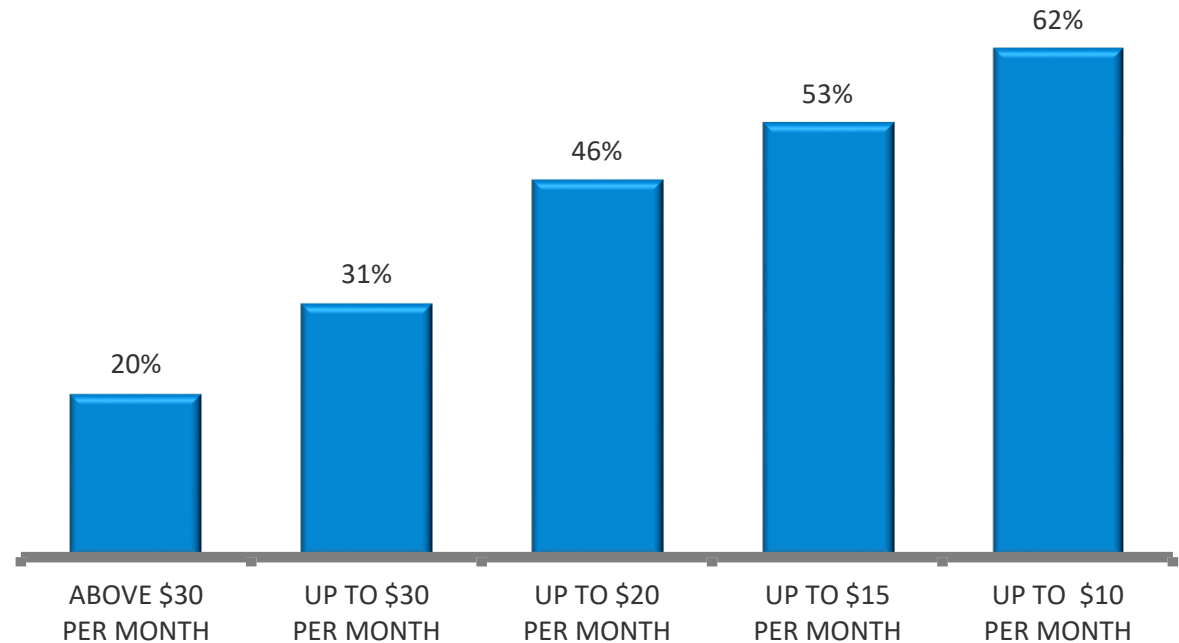
Multiple (3) replies accepted.
(Reference: Q19D)

WILLINGNESS TO SUPPORT TAX INCREASE TO FUND CONSTRUCTION OF YMCA COMMUNITY AND CIVIC CENTER AT SPECIFIED MONTHLY AMOUNTS

Results here provide some insight into what dollar amount (in increased taxes) Prairie Village residents might find palatable in order to fund the proposed YMCA Community and Civic Center.

BASE: Prairie Village residents only (n=714)

■ % Yes (Would Support Tax Increase Given That Amount)



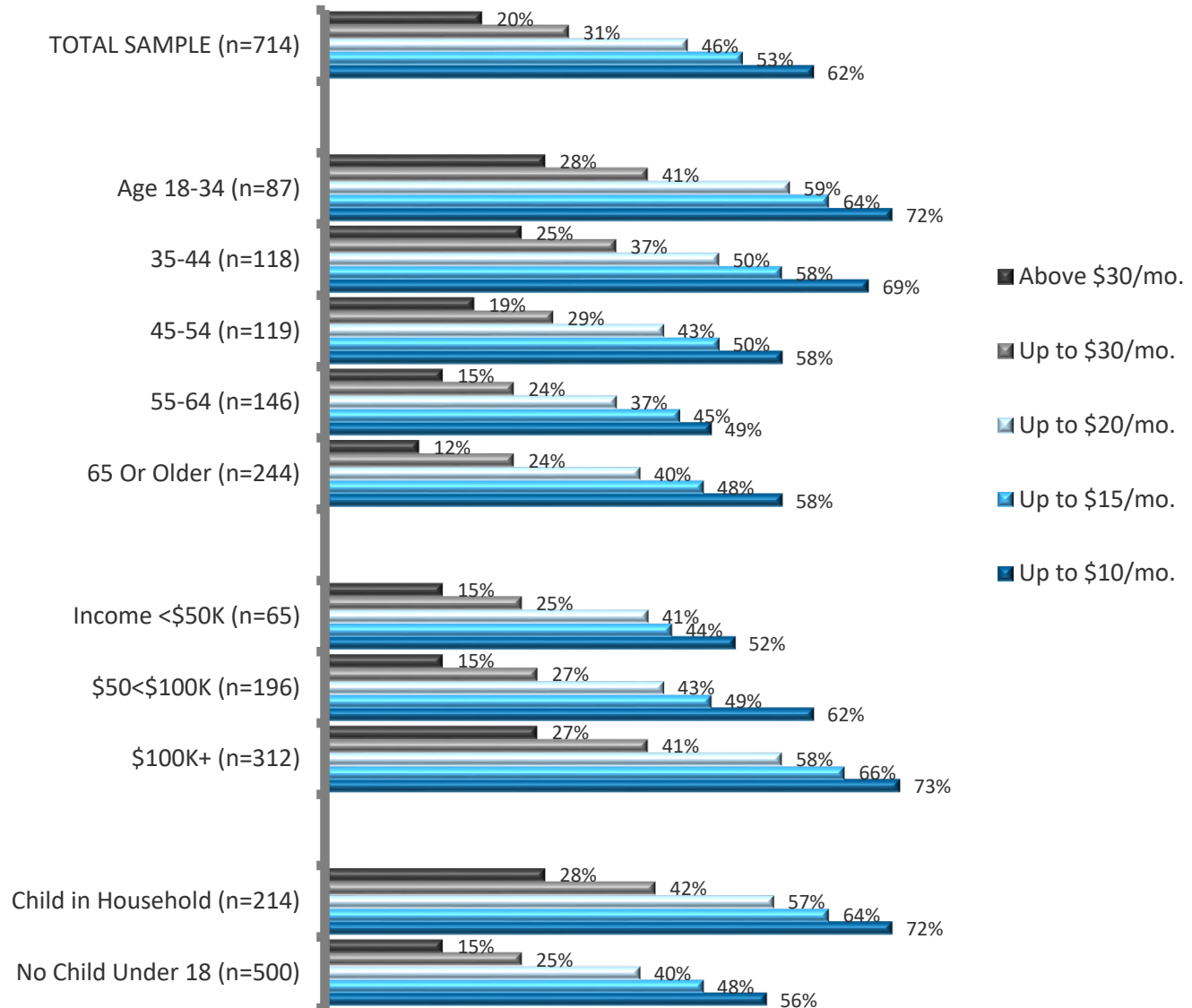
(Reference: Q20)

WILLINGNESS TO SUPPORT TAX INCREASE TO FUND CONSTRUCTION OF YMCA COMMUNITY AND CIVIC CENTER AT SPECIFIED MONTHLY AMOUNTS

Levels of acceptance or willingness to support a tax increase to fund construction of the proposed new facility does vary age group, household income, and child in household status.

- Not surprisingly, the same segments seen earlier as being more likely to use the new YMCA Community and Civic Center are also the ones more inclined to support a tax increase as a means of funding construction. That is, support is greater among younger residents and those with children under 18 in the household, and also increases as incomes increase.

BASE: Prairie Village residents only segments.

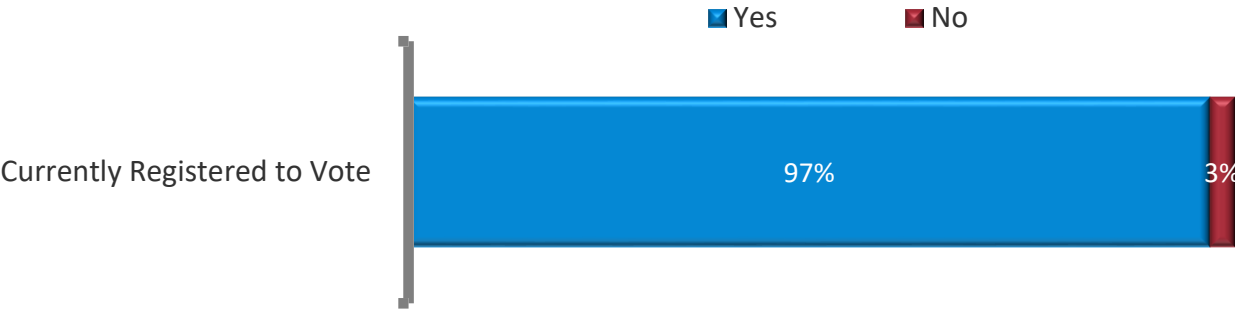


(Reference: Q20)

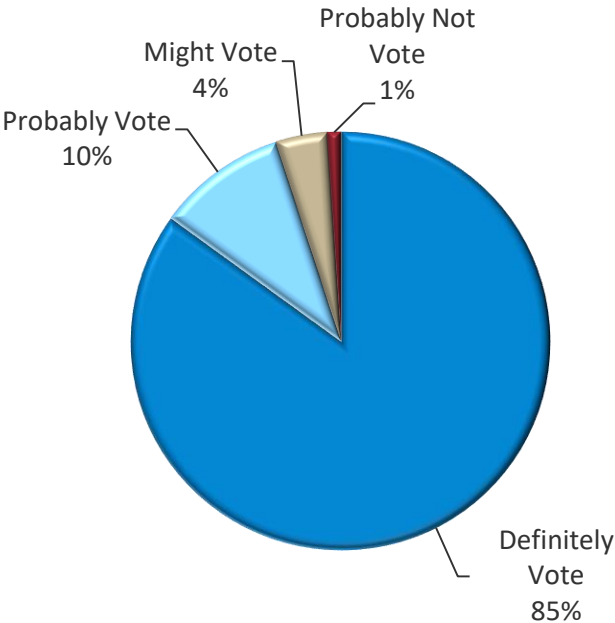
CURRENT VOTER REGISTRATION AND LIKELIHOOD TO VOTE ON ISSUE IF SPECIAL MAIL-IN BALLOT SENT TO VOTERS IN PRAIRIE VILLAGE

An impressive 97% of Prairie Village residents (living within the city limits) claim to be registered to vote at this time, while 85% said they would “definitely” vote if they received a mail-in ballot on the issue of funding for the new Community and Civic Center in Prairie Village.

BASE. Those within the city limits of Prairie Village (n=714).



LIKELIHOOD TO VOTE
ON ISSUE IF
RECEIVED SPECIAL
MAIL-IN BALLOT



(Reference: Q21-21A)

APPENDIX A: WEIGHTING PROCEDURE

WEIGHTING PROCEDURE

PHONE Age Group	% of Population Age 25+	Obtained PHONE Sample	% of Obtained Sample	WEIGHT FACTOR	Weighted PHONE Sample	% of Weighted Sample
18 to 34*	21.76%	42	10.50%	2.0723	87	21.76%
35 to 44	15.94%	68	17.00%	0.9376	64	15.94%
45 to 54	16.14%	71	17.75%	0.9094	65	16.14%
55 to 64	18.83%	86	21.50%	0.8759	75	18.83%
65+	27.33%	133	33.25%	0.8219	109	27.33%
TOTAL PHONE	100%	400	100%		400	100.0%

**Obtained respondents age 18-24 included in the 25-34 cell for weighting purposes.*

ONLINE Age Group	% of Population Age 25+	Obtained ONLINE Sample	% of Obtained Sample	WEIGHT FACTOR	Weighted ONLINE Sample	% of Weighted Sample
18 to 34*	21.76%	69	10.92%	1.9930	138	21.76%
35 to 44	15.94%	103	16.30%	0.9781	101	15.94%
45 to 54	16.14%	104	16.46%	0.9809	102	16.14%
55 to 64	18.83%	132	20.89%	0.9017	119	18.83%
65+	27.33%	224	35.44%	0.7710	173	27.33%
TOTAL ONLINE	100%	632	100%		632	100%

**Obtained respondents age 18-24 included in the 25-34 cell for weighting purposes.*

APPENDIX B: SURVEY INSTRUMENT

SURVEY INSTRUMENT

City of Prairie Village/ Johnson Co. Library/ YMCA of Greater KC
(19-145) Market Sustainability Study – FINAL FOR FIELDING

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November 18, 2019

INTRODUCTION:

Good afternoon/evening, my name is ____ from Wiese Research, calling on behalf of the City of Prairie Village, the YMCA, and Johnson County Library, conducting a survey about wellness, recreation, and community services, and could really use your help. I can assure you, this is not a sales call; we just need your opinions. First...

1 Respondent

XX (CELL OWNER UNDER 18) (THANK & TERMINATE)
(INSERT STANDARD INTRO SCREEN DISPOS)

SQ1. To confirm I dialed into one of the qualified areas for this study, can I please have your zip code?
(OPEN-ENDED) (VERIFY ZIP CODE VIA READ BACK ON NEXT SCREEN)

- 1 64112
- 2 64113
- 3 64114
- 4 66202
- 5 66204
- 6 66205
- 7 66206
- 8 66207
- 9 66208
- 10 66212

96 (OTHER) (EXPLAIN OUT OF AREA, THANK & TERM)
97 (REFUSED) (THANK & TERMINATE)

SQ2. And to ensure we represent all age groups in the study, can I please have your age? (OPEN-ENDED)
(IF "REFUSED" – SAY:) I just need your age range, for quota purposes, in order to continue. (THEN READ CATEGORIES)

- 1 Under 18 (THANK & TERMINATE)
- 2 18 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 or older
- 8 (STILL REFUSED) (THANK & TERMINATE)

SQ3. Gender (RECORD ONLY– DO NOT ASK)
(ASK ONLY IF CANNOT DETERMINE BY VOICE:) To confirm, am I speaking with a male or female?

- 1 Male
- 2 Female
- 3 (Other)

This call may be recorded for quality control purposes only.

1. Are there any children under 18 living in your household? (OPEN-ENDED)

- 1 Yes
- 2 No

City of Prairie Village/ Johnson Co. Library/ YMCA of Greater KC (19-145)

PAGE 2

2. Does anyone in your household currently have a membership to any gym, health club, recreation or fitness center? (OPEN-ENDED)

- 1 Yes
- 2 No (SKIP TO Q4)
- 3 (NOT SURE) (SKIP TO Q4)

3A. To which gym, health club, recreation or fitness centers do you or other household members belong?
(OPEN-ENDED) (ACCEPT UP TO 3 REPLIES)

- 1 Barre Fitness
- 2 City Gym KC
- 3 Genesis Health Club
- 4 Jewish Community Center
- 5 Matt Ross Community Center
- 6 Orange Theory
- 7 Paul Henson YMCA in PRAIRIE VILLAGE
- 8 Planet Fitness
- 9 Prairie Life Fitness
- 10 Red Bridge YMCA
- 11 Title Boxing
- 12 Woodside
- 13 YMCA (SPECIFY YMCA FULL NAME & LOCATION:)
- 96 (OTHER – SPECIFY FACILITY NAME AND TOWN:)
- 97 (REFUSED)
- 98 (NO OTHERS)
- 99 (DON'T KNOW) (SKIP TO Q4)

3B. (IF ONLY ONE MENTION IN Q3A, SAY:) Is that membership for an individual, you and a spouse, or a family?
(IF 2+ MENTIONS IN Q3A, SAY:) Are those memberships for an individual, you and a spouse, or a family?
(OPEN-ENDED – ACCEPT MULTIPLE REPLIES)

- 1 Individual
- 2 Respondent and spouse
- 3 Family (includes single parent plus dependents)
- 4 (DON'T KNOW)

4. During the past 12 months, have you or others in your household used or been to... (INSERT A-C)

- A The Prairie Village pool complex?
- B The Paul Henson YMCA in Prairie Village?
- C The Corinth (KOR-Inth) branch of the Johnson County Library in Prairie Village?

- 1 Yes
- 2 No
- 3 (NOT SURE)

SURVEY INSTRUMENT

City of Prairie Village/ Johnson Co. Library/ YMCA of Greater KC (19-145)

PAGE 3

6. (READ SLOWLY) At the present time, the City of Prairie Village, in partnership with the YMCA and Johnson County Library, is considering construction of a NEW Community and Civic Center facility located near City Hall, at Harmon Park. This would REPLACE the Paul Henson YMCA and include a full range of recreation and fitness facilities, gymnasium, indoor pools, wellness programs, public meeting rooms, a large gathering or reception space with a kitchen, as well as a new library on the same campus or nearby that would replace the existing Corinth (KOR-inth) branch.

How likely would YOU OR OTHERS IN YOUR HOUSEHOLD be to use this new Prairie Village YMCA Community and Civic Center, assuming the cost was what you considered to be reasonable? Do you think you (READ RESPONSES)

(IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

(ASK Q6A IF Q6=4-5. OTHERWISE SKIP TO Q6B)

6A. Why are you NOT likely to use this new Prairie Village YMCA Community and Civic Center?
(OPEN-ENDED & CLARIFY ANY VAGUE RESPONSES – RECORD SPECIFIC REASONS)

(ASK Q6B IF Q6=3. OTHERWISE SKIP TO Q6C)

6B. What would your likelihood to use this new Prairie Village YMCA Community and Civic Center depend on?
(OPEN-ENDED & CLARIFY ANY VAGUE RESPONSES – RECORD SPECIFIC REASONS)

(IF Q6=4-5, SKIP TO Q9. OTHERWISE, ASK:)

7. Next, I'm going to mention several possible facility features and amenities that a new Prairie Village Community Center YMCA could include. For each one, please rate how important having that feature would be for YOU OR SOMEONE IN YOUR HOUSEHOLD, using a 1 to 10 scale where "1" equals NOT AT ALL IMPORTANT and "10" equals EXTREMELY IMPORTANT. (ROTATE A-W) (REPEAT SCALE AS NEEDED)

- A Cardio equipment
- B Climbing wall
- C (OMITTED)
- D Cool water lap pool
- E Free weights
- F Gymnasium
- G Indoor recreation or family pool
- H Indoor warm water therapy pool
- I Indoor lap or competitive swim pool
- J Machine weights and strength training equipment
- K Outdoor recreation pool and spray park
- L Sauna and steam room
- M Teaching kitchen
- N Walking track
- O Whirlpool
- P Women-only fitness area
- Q Family/youth fitness area
- R Teen center with computers, interactive games, café and fitness
- S Lazy river
- T Drop-in childcare while parents workout
- U Multi-use meeting rooms open to the public
- V Large community gathering or reception space with a kitchen
- W Public library on the same campus

City of Prairie Village/ Johnson Co. Library/ YMCA of Greater KC (19-145)

PAGE 4

- 1 Not at all important
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 Extremely important
- 11 (DON'T KNOW)

8. Now, I'm going to mention several possible programs and services that could be offered at this Prairie Village Community Center YMCA. For each one, please tell me how likely YOU OR SOMEONE IN YOUR HOUSEHOLD would be to use that program or service in the next few years, assuming the cost was reasonable. The first one is...(INSERT A-Y / ROTATE GROUPS)
(READ RESPONSES THE FIRST FEW TIMES, THEN AS NEEDED)
(IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.

SWIMMING

- A Adult swimming lessons
- B (ASK ONLY IF Q1=1) Youth swimming lessons
- C Indoor lap swimming
- D Group water exercise classes
- E Competitive swimming
- F Lifeguard classes
- G Lazy river

EXERCISE/ FITNESS/ WEIGHT LOSS

- H Family exercise classes
- I Group exercise classes for individuals of all ages
- J (ASK ONLY IF Q1=1) Youth exercise classes
- K Group exercise classes for seniors
- L Starter fitness programs
- M Weight loss programs
- N Martial arts

SPORTS

- O Adult sports leagues
- P Sports leagues for seniors
- Q (ASK ONLY IF Q1=1) Youth sports leagues

HEALTH EDUCATION

- R Health education classes
- S Nutrition and healthy cooking classes
- T (ASK ONLY IF Q1=1) Youth obesity prevention program

OTHER

- U Programs for individuals with special needs
- V Senior activities such as card clubs, field trips, and seminars
- W (ASK ONLY IF Q1=1) Teen leadership programs
- X (ASK ONLY IF Q1=1) Youth enrichment programs
- Y (ASK ONLY IF Q1=1) Drop-in childcare while parents workout

SURVEY INSTRUMENT

City of Prairie Village/ Johnson Co. Library/ YMCA of Greater KC (19-145)

PAGE 5

- 1 Would you DEFINITELY use that program
- 2 PROBABLY use
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

9. As you may know, a variety of different types of memberships are available to anyone interested in joining a YMCA. If you and/or others in your household WERE TO EVER CONSIDER joining or using the proposed Prairie Village YMCA, which of the following types of memberships would BEST describe your household?

(READ RESPONSES)

(IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.

- 1 One adult
- 2 One adult with children
- 3 Two adults
- 4 Two adults with children
- 5 One senior age 65+
- 6 Two seniors age 65+

10. How likely would you be to consider a membership for (INSERT Q9 REPLY) to this new Prairie Village YMCA if the cost was (INSERT A-C/ D-F/ G-I/ J-L/ M-O AS APPROPRIATE, UNTIL "DEFINITELY WOULD" REPLY OBTAINED, THEN SKIP TO Q11)

(READ RESPONSES)

(IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.

(IF Q9=1, ASK A-C)

- A \$59 per month
- B \$64 per month
- C \$49 per month

(IF Q9=2-3, ASK D-F)

- D \$80 per month
- E \$75 per month
- F \$70 per month

(IF Q9=4, ASK G-I)

- G \$89 per month
- H \$84 per month
- I \$79 per month

(IF Q9=5, ASK J-L)

- J \$51 per month
- K \$46 per month
- L \$41 per month

(IF Q9=6, ASK M-O)

- M \$75 per month
- N \$70 per month
- O \$65 per month

- 1 Do you think you DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT

City of Prairie Village/ Johnson Co. Library/ YMCA of Greater KC (19-145)

PAGE 6

11. (READ SLOWLY) It's possible that this Prairie Village Community Center YMCA could partner with a hospital in the area and also provide MEDICAL-BASED programs designed to prevent or help manage various chronic diseases or health issues, such as blood pressure management, cardiac rehab, weight loss management, or arthritis therapy, just to name a few. Please tell me how likely YOU OR SOMEONE IN YOUR HOUSEHOLD would be to use these types of MEDICAL-BASED programs if offered at the Prairie Village Community Center YMCA, assuming a reasonable cost. Do you think you (READ RESPONSES)

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT
- 6 (NOT SURE)

12. Again, assuming a reasonable cost, how likely would you or someone in your household be to use any of these types of medical-based programs at this Prairie Village Community Center YMCA IF RECOMMENDED BY A PHYSICIAN? Do you think you (READ RESPONSES)

- 1 DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT (SKIP TO Q14)
- 6 (NOT SURE)

13. And assuming a doctor did recommend or refer you to one of these medical-based programs at this Prairie Village Community Center YMCA, how likely would you be to pay (INSERT A-C IN ORDER UNTIL "DEFINITELY WOULD" REPLY OBTAINED, THEN SKIP TO Q14) (READ RESPONSES)
(IF "DON'T KNOW" SAY:) I'm sorry, don't know is not an option for this question...just your best guess is fine.

- A \$250 for a 12-week program?
- B What if the cost was \$150 for a 12-week program?
- C What if the cost was \$99 for a 12-week program?

- 1 Do you think you DEFINITELY would
- 2 PROBABLY would
- 3 Might
- 4 Probably NOT
- 5 Or, definitely NOT
- 6 (NOT SURE)

14. As mentioned earlier, the Johnson County Library is considering closing its existing Corinth branch and is considering placing a new library on the SAME CAMPUS as the proposed Prairie Village YMCA Community and Civic Center. Another option would be to place this new library at a SEPARATE LOCATION. For you personally, would you prefer that the new library in Prairie Village be ... (READ RESPONSES - ROTATE ORDER OF 1-2)

- 1 On the same campus (SKIP TO Q15)
- 2 A separate location
- 3 Or, does that not really matter to you one way or the other? (SKIP TO Q15)
- 4 (NOT SURE) (SKIP TO Q15)

14A. If you knew that placing the new library on the SAME CAMPUS as the YMCA Community and Civic Center would lower the cost to operate the branch, would you (READ RESPONSES)

- 1 Still prefer a separate location for the library
- 2 Or, would locating the library on the same campus be fine
- 3 (NOT SURE)

SURVEY INSTRUMENT

City of Prairie Village/ Johnson Co. Library/ YMCA of Greater KC (19-145)

PAGE 7

15. How likely are you or others in your household to use a NEW Johnson County Library branch in Prairie Village?
Do you think you (READ RESPONSES)

- 1 DEFINITELY will
- 2 PROBABLY will
- 3 Might
- 4 Probably NOT (SKIP TO Q18)
- 5 Or, definitely NOT (SKIP TO Q18)
- 6 (NOT SURE)

16. If you had a choice, would you prefer that this new library branch in Prairie Village (READ RESPONSES –
ROTATE ORDER OF 1-2)

- 1 Have the same look and feel as the current branch
- 2 Have a more contemporary or modern design
- 3 Or, does that not really matter to you one way or the other?
- 4 (NOT SURE)

17. Next, please rate how important the following LIBRARY features would be for you or someone in your household, using a 1 to 10 scale where "1" equals NOT AT ALL IMPORTANT and "10" equals EXTREMELY IMPORTANT. (ROTATE A-D) (REPEAT SCALE AS NEEDED)

- A Free Wi-Fi
B Small study rooms where 4-6 people could meet
C Large meeting rooms where 20-40 people could meet
D Drive-thru option for picking up and/or returning materials

- 1 Not at all important
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 Extremely important
- 11 (DON'T KNOW)

(ASK Q18 IF SQ1=4-9 – POTENTIAL PRAIRIE VILLAGE RESIDENT . OTHERWISE SKIP TO DEMOS)

18. Do you live within the city limits of Prairie Village? (OPEN-ENDED)

- 1 Yes
- 2 No (SKIP TO DEMOS)
- 3 (NOT SURE)

19. In order to construct the proposed YMCA Community and Civic Center, the City may need to increase taxes for a time period of up to 30 years. If the amount of tax increase was what you considered to be reasonable, what type of tax change would you be most likely to support? (READ RESPONSES)

- 1 Sales tax
- 2 Property tax (SKIP TO Q19B)
- 3 A combination of both property and sales tax (SKIP TO Q19C)
- 4 Or, would you not support a tax increase of any type (SKIP TO Q19D)
- 5 (DON'T KNOW/REFUSED) (SKIP TO Q20)

City of Prairie Village/ Johnson Co. Library/ YMCA of Greater KC (19-145)

PAGE 8

(IF Q19=1, ASK:)

19A. Why do you prefer the SALES TAX funding option?
(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=2, ASK:)

19B. Why do you prefer the PROPERTY TAX funding option?
(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=3, ASK:)

19C. Why do you prefer the COMBINATION OF BOTH PROPERTY AND SALES TAX funding option?
(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=4, ASK:)

19D. Why would you NOT support a tax increase of any type?
(OPEN-ENDED) (PROBE FOR CLARITY/SPECIFICS) (ACCEPT MULTIPLE REASONS)

(IF Q19=4, SKIP TO Q21. OTHERWISE ASK:)

20. Again, in order to fund the construction of the proposed YMCA Community and Civic Center, would you support some type of increased tax if the MONTHLY AMOUNT you had to pay was (INSERT A-E IN ORDER UNTIL "YES" REPLY OBTAINED, THEN SKIP TO Q21)? (READ RESPONSES AS NEEDED)

- A Above \$30 per month
B What about up to \$30 per month?
C What about up to \$20 per month?
D What about up to \$15 per month?
E What about up to \$10 per month?

- 1 Yes – willing to pay that amount
- 2 No – would NOT pay that amount
- 3 (NOT SURE/DEPENDS)

21. Are you currently a registered voter? (OPEN-ENDED)

- 1 Yes
- 2 No
- 3 (DON'T KNOW)

21A. How likely are you to vote on this issue if there was a special mail-in ballot sent to all registered voters in Prairie Village? Do you think you would (READ RESPONSES)

- 1 Definitely vote
- 2 Probably vote
- 3 Might
- 4 Probably NOT vote
- 5 Or, definitely NOT vote
- 6 (DON'T KNOW/REFUSED)

SURVEY INSTRUMENT

City of Prairie Village/ Johnson Co. Library/ YMCA of Greater KC (19-145)

PAGE 9

(DEMOS)

And now I have just a few last questions for classification purposes only.

(ASK Q22 ONLY IF Q9=7. OTHERWISE SKIP TO Q23)

22. Which of the following BEST describes your household? **(READ RESPONSES)**

- 1 One adult
- 2 **(READ ONLY IF Q1=1)** One adult with children
- 3 Two adults
- 4 **(READ ONLY IF Q1=1)** Two adults with children
- 5 One senior age 65+
- 6 Two seniors age 65+
- 7 **(OTHER – SPECIFY:)**

23. Do you own or rent your current residence? **(OPEN-ENDED)**

- 1 Own
- 2 Rent
- 3 **(REFUSED)**

24. What is your current marital status? **(READ RESPONSES)**

- 1 Married/living with partner
- 2 Single
- 3 Widowed, divorced, or separated
- 4 **(REFUSED)**

25. Considering all wage earners for your household, was your total household income, before taxes, in 2018...?
(READ RESPONSES)

- 1 Under \$50,000
- 2 \$50,000 to under \$75,000
- 3 \$75,000 to under \$100,000
- 4 \$100,000 to \$150,000
- 5 Or, over \$150,000
- 6 **(REFUSED)**

That concludes the interview. I just need to verify that I reached you at **(INSERT PHONE NUMBER)**
(IF NOT CORRECT, RECORD NUMBER:)

In case my supervisor wants to verify I completed this survey, can I
please have your first name? **(RECORD NAME)**

Thanks so much for your time and opinions – have a great evening/day!

APPENDIX C: POSTCARD

POSTCARD (SENT TO ALL PRAIRIE VILLAGE HOUSEHOLDS)



PRAIRIE VILLAGE, KANSAS

WE WANT TO HEAR FROM YOU

The City of Prairie Village, the YMCA of Greater Kansas City, and Johnson County Library are conducting a survey with residents of Prairie Village and want to include your opinions. Your participation and the results of this survey will be used to better understand the needs of our community.

We'd like to hear from Prairie Village residents!

You have been selected to participate in our study and, by doing so, will help us better serve the needs of our community. Anyone in the household over the age of 18 may complete one survey.

Completing this survey is quick and easy. Here's all you need to do:

1. Visit prairievillagesurvey.com
2. Follow the easy step-by-step instructions

If you do not have a computer or internet access, staff at Johnson County Library – Corinth can help. The local branch is located at 8100 Mission Road, Prairie Village.

You may receive a phone call from us at some point regarding this survey. If you have any questions, contact us at 913-381-6464.

Thank you for sharing your opinions with us.

PRAIRIE VILLAGE AD-HOC CIVIC CENTER COMMITTEE MEETING

Prairie Village City Hall – Council Chambers
7700 Mission Road, Prairie Village, KS 66208
November 14, 2022 | 4:00 pm

Minutes

Attendance

Committee members in attendance: Chair Ian Graves; Vice-Chair Bonnie Limbird; City Council Representative Dave Robinson; Parks and Recreation Committee representative Randy Knight; Planning Commission representative Melissa Brown, citizen appointee Lauren Ozburn; citizen appointee James Senter. Also in attendance: Mayor Eric Mikkelson, Wes Jordan, City Administrator; Nickie Lee, Deputy City Administrator; Meghan Buom, Assistant City Administrator; Tim Schwartzkopf, Assistant City Administrator

I. Approval of Meeting Minutes – May 19, 2022

Jamie Senter moved to approve the minutes. Bonnie Limbird seconded the motion and it passed unanimously.

II. Update on status of Ad Hoc Civic Center Committee and Discussion

Ian Graves provided an update since the May committee meeting. The City Council was approached by a third party about a potential development in the Harmon Park area that did not come to fruition. In October, the City Council considered an MOU with the YMCA as well as the survey as referred to the governing body from the Committee following the May meeting. The Council referred the item back to the ad-hoc committee for further consideration.

Dave Robinson wants to seek cohesion and more clarity among the committee and City Council about what is being recommended. Bonnie Limbird asked Mr. Robinson to be more specific on the items he felt needed clarity. He clarified that a new preamble to the survey was discussed. Wes Jordan stated that the Committee would consider the MOU with the YMCA, which hadn't been discussed at Committee level previously, as well as an additional review of potential changes to the survey.

Mr. Graves outlined future steps that may include the Johnson County Library portion of the project, the costs and elements of site design and citizen engagement following the outcomes of the survey, estimated to be \$150,000.

III. Consider/Reaffirm Market Sustainability Research Proposal, with potential updated preamble

Mr. Jordan shared the most updated version of the survey and stated that Cathy Morrissey, president of Wiese Research Group, was present to answer any questions the committee might have.

Mr. Robinson suggested changes to the preamble, the introduction read over the phone to survey participants. Jamie Senter suggested including information about why the library is currently not part of the survey.

Lauren Ozburn stated the importance of including more Prairie Village residents in the portion of the statistically valid survey since a tax increase is being considered as a funding source. Ms. Morrissey stated between the previously statistically valid survey and online survey, there were 700 Prairie Village respondents. The phone survey didn't include more Prairie Village residents because the Y needs to rely on a broader membership base for success. Ms. Limbird asked how the online survey respondents are validated as Prairie Village residents. Ms. Morrissey responded that the link is only shared with Prairie Village residents via the

postcard and participants are asked for a zip code. There is a way to verify IP address which would limit the participants to one household or computer, which would limit responses from public locations, such as the library. Mr. Robinson asked if it would be possible to put a passcode on the postcard. Ms. Morrissey stated that it could be accomplished, however, it would change the anonymity of the survey. Melissa Brown asked about the phone survey validity as fewer and fewer people answer their phones. Ms. Morrissey stated that it is getting increasingly difficult which makes the online component more important.

Mr. Robinson asked for clarification on why the questions are more general than Y specific. Ms. Morrissey responded that it helps to eliminate bias.

Ms. Ozburn asked that both the Y and the City logo be included on the marketing postcard regarding the survey to emphasize that it's a partnership.

Randy Knight asked if this building would be a City of Prairie Village civic center or a YMCA facility. He asked how the broader needs of the area and existing facility needs factor into this conversation. Ms. Limbird stated that she had similar thoughts, but this committee is primarily focused on the feasibility of the community center concept, regardless of whether it is a city or Y facility. She pointed out several areas in the survey related to the City Hall building that likely need to be edited. Mayor Mikkelsen stated that there are separate infrastructure projects that are underway or under consideration, that include pool repairs and the municipal building renovations. They need to be coordinated, but also separately considered.

Mr. Senter stated that there were several library related questions that should potentially be removed.

Mr. Graves clarified that the previously referred to civic center building would be referred to as a community center to avoid confusion with the broader civic campus.

Mr. Graves stated his preference for more general questions versus more specificity in case the scope of the project changes.

Mr. Graves asked for information on the timing of the Village Voice and Ms. Limbird confirmed her desire to see an informational update about the community center process included. Mr. Jordan stated he believed that the MOU and survey would be considered at the City Council level at the second meeting in December. Meghan Buom outlined the typical timing for the newsletter; a December City Council decision would likely miss the deadline for inclusion.

Ms. Limbird asked about the removal of question three related to gender. Ms. Morrissey stated that it is an attempt to ensure a more diverse sample. Ms. Brown asked that the "determined by voice" component be removed due to bias and be asked explicitly. The committee agreed.

Mr. Senter asked about question seven related to the removal of specific features in a potential center. Ms. Morrissey stated that it was designed to shorten the survey and they were eliminated by the Y. Mark Hulet, Chief Operating Officer YMCA of Greater Kansas City, stated that some features were removed because they would either be standard facility items, like free weights, or because they are services no longer provided by the Y. Ms. Brown asked for inclusion of the climbing feature question. Ms. Ozburn stated that she feels it is important to include standard items in case survey respondents are unfamiliar with typical features, or if the partnership with the Y doesn't come to fruition and the city needs a better understanding of respondent's specific desires for a facility. Ms. Limbird agreed that a list of potential features helps community members understand what a modern community center might look like. Mr. Hulet stated that the following questions help paint that picture. The committee agreed to maintain the list as it was in the original survey. Ms. Ozburn asked about the potential to remove question eight based on the inclusion of question 7. Mr. Hulet asked that both be included.

Mr. Senter asked if the referenced membership rates needed to be updated since this survey is being issued three years later. Mr. Hulet confirmed that they're still accurate.

Mr. Robinson expressed a desire to see this referenced as the Prairie Village Community Center versus the Y.

Mr. Jordan reiterated his desire to minimize substantive changes to the previous survey, as it pertains to questions seven and eight, and aim for 400 respondents.

The committee agreed to keep the more general references related to the library. Mr. Knight asked for the updated survey to be sent to the library as a courtesy. Ms. Limbird agreed.

Mr. Graves summarized the substantive changes from the discussion thus far:

- Strike question three language "unless determined by voice"
- Include questions seven and eight unless they were related to the library
- Change references of civic center to community center

Mr. Robinson reaffirmed his desire to see references to the Y changed to the Prairie Village Community Center and include more details in the preamble. Ms. Morrissey did not recommend doing that, as the length of the preamble could dissuade participation. Mr. Graves agreed. Ms. Brown suggested "Prairie Village Community Center/YMCA" as written in questions seven and eight consistently throughout the survey.

Mr. Robinson moved that for purposes of this survey and conversations moving forward, this project is referred to as the "Prairie Village Community Center" and remove references to the Y in the questions, but include the relationship in the introduction to the questions. Ms. Morrissey stated that this is a substantive change to the question since the Y is a known brand. The motion failed for lack of a second.

Ms. Ozburn moved to make the change to "Community Center" and remove Prairie Village and Y references to the Y in the questions but include the relationship in the introduction to the questions. Seconded by Melissa Brown. Mr. Hulet stated that the Y is flexible but doesn't want to change the integrity of the survey as referenced by Ms. Morrissey following the previous motion. Ms. Morrissey stated that it is a tall order to ask people to remember the preamble in a lengthy survey, and the language could be relaxed later in the survey. Mr. Graves agreed with the importance of the brand identity of the Y.

Mr. Graves amended the motion to include "community center/YMCA" consistently throughout the survey. Ms. Limbird seconded the amendment. Mr. Knight expressed a desire to include Prairie Village in the language because he views this as an initial branding exercise. The Mayor agreed with both the initial branding comment and desire to maintain similar language as used before. Mr. Graves reintroduced the motion as "Prairie Village Community Center and YMCA." Ms. Limbird agreed with the amended motion and the amendment passed unanimously. Mr. Graves restated the motion to use the "Prairie Village Community Center and YMCA" consistently though out the survey. Ms. Limbird seconded the motion and it passed unanimously.

Ms. Limbird moved to approve the following:

- Strike question three language "unless determined by voice"
- Include questions seven and eight unless they were related to the library
- Change references of civic center to community center

Mr. Senter seconded the motion and it passed unanimously.

Ms. Limbird moved to have 400 versus 300 survey respondents as suggested by Mr. Jordan. Ian Graves seconded the motion and it passed unanimously.

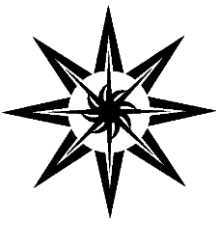
IV. Consider Memorandum of Understanding with the YMCA to collaborate in studying the market feasibility of building a community civic center

Mr. Graves moved that the committee approve a Memorandum of Understanding with the YMCA to collaborate on the market feasibility of building a community civic center. The motion was seconded by Mr. Robinson and it passed unanimously.

V. General Discussion – Ian Graves/Bonnie Limbird

Mr. Graves thanked everyone for their time. Mr. Robinson asked about the potential for a future work session between the ad-hoc committee and City Council. Mr. Graves stated that it would likely occur after the conclusion of the survey. Ms. Limbird stated that she feels the goals of the council have been met by the committee and she doesn't see the need for a work session at this stage.

Adjourn at 6:15.



ADMINISTRATION

Council Committee Meeting Date: December 5, 2022
City Council Meeting Date: December 19, 2022

COU2022-83: Consider 2023 Exterior Grant Program Changes

RECOMMENDED MOTION:

Make a motion to approve COU2022-83, approving recommended changes to the 2023 Exterior Grant Program as outlined.

BACKGROUND

At the December 5 Council Committee of the Whole discussion, Council requested the sustainability and exterior grant programs be separated into two separate action items. Thus, this agenda item applies to the Exterior Grant program only.

During the December 5 discussion, the committee agreed with staff's recommendations to make the recommended changes summarized below.

Additionally, at the December 5 meeting, the Council requested recommended language regarding the possibility of reimbursing for rental equipment. In discussions with staff, are certain tools and purchases that are currently specifically excluded in the program. Large expenditures for rental of equipment have been handled on a case-by-case basis in the past. If Council would like to specifically include the cost for rental equipment as an allowable reimbursable expense, staff recommends: "Reimbursement of rental equipment may be reimbursed per review of the Codes department, for a maximum of 10% of the total project cost."

Finally, staff will continue to explore marketing opportunities for the grant programs.

RECOMMENDED CHANGES FOR 2023 EXTERIOR GRANT PROGRAM

Staff recommends the following changes for 2023:

- Increase the appraised value maximum for the 2023 Exterior Grant Program from \$350,000 to \$375,000 (*Note: The amounts previously stated in the December 5 Council packet were incorrectly stated as \$325,000.*)
- Move the application process to Open Gov online cloud-based platform (*in person applicants will be assisted with submitting applications on a computer at the Codes department*)
- Increase the City's percentage match from 20% to 25%
- Decrease the minimum homeowner investment from \$2,500 to \$2,000
- Open the program on February 1 and extend the number of days to complete the project from 120 to 180 days to allow additional time to complete projects
- Reallocate the unused 2022 exterior grant funds (estimated \$15,997) to the 2023 Exterior Grant Program - increasing the 2023 budget to \$90,000

ATTACHMENTS

Exterior Grant Program Guidelines

PREPARED BY

Nickie Lee
Deputy City Administrator
Date: December 12, 2022

Residential Exterior Grant Program
2022-2023 Guidelines

Program Overview

- The City will provide a 2025% match for exterior improvements that enhance front curb appeal for one- and two-family dwellings with a minimum \$2,500-000 investment by the property owner. Reimbursement amounts from the City will be a minimum of \$500 and a maximum of \$2,500.
- The Residential Exterior Grant can be used in conjunction with the Sustainability Grant (but one project cannot be funded by both programs).

Program Eligibility

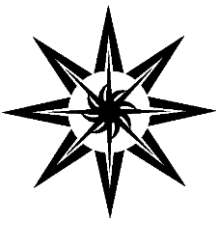
- Eligible homes can be located anywhere within City boundaries and must have a Johnson County appraised value of \$350,000-375,000 or less for 2021-2022.
- The project must be at a one- or two-family dwelling.
- Eligible improvements include but are not limited to: complete exterior house painting or siding, door/window repair and replacement, new roof, gutters, shutters, front-facing concrete work (driveways, sidewalks & stoop), and foundation repairs.
- In order to qualify, the property must be owner-occupied or have a current rental property license in place for the previous 365 days prior to approval.
- All improvements must conform to the City of Prairie Village municipal code.
- Contractors utilized to perform the improvements must have an active contractor's license through the City and Johnson County.
- Property owner must be current on all property taxes in Prairie Village and property free of code violations.
- There is a limit of one grant per property every ten years.

Process

- The program is managed by the Community Development Department located in the Public Works Facility at 3535 Somerset Drive.
- The Community Development Department will begin accepting applications for the 2022 Exterior Grant Program on Monday, March 21st, 2022 Wednesday, February 1, 2023. The property owner will submit an application to the City, and all applications will be reviewed in the order they are received until all grant funds are exhausted. Applications must include proof of current homeowner's insurance.
- Application approval must occur prior to the start of work, and applicants will only be approved after a code enforcement officer has confirmed that no code violations are present at the property. Code violations must be corrected within 10 working days of notification of the violation or the grant will be forfeited.
- The property owner is responsible for ensuring that all required permits have been obtained. All permits must be in place prior to any work taking place.
- Work must be completed within 120-180 days of application approval and no later than November 1.

Reimbursement Process

- Upon completion of the improvements the applicant must submit qualified project receipts, invoices and proof of payment (canceled check, or, credit card receipt, or cashier's check only – no cash) to the Community Development Department. Total project expenses must be at least \$2,500000. Items on the receipt must be clearly marked and explained.
- Community Development staff will schedule a post-project inspection to verify project completion and confirm no exterior code violations are present.
- After staff review of receipts the City will issue a check to the applicant for 2025% of the qualified expenses, reimbursement not to exceed \$2,500, within 2-3 weeks of receipt verification.



ADMINISTRATION

Council Committee Meeting Date: December 5, 2022
City Council Meeting Date: December 19, 2022

COU2022-84: Consider 2023 Residential Sustainability Grant Program Changes

RECOMMENDED MOTION:

Make a motion to approve COU2022-84, approving recommended changes to the 2023 Residential Sustainability Grant programs as outlined.

BACKGROUND

At the December 5 Council Committee of the Whole discussion, Council requested the sustainability and exterior grant programs be separated into two separate action items. Thus, this agenda item applies to the Sustainability Grant program only.

During the December 5 discussion, the committee agreed with staff's recommendations to make the recommended changes summarized below.

Additionally, at the December 5 meeting, the Council requested recommended language regarding the possibility of reimbursing for rental equipment. In discussions with staff, there are certain tools and purchases that are currently specifically excluded in the program. Large expenditures for rental of equipment have been handled on a case-by-case basis in the past. If Council would like to specifically include the cost for rental equipment as an allowable reimbursable expense, staff recommends: "Reimbursement of rental equipment may be reimbursed per review of the Codes department, for a maximum of 10% of the total project cost."

In addition, staff will work with the Environmental Committee and/or the sustainability coordination group to take a closer look at the program and find further opportunities for improvement.

Finally, staff will continue to explore marketing opportunities for the programs.

RECOMMENDED CHANGES FOR 2023 PROGRAM

Staff recommends the following changes for 2023:

- Move the application process to Open Gov online cloud-based platform (*in person applicants will be assisted with submitting applications on a computer at the Codes department*)
- Increase the City's percentage match from 20% to 25%
- Decrease the minimum homeowner investment from \$2,500 to \$2,000
- Add an insulation-only project option to the Sustainability Grant program, allowing for smaller projects with a 50% match for a minimum of \$1,000 spent
- Open the program on February 1 and extend the number of days to complete the project from 120 to 180 days to allow additional time to complete projects
- Keep the program budget at \$30,000, as was budgeted in the 2023 Budget.

ATTACHMENTS

Residential Sustainability Grant Program Guidelines

PREPARED BY

Nickie Lee
Deputy City Administrator
Date: December 12, 2022

City of Prairie Village
Residential Sustainability Grant Program
2022-2023 Guidelines

Purpose

The purpose of the Residential Sustainability Grant program is to encourage residents to reduce their carbon footprint by improving the energy efficiency of their homes.

Program Overview

- The City will provide a 2025% match for energy efficiency improvements for one- and two-family dwellings with a minimum \$2,500-000 investment by the property owner or a 50% match with a minimum \$1,000 for an insulation-only project.
- Reimbursement amounts from the City will be a minimum of \$500 and a maximum of \$2,500.
- Energy-saving improvements must meet the 2021 International Energy Conservation Code and/or the attached project specifications, whichever results in the greatest energy efficiency.
- The residential sustainability grant can be used in conjunction with the Exterior Grant (but one project cannot be funded by both programs).

Program Eligibility

- The project must be at a one- or two-family dwelling.
- Eligible improvements include, but are not limited, to the following: home energy audit by a certified auditor, solar power, wind power, energy-efficient HVAC or water heater, energy-efficient windows or doors, insulation, geothermal heating and cooling, and duct sealing.
- All improvement projects must meet the requirements of the 2021 IECC and/or the attached specifications, whichever results in the greatest energy efficiency.
- The Building Official is granted the authority to determine if a proposed project meets the overall eligibility and purpose of the grant program.
- All improvements must conform to the City of Prairie Village municipal code.
- Contractors utilized to perform the improvements must have an active contractor's license through the City and Johnson County.
- Property owner must be current on all property taxes in Prairie Village and property free of code violations.

Process

- The program will be managed by the Community Development Department.
- The property owner will submit an application to the City, and all applications will be reviewed in the order they are received until all grant funds are exhausted.
- The application must include all bids for the improvements, including all project specification sheets.
- The application and project specification sheets will be reviewed by the Building Official for compliance with the 2021 International Energy Conservation Code and the attached specifications.
- Application approval must occur prior to the start of work, and applicants will only be approved after a code enforcement officer has confirmed that no code violations are present at the property.
- The property owner is responsible for ensuring that all required permits have been obtained. All permits must be in place prior to any work taking place.
- Work must be completed within 120-180 days of application approval and no later than November 1.

Reimbursement Process

- Property owner must notify the Community Development Department upon project completion and final invoices being paid. Copies of eligible receipts totaling at least \$2,500-000 or \$1,000 for insulation-only projects must be submitted.

- Community Development staff will schedule a post-project inspection to verify project completion in accordance with required specifications and confirm no exterior code violations are present.

**City of Prairie Village
Residential Sustainability Grant
Required Project Specifications**

All eligible grant projects must be done in compliance with the 2021 International Energy Conservation Code (IECC) as well as the below specifications. A completed application form must be submitted along with the product specification sheet for all products being used in the project. Below is an overview of the required specifications for various types of projects. Projects not listed on this sheet will be reviewed for compliance with the 2021 IECC and must be accomplishing the goal of improving the energy-efficiency of the home.

Windows/Doors/Fenestration

- Fixed windows/fenestration must have a maximum *U*-factor of 0.36
- Operable windows/fenestration must have a maximum *U*-factor of 0.30
- Entrance doors must have a maximum *U*-factor of 0.63
- Must have a maximum SHGC (solar heat gain coefficient) of 0.40

Skylights

- Must have a maximum *U*-factor of 0.50
- Must have a maximum SHGC of 0.40

Air Conditioners

- All air conditioners must have a minimum efficiency of 14 SEER. Window units do not qualify for the sustainability grant.
- All air conditioners must comply with ANSI/AHAM RAC-1

Furnace

- Warm-air furnaces (gas-fired) must have a minimum efficiency of 92% AFUE or 92%*E*_c
- Warm-air furnaces (gas-fired) must comply with DOE 10 CFR Part 430 or ANSI Z21.47

Basement Rim Joist Insulation

- Fiberglass insulation must have a minimum R-value of R30
- Spray foam insulation must have a minimum R-value of R15

Attic Insulation

- Attic insulation must have a minimum R-value of R60

Solar

- All solar power installations require a building permit and must be constructed in accordance with Chapter 19.50 of the City's zoning regulations, including the following:
- The design of any solar energy system shall generally be compatible with the character of the neighborhood or district, the architectural design of the buildings, and situated on a site in a manner that minimizes potential negative impacts on adjacent property or public streetscapes. Compatibility shall be evaluated as follows:
 - Systems mounted on pitched roof structures or vertical walls shall not project more than five inches off the surface of the roof or wall and be generally parallel to the roof pitch or vertical wall.

- Systems mounted on flat roofs shall be setback from the roof edge a distance equal to the amount they project off the roof deck, or be concealed from street level or ground level of adjacent property by a parapet. Any panel or accessory equipment that projects more than two feet off the roof deck shall be screened in the same manner as other rooftop accessory building equipment.
- Framing, mounting racks, piping, conduits and other associated equipment shall be designed, located or use colors to minimize the visibility from streetscapes or adjacent property, and blend with the overall design of the building.
- Ground mounted solar panels shall be located behind the front building line, and be setback from adjacent property by at least ten feet. No ground-mounted equipment shall exceed eight feet high. All ground-mounted equipment shall be screened from adjacent property and the street by fences, landscape or a combination of both. This provision shall not apply to solar energy facilities attached to utility poles, light fixtures or other similar accessory structures provided they be designed in a manner that integrates the energy collecting components into the design of the structure in a manner that does not significantly alter the appearance of the structure, when compared to other similarly functioning accessory structures.
- No solar panel shall be mounted in a location where it could create additional glare on adjacent sites or otherwise damage plants or structures on adjacent property from reflectiveness or heat sources. Panels in locations with the potential to contribute to this situation may satisfy this requirement with manufacturer's specifications that demonstrate minimal glare, reflectiveness and heat gain.
- Any solar energy system that does not meet the standards of this section may only be permitted with a site plan, approved by the planning commission according to the procedures and criteria of [chapter 19.32](#).

Water-Heating Equipment

- Water heaters (electric, ≤ 12 kW) must have a required performance of 0.93 – 0.00132V, EF (tabletop ≥ 20 gallons and ≤ 120 gallons), 0.960 – 0.0003V, EF (resistance ≥ 20 gallons and ≤ 55 gallons), or 1.061 – 0.00168V, EF (grid-enabled > 75 gallons and ≤ 120 gallons)
- Water heaters (electric, ≤ 12 kW) must comply with DOE 10 CFR Part 430
- Water heaters (electric, > 12 kW) must comply with ANSI Z21.10.3
- Water heaters (electric, ≤ 24 amps and ≤ 250 volts) must have a required performance of 2.057 – 0.00113V, EF (heat pump > 55 gallons and ≤ 120 gallons)
- Water heaters (electric, ≤ 24 amps and ≤ 250 volts) must comply with DOE 10 CFR Part 430
- Storage water heaters (gas, $\leq 75,000$ Btu/h) must have a required performance of 0.675 – 0.0015V, EF (≥ 20 gallons and < 55 gallons), or 0.8012 – 0.00078V, EF (> 55 gallons and ≤ 100 gallons)
- Storage water heaters (gas, $\leq 75,000$ Btu/h) must comply with DOE 10 CFR Part 430
- Storage water heaters (gas, $> 75,000$ Btu/h and $\leq 155,000$ Btu/h, $< 4,000$ Btu/h/gal) must have a required performance of 90%.
- Storage water heaters (gas, $> 75,000$ Btu/h and $\leq 155,000$ Btu/h, $< 4,000$ Btu/h/gal) must comply with ANSI Z21.10.3
- Instantaneous water heaters (gas, $> 50,000$ Btu/h and $< 200,000$ Btu/h) must have a required performance of 0.82 – 0.0019V, EF ($\geq 4,000$ (Btu/h)/gal and < 2 gal)
- Instantaneous water heaters (gas, $> 50,000$ Btu/h and $< 200,000$ Btu/h) must comply with DOE 10 CFR Part 430
- Instantaneous water heaters (gas, $\geq 200,000$ Btu/h) must have a required performance of 90%
- Instantaneous water heaters (gas, $\geq 200,000$ Btu/h) must comply with ANSI Z21.10.3

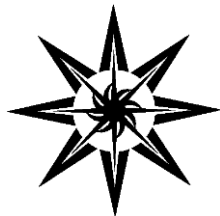
City of Prairie Village
Residential Sustainability Grant Program
2022-2023 Reimbursement Guidelines

Purpose

The purpose of the Residential Sustainability Grant program is to encourage residents to reduce their carbon footprint by improving the energy efficiency of their homes.

Reimbursement Process

- The property owner is responsible for ensuring that all required permits have been obtained. All permits must be in place prior to any work taking place.
- Work must be completed within 120-180 days of application approval and no later than November 1.
- ~~• Property owner must notify the Codes Department upon project completion and final invoices being paid. Copies of eligible receipts totaling at least \$2,500 must be submitted.~~
 - ~~**Check payments**—provide a copy front and back of the canceled check along with the invoice/sales receipt.~~
 - ~~**Cash payments**—provide on a printed business form or letterhead a list of the items installed, total amount paid, date paid and signature of contractor/business owner.~~
 - ~~**Credit Card payments**—provide receipt along with the invoice/sales receipt.~~
- Upon completion of the improvements the applicant must submit qualified project receipts, invoices and proof of payment (canceled check, credit card receipt, or cashier's check only – no cash) to the Community Development Department. Total project expenses must be at least \$2,000 or \$1,000 for insulation only projects. Items on the receipt must be clearly marked and explained.
-
- Codes staff will schedule post-project inspections. One inspection will be to verify project completion in accordance with required specifications. The other inspection will be to confirm no exterior code violations are present.



MAYOR

City Council Meeting Date: December 19, 2022

COU2022-85

Consider Election of 2023 Council President

RECOMMENDATION

Hold a City Council election to select the next Council President to serve from January 3, 2023, to December 18, 2024.

MOTION

Move to ratify the election of Ron Nelson as the new Council President.

BACKGROUND

Chapter I, Article II of the Prairie Village Municipal Code stipulates that the City Council elects one Councilmember to serve as President of the Council. The Council President presides at all meetings of the Council in the absence of the Mayor. Current practice has been to elect the longest serving Councilmember who has not yet served as Council President. Mr. Nelson has served on the City Council since January 2018.

ATTACHMENTS

N/A

PREPARED BY

Adam Geffert

City Clerk

Date: December 13, 2022

MAYOR'S ANNOUNCEMENTS
Monday, December 19, 2022

Christmas Day observed – City offices closed	12/26/2022	
New Year's Day observed - City offices closed	01/02/2023	
City Council*	01/03/2023	6:00 p.m.
Tree Board	01/04/2023	6:00 p.m.
Planning Commission	01/10/2023	7:00 p.m.
Arts Council	01/11/2023	5:30 p.m.
Arts Council gallery reception	01/11/2023	7:00 p.m.
Martin Luther King, Jr. Day – City offices closed	01/16/2023	
City Council	01/17/2023	6:00 p.m.

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* The January 3rd City Council meeting may be cancelled due to a lack of agenda items.

INFORMATIONAL ITEMS
December 19, 2022

1. Environmental Committee meeting minutes – August 24, 2022
2. Environmental Committee meeting minutes – October 26, 2022
3. Planning Commission meeting minutes – October 11, 2022
4. Planning Commission work session summary – October 25, 2022
5. Parks and Recreation Committee meeting minutes – October 12, 2022
6. Diversity Committee meeting minutes – November 15, 2022
7. Arts Council 2023 calendar

The Prairie Village Environmental Committee met at 5:30 p.m. on Wednesday, August 24, 2022, in person in the multipurpose room at City Hall.

The meeting was called to order at 5:30 p.m.

Members in attendance:

Piper Reimer (Chair), Greg Shelton (Co-chair), Ashley Freburg (Staff Liaison), Margaret Thomas, Richard Dalton, Magda Born, Johanna Comes (Secretary), Nathan Kovac, McKenna Owens, Warren Smith, Stephanie Alger, Travis Carson, Penny Mahon.

Agenda

Rich made a motion to approve the agenda. Magda seconded the motion. All were in favor.

Approval of May 2022 and June 2022 Minutes

Margaret made a motion to approve the May 2022 and June 2022 minutes. Penny seconded the motion. All were in favor.

New Business

Piper proposed that the Environmental Committee lengthen their monthly meetings by 30 minutes. Johanna commented that when there are presentations by guest speakers, it is difficult for the Committee to get through the agenda by the end of the one-hour meeting. Nathan made a motion to extend the monthly meetings from 60 to 90 minutes; the meetings would be held from 5:30 p.m. to 7:00 p.m., starting with the September 2022 meeting. Stephanie second the motion. All were in favor.

Old Business

Sustainable Lawns/"No Mow May":

Update by Magda and Rich. Magda played a video about the "No Mow May" concept from Flatland - Kansas City PBS and reviewed resources from [BeeCityUSA.org](https://www.beecityusa.org). Rich and Magda explained that "No May May" encourages residents to not mow their lawns during the month of May to create neighborhood habitats that increase the abundance and diversity of bees and other pollinators. Magda discussed that residents who participate could display a "No May May" sign on their property to educate residents. The Committee discussed possible pros and cons of this concept. Nathan mentioned that grass might be too difficult to mow if was left un-mowed for one month. Rich discussed the possible growth of noxious/rank weeds as identified by the City of Prairie Village and regulations by the City of Prairie Village that grass cannot be taller than 8 inches. Johanna mentioned the possibility of upsetting neighbors who did not support "No Mow May" due to appearance of what might be considered unkempt yards and spreading of weeds to other's yards. Alternatives to the "No Mow May" concept were discussed. Margaret suggested educating the public about the benefits of plants such clover instead of grass and how mowing less reduces the carbon footprint. Rich suggested rather than not mowing for an entire month, maybe just not mowing as often. Warren suggested residents could try "No Mow May" in their backyards. Travis suggested educating residents through sharing by example of how plants besides grass can be used in yards. Johanna suggested a garden tour where residents could see examples of other PV residents' yards who use less grass and more native plants in

their yards. Piper commented that an event such as a garden tour might require lots of resources such as volunteers. Piper suggested writing an article about the topic in the Prairie Village Voice newsletter. Greg discussed the possibility of updating the matching grant program currently in place for rain-garden plants. Specifically, if the grant might be extended to include plants that could be used in place of grass in residents' yards. Greg requested Committee members email him with suggestions/support of how extending the grant program would lend itself to the current program. Stephanie agreed to write an article for the Prairie Village Voice.

Johanna made a motion that the Committee will pursue a version of the "No Mow May" concept, without limiting the concept to the month of May. Nathan second the motion. All in favor.

E-Recycling Event:

Warren updated the Committee on the opportunity for the City of Prairie Village to partner with the City of Overland Park for Overland Park's E-Recycling events. The City of Overland Park requests that if the City of Prairie Village wants to co-sponsor the two E-Recycling events planned for 2023, Prairie Village will need to supply the following for each event: Volunteers to staff the events and to pay for the cost of renting a large tent for the events. The tent rental is \$1400 per event. For the November 19, 2022 Overland Park E-Recycling event, they request Prairie Village provide 5 - 10 volunteers to work 3.5 hour shifts between 6:30 a.m. - 3 p.m. during the event. Prairie Village would not be responsible for the cost of tent rental at the November 2022 event. Piper said that non-committee members can volunteer for the event and Piper will check on how to sign up to volunteer for the event. Johanna questioned if other than having the right to advertise and promote Prairie Village as a co-sponsor of the event, is there any other benefit to serving as a co-sponsor. Piper explained that if Prairie Village did not co-sponsor, Prairie Village could not promote it as a Prairie Village event, but Prairie Village residents could still bring their E-Recycling waste to the Overland Park event. The Committee decided to table this discussion for the October meeting.

Village Fest 2022:

Piper thanked the members of the Environmental Committee who volunteered at Village Fest. Community member Mark Stiles displayed live monarch butterflies and chrysalises at the Environmental Committee table, and this was popular.

Jazz Fest 2022:

Piper thanked the members of the Environmental Committee who signed up to volunteer at the Environmental Committee table at Jazz Fest.

Flourish Furnishings:

To follow-up from Flourish's presentation to the Committee June 22, 2022, Piper said that the Committee has supplied Flourish with information about the Go Green 2022! Event, as this may be a good resource for them to obtain donations.

Go Green 2022! Event:

McKenna discussed that the event will be held at Sylvester Powell Community Center on September 17, 2022. McKenna has been involved in securing door prizes for the event. Johanna is making seed balls with left over supplies from the Native Plant Sale 2022 that will be given for free to event attendees. Volunteers are needed staff the door prize

table from 8 a.m. to noon. The Prairie Village Environmental Committee will have a table at the event. Interested volunteers can contact McKenna or Piper.

Climate Action KC:

Update by Penny. The City of KCKS has joined Climate Action KC.

Curbside Composting

No update.

Mayor's Monarch Pledge:

Update by Johanna. During the Native Plant Sale 2023, the Prairie Village Arts Council will co-sponsor a kids' craft activity with the Environmental Committee. There will be an Environmental Committee table at the event and a butterfly photo prop. Community members Mark Stiles and Anna Graether are in the early stages of connecting with the Prairie Village Homes Associations to promote native planting in neighborhood traffic islands. Margaret has talked with Mark Stiles about the possibility of a native plant garden on the property of a Prairie Village senior living facility.

Prairie Village Parks Pesticide Use Webpage:

Update by Piper. The Prairie Village Public Works Department has a new webpage detailing the amount of pesticides used by Prairie Village Public Works. The link can be found at: <https://www.pvkansas.com/departments/public-works/pesticide-application-report>

2023 Budget:

Update at next meeting.

CDP Reporting:

Ashley has submitted the required CDP reporting for the Cities' Race to Zero.

Announcements

Ashley reported that Prairie Village Public Works Department will have a ribbon cutting ceremony and open house for its new LEED Platinum status building on November 13, 2022 from 5 p.m. to 7 p.m.

Next Meeting: September 28, 2022 5:30 pm - 7:00 pm. Secretary: Richard Dalton

Adjourn

Magda made a motion to adjourn the meeting. Stephanie second the motion. All were in favor.

Adjourned at 6:45 pm.

The Prairie Village Environmental Committee met at 5:30pm, Wednesday, October 26, 2022 in the Prairie Village City Hall MPR.

The meeting was called to order at 5:31 p.m.

Members in attendance

Piper Reimer (Chair), Greg Shelton (Co-chair), Ashley Freburg (Staff Liaison), Richard Dalton (Secretary), Johanna Comes, McKenna Owens, Warren Smith, Stephanie Alger, Travis Carson, Penny Mahon.

Agenda

Warren made a motion to approve the agenda. Stephanie seconded the motion. All in favor.

Minutes

Warren made a motion to approve the August 2022 minutes. Travis seconded the motion. All in favor.

New Business

1. Discussion of priorities and goals for 2023

Greg has been developing a structured way of grouping the various events, projects, and concerns of the committee. He presented these under three general goals: sustainability, decarbonization, and community engagement. Piper passed around a draft spreadsheet Greg created showing anticipated activity in these areas by month. Committee assistance with the Mayor's Race to Zero, work with the Tree Board and on the Monarch Pledge were mentioned.

It was mentioned that environmental issues could be considered as either "municipal" or "community" in nature. It is the committee's hope that municipal responses might be coordinated and championed by the new Sustainability Coordinator. Our committee's focus should be on community responses. Ashley shared that the city has not yet received any responses to the city's RFP for Sustainability Coordinator. Greg and Piper explained that this is not a personnel position with the city, but rather a project proposal that may be responded to by an organization, or single or multiple persons.

Greg provided listings of specific concerns, programs, and events under each of his three goals, noting that there were specific reporting requirements related to the "Decarbonization" category, which would address energy sources, uses, and efficiencies as well as waste diversion and recycling. "Sustainability" items relate more to natural ecological concerns (pollinators, plants, and potentially other sorts of recycling). "Community engagement" includes informational booths and opportunities to work with other community organizations.

The Committee expressed interest in putting additional resources toward community education regarding environmental benefits of curbside composting and businesses providing this service in the city.

Warren expressed interest in providing information to residents regarding the potential health impact of poor air quality created when wood is burned in interior residential fireplaces. The committee supported submitting an article on the topic placed in an upcoming Village Voice. Warren will write this.

There was discussion of the need for a more organized approach to our communication via the Village Voice and our presence on the City's website. Stephanie volunteered to update the committee's information on the website, and there was discussion of creating a scheduled plan for contributions to the Village Voice, possibly every issue.

Greg is working on closer coordination between the Tree Board and our committee. Ashley informed us of new needs of the Community Gardens group (which was an outgrowth of the committee, but of late has functioned independent of us). Piper, Greg, and Ashley will discuss the appropriate handling of budgetary concerns of the Community Gardens group.

Travis asked about the controversy surrounding the Ad Hoc Housing Committee's recommendations to the City Council. Greg explained the background of the Ad Hoc committee's report to the Planning Commission which is investigating updating/modernizing some of the city's zoning regulations. He encouraged members to stay aware of the process and progress of this review.

Stephanie asked if there was a role for the committee regarding transportation issues. It was noted this was generally addressed at the county level.

Greg will be developing and sharing a Google Doc with committee members as we plan for next year's events, programs, and projects.

Announcements

1. Warren reported he had been in contact with the organizers of the Overland Park Recycling Extravaganza, which is to take place November 19, and said they are looking forward to volunteers from Prairie Village, in particular members of the Environmental Committee. Piper will distribute further information regarding particulars for signing up.
2. Written updates on Environmental Committee initiatives were shared with the committee.

Motion to Adjourn

Stephanie made a motion to adjourn the meeting. Penny seconded the motion. All in favor. Meeting adjourned 6:59 pm.

EC status updates: October 26

1. 2023 budget was finalized at 9/6 City Council meeting. The proposed committee budget, mattress pickup program, and half time contracted Sustainability Program Manager were all fully funded.
2. The RFP for the Sustainability Program Manager was posted to the city website last week. The process, as scheduled, should lead to the selected contractor being in place by Jan. 1.
3. JOCO DHE Recycle Right education campaign will begin in PV on 11/7, and should conclude on 1/21, with a summary of findings provided at the conclusion.
4. E recycle: The next OP Recycling Extravaganza takes place on Saturday, Nov. 19. We have committed to providing 5-10 volunteers. Warren, McKenna and Rick have agreed to coordinate the volunteer sign up process on behalf of the committee.
5. Go Green 2022: provided by McKenna
The Go Green 2022! Environmental Fair was organized and implemented by volunteers from nine Northeast Johnson County cities on September 17th. The event hosted 47 environmentally-oriented organizations who were able to share information with individuals in the community about sustainable practices. We estimated that the event had nearly 500 participants! Due to the event's great feedback, the participating cities have agreed to proceed with a fair in 2023 as well.

I would like to give a special thanks to Johanna for making native seed balls that were given out to attendees, Nathan for volunteering to man and organize the door prize table, and Piper for tabling the Prairie Village Environmental Committee booth.

6. Mayor's Monarch Pledge Subcommittee: provided by Johanna
Monarch habitats: Goal is to encourage HOA's to plant monarch habitats on neighborhood traffic islands. We are gathering contact information for the HOA's and exploring what is the most effective way to share monarch habitat information to HOA's (e.g., in person presentations).

Reducing pesticide/herbicide use by the City of Prairie Village: We are reviewing what other cities have done to reduce pesticide/herbicide use in city parks and what specific pesticides/herbicides do we feel most strongly about reducing their use.

Native plant sale: Event put on by Deep Roots Kansas City and will probably be in April 2023 and will be advertised in the Prairie Village Voice. We are reviewing costs for planned activities sponsored by PV (kids craft, seed balls, large wood butterfly photo prop). PV Arts committee will partner with us on the crafts and help with some of the costs. We are considering approaching JOCO Department of Health and Environment to borrow their recycling related corn hole game.

7. Dynamhex: provided by Ashley
In August, City staff requested an update from Dynamhex on the status of updated community wide emissions reports using 2021 data. The reports currently available use data from 2019 and 2020. Sunny Sanwar, with Dynamhex, said the reports would be available in September along with a new user interface/design. Staff followed up again October 18 and was told the reports will be ready in approximately two weeks. We anticipate the ongoing relationship between the City and Dynamhex will be evaluated when a sustainability program management contract is in place.

PLANNING COMMISSION MINUTES OCTOBER 11, 2022

ROLL CALL

The Planning Commission of the City of Prairie Village met in regular session on Tuesday, October 11, at 7:00 p.m. in the Council Chambers at 7700 Mission Road. Vice-Chair James Breneman called the meeting to order at 7:00 p.m. with the following members present: Jon Birkel, Patrick Lenahan, Melissa Brown, and Nancy Wallerstein.

The following individuals were present in their advisory capacity to the Planning Commission: Chris Brewster, Multistudio; Nickie Lee, Deputy City Administrator; Greg Shelton, Council Liaison; Mitch Dringman, Building Official, Adam Geffert, City Clerk/Planning Commission Secretary.

APPROVAL OF MINUTES

Mr. Lenahan moved for the approval of the minutes of the September 13, 2022, regular Planning Commission meeting. Mr. Birkel seconded the motion, which passed 5-0.

PUBLIC HEARINGS

None

NON-PUBLIC HEARINGS

PC2022-124 Building Line Modification
 3605 W. 71st Street
 Zoning: R-1A
 Applicant: Matthew Lero, RDM Architecture / John Wolfe

Mr. Brewster said that the applicant was requesting a building line modification as provided in Chapter 18.18 of the subdivision regulations, related to the south side of the home on Cherokee Drive. The proposal is associated with a remodel of the existing single-story home that involves a larger addition to the rear and reconfiguration of gables, dormers, and roof structures over the main structure. The building line modification request results from a smaller addition (approximately 8' x 15') to the south side of the home.

The lot is located at the intersection of Cherokee Drive and 71st Street and has a platted building line of 30' on both Cherokee Drive and 71st Street. This building line is greater than required by R-1A zoning requirements (30' front, 15' street side), and is essentially

a result of the original developer platting lines different from zoning requirements. The lot has a triangular configuration, and the existing house has a large setback from the main intersection and a side orientation to both Cherokee Drive and 71st Street further back within the buildable area of the lot.

The house meets all zoning setbacks for the R-1A zoning district, including various interpretations for corner lot situations (reverse corner, intersection, or standard corner). Homes further east on both streets orient directly to those streets, and there is substantial distance between the next adjacent houses to the east (approximately 40' and 60' respectively). The side setbacks of the home are comparable to the front setbacks of adjacent houses.

This proposal would also comply with all zoning requirements but not the platted building line. Only a small portion of the addition to the south will encroach into the required 30' building line. Due to the configuration of the lot and the skew of the house, approximately 15 square feet will encroach, and 3.9' at its deepest point (an approximately 9' wide, by 3.9' deep triangular encroachment).

Mr. Brewster stated that staff recommended approval of the application, and noted that if approved, the building line modification would need to be recorded with the register of deeds prior to obtaining a building permit.

Applicant Matthew Lero with RDM Architecture, 222 W. Gregory Blvd., Kansas City, MO, was present to discuss the application.

Mr. Birkel asked if the project would conform with the tree preservation ordinance requiring the replacement of trees that are removed. Mr. Lero said two trees would be removed and three would be added to ensure compliance.

Mrs. Wallerstein made a motion to approve PC2022-124 with the condition listed by staff. Mr. Lenahan seconded the motion, which passed 5-0.

PC2022-125	Site Plan for Monument Sign 7457 Cherokee Drive Zoning: R-1B Applicant: Mark Eddy / Tracy Forbush, Global Montessori School
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Mr. Brewster said that the applicant was requesting approval of a monument sign for a 2.84-acre school site on the northwest corner of 75th Street and Belinder Avenue. The new sign would replace an existing sign in the large lawn and landscape area along the frontage bordered by Belinder Avenue, 75th Street, and Cherokee Drive. The sign is composed of multiple panels placed in an arching pattern facing 75th Street.

The property was previously a church built in 1957, and has been repurposed as a school, including outside learning areas and play facilities. It was originally approved for a special use permit for a private school in 2014, and historically used as a church with accessory

childcare and summer school programs. Mr. Brewster noted that all new monument signs require approval by the Planning Commission.

The applicant has proposed one sign, to replace the current sign which is centered in a lawn / landscape area well beyond all required setbacks. It is centered in a landscape area between the sidewalk and parking lot. The sign is below the 20 square feet maximum for monument signs and is 4.25' in height. It contains blue powder coated aluminum letter mounted on several separate brown painted steel panels, arranged in an arching pattern. The existing sign is located on a larger stone patio in the lawn area, which will remain. The larger lawn area contains ornamental landscape and trees for the overall space, landscape plaza, city monumentation, and seating along 75th Street in the public right-of-way. There is no specific lighting plan associated with this sign application.

Mr. Brewster stated that staff recommended approval of the of the proposed monument signs, subject to the following:

1. The applicant confirms to Planning Commission the color combinations of the sign panels, letters, and base, and the conformance guidelines in 19.48.080 (a) and (b)
2. The applicant confirms that there are either no plans of lighting the sign, or alternatively any lighting of the signs shall require construction plans and permit reviews that confirm the lighting conforms to the sign lighting standards

Sign manufacturer Asheer Akram, Kansas City Metalworks, 3529 Troost Avenue, Kansas City, MO, was present representing applicant Mark Eddy.

Mrs. Wallerstein requested that an additional condition be added stating, "the existing sign will be removed".

Mr. Akram noted that the sign would not be lit at the present time. However, the Montessori school may choose to add lighting in the future, and if so, a separate application would be submitted.

Mr. Lenahan made a motion to approve PC2022-125 with the two conditions listed by staff as well as Mrs. Wallerstein's additional condition. Mrs. Wallerstein seconded the motion, which passed 5-0.

OTHER BUSINESS

Ms. Brown read a statement supporting affordable housing options in the City.

ADJOURNMENT

With no further business to come before the Commission, Mr. Breneman adjourned the meeting at 7:26 p.m.

Adam Geffert
City Clerk/Planning Commission Secretary

PLANNING COMMISSION WORK SESSION SUMMARY OCTOBER 25, 2022

The Planning Commission of the City of Prairie Village met in work session on Tuesday, October 25, at 6:00 p.m. in the Council Chambers at 7700 Mission Road. Chair Greg Wolf called the meeting to order at 6:10 p.m. with the following members present: Jon Birkel, James Breneman, Patrick Lenahan, Melissa Brown, Jeffrey Valentino and Nancy Wallerstein.

The following individuals were present in their advisory capacity to the Planning Commission: Chris Brewster, Multistudio; Wes Jordan, City Administrator; Nickie Lee, Deputy City Administrator; and Greg Shelton, Council Liaison.

INTROUDCTION AND PRESENTATION

Mr. Wolf welcomed the Planning Commission and members of the public in attendance. He reminded the audience that the work session is not a public hearing and would not allow for public comment; however future meetings will be scheduled for public input.

Ms. Lee, Deputy City Administrator reminded the Planning Commission this meeting is a follow up to the discussion item from their September 13 meeting. Subsequent to that meeting, the City Council amended their recommendations based on the ad hoc housing committee recommendations at their October 3 meeting. These [amended recommendations](#) were provided to the Planning Commission in their packet. The Planning Commission was encouraged to share other ideas regarding attainable and diversity of housing if they have any beyond what was presented by staff.

Planner Chris Brewster began his presentation titled "Housing Policy Introduction" (attached). The presentation began with an overview of the Comprehensive Plan - Village Vision 2.0 and how it overlaps with the housing recommendations. The Neighborhood Development Principles in the Comprehensive Plan place an emphasis on diversifying housing options and maintaining the integrity of Prairie Village Neighborhoods. The Comprehensive Plan also places an emphasis on reinforcing existing neighborhood patterns (suburban neighborhoods, traditional neighborhoods, village neighborhoods and activity centers) and strengthening neighborhood design.

The Planning Commission should consider what impacts the ad hoc housing committee's recommendations have on existing zoning and the comprehensive plan. The potential zoning updates are as follows:

1. **R-1A/R-1B:** *Revise Accessory Dwelling Units (ADUs) standards?*
2. **R-1A/R-1BorR-2:** *Improve process for small lot house patterns ("planned" applications)?*
3. **R-2:** *Allow duplexes on smaller lots?*

4. **R-2, R-3 & R-4:** *Promote row house, tri-plex, or quad-plex building types?*
5. **R-3, R-4, & C-distracts:** *Enable small-scale, higher density apartment buildings?*
6. **C-O, C-1, C-2, or MXD:** *Allow residential and/or mixed-use building types?*

The presentation included slides on each of these zoning types, with a summary of the current situation and potential future discussion topics. Maps illustrated potential patterns and locations within the City.

An overview of the zoning process was given, with a reminder we are at step one, “Public engagement/discussion”. The other steps including public notices, Planning Commission public hearings, Planning Commission recommendations, City Council meetings, and decisions would all need to follow in order for any zoning ordinance updates to occur.

An outline of the proposed Engagement Approach and Proposed Schedule was shared.

Upon completion of the presentation, the Planning Commission began discussion.

DISCUSSION

Mr. Wolf opened it up for discussion. He began by asking staff whether we have any ADUs currently and what process they follow. Mr. Brewster answered that we allow Accessory Living Quarters (ALQs) but do not have any properties that have followed the application process. We are aware some ADUs exist in the community but they preexisted current staff.

Mrs. Wallerstein commented that she believes there are several ALQs in her neighborhood and asked for clarification of ALQ vs ADU. She asked if “Granny Pods” would be allowed. Mr. Brewster explained that ALQs and ADUs could mean the same in other communities. In Prairie Village, the distinction is that ALQs in our code must be attached and owner-occupied, whereas the more modern term is ADUs which are often detached. Granny Pods as were described would not be allowed in existing code.

Mr. Valentino recommended that we do not start the housing discussion on changes in the R1-A and R1-B districts because these districts “are working” vs other districts that do not currently work as outlined. Mr. Birkel agreed to focus on areas that aren’t working.

Mr. Lenahan stated that if addressing ADUs we would need to address questions about impervious surfaces and coverage. Mr. Breneman stated the issue of rental properties and parking would also need to be addressed. Mr. Birkel agreed that parking was a major concern. Mr. Wolf asked if this issue doesn’t seem to be furthering the goals of the ad hoc housing commissioner recommendations, are they worth pursuing?

Commissioners requested definitions for “Attainable Housing” and “Missing Middle”. Mr. Brewster pointed out a few existing definitions in the Comprehensive Plan. Staff agreed to bring agreed-upon definitions to future meetings.

Mrs. Wallerstein asked what “By Right” meant, and Mr. Brewster explained it was planning jargon that meant if a project meets the code requirements it can be built “by right” without following a Planning Commission process. Mrs. Wallerstein expressed she did not think it needed to be in the housing recommendations.

Mrs. Wallerstein asked about how the City works with Homeowners Associations regarding deed restrictions or their own limitations. Mr. Brewster shared that the City doesn’t enforce private covenants but will notify HOAs if we are aware of an issue.

Mr. Wolf asked if these recommendations could get to the end product of attainable housing. Mr. Brewster stated it would depend on how we define attainable housing. Mr. Valentino asked to see an illustration of how having a diversity of housing types could attain this goal. Mrs. Brown reminded the group this is a long range plan. Mr. Lenahan asked staff to focus future meetings on digestible topics.

Next Steps

Mr. Valentino recommended the Planning Commission reverse the order of considerations—first reviewing potential revisions to R-3, R-4, Commercial Districts and Mixed Use, before considering changes in R-1A, R-1B, and R-2.

Ms. Brown agreed this would be more productive, and others agreed. Ms. Brown requested examples of projects at the public forums.

Mr. Wolf re-states that the Commission wants to focus on R-3, R-4, Commercial and MXD first and will move onto R-1 and R-2 if necessary to meet the goals.

Mr. Jordan stated that staff would work on definitions and encouraged the Planning Commission to not leave R-1 and R-2 “in limbo” since it’s a concern for many residents. Mr. Jordan did recommend another work session with the Planning Commission to ensure staff was on the same page as the Planning Commission before Public Comment. He also shared staff envisioned information stations at the Public meetings to promote more interaction.

The group expressed in interest in scheduling another work session before the first public forum in January. This could occur as part of the December 6 regularly scheduled Planning Commission meeting following normal agenda items. The next meeting time and date will be solidified via email.

ADJOURNMENT

Mr. Wolf adjourned the meeting at 8:05 p.m.

*Meeting Summary Completed by Nickie Lee, Deputy City Administrator
10/26/2022*

PARKS AND RECREATION COMMITTEE
5:30 p.m., October 12, 2022
City Hall – Council Chambers

MINUTES

Attendance – Chairman Terrence Gallagher, Vice Chair Lauren Wolf, Matthew Geary, Randy Knight, Diane Mares, Jayme Merklein, Matt Moeder, Jay Moorman, Kevin Murphy, Lauren Ozburn, Staff: Melissa Prenger, Meghan Buum, Scott Bingham (BBN Architects)

Public Participation - None

Consent Agenda

1. Meeting Minutes – Randy Knight moved to approve the minutes from the September 14 meeting. Matthew Geary seconded the motion and it passed unanimously.

Reports

1. Chairperson's Report
 - a. Community Center Update – Terrence Gallagher provided an update on the community center following a consideration of an MOU with the YMCA and a citizen survey at the last City Council meeting. The Council referred the item back to the ad hoc Civic Center committee.
 - b. MARC/Windsor Park Trails – Vice Chair Lauren Wolf shared an update from her service on the Mid America Regional Council's active transportation programming committee. The group considered and approved funding the Windsor Park trail system.
2. Recreation Report
 - a. 2022 Summer Recreation Report
 - Meghan Buum reviewed the 2022 Summer Recreation Programs Report. Memberships, bather loads, and revenues were the highest they've been other the past 5 years. It was a hot and dry summer, with only two weather related closures after reduced hours began.

We had an extremely successful staff recruitment in 2022 which substantially positively impacted our ability to operate a full capacity throughout the year. There were limited pool closures during reduced hours.

The swim team continues to grow significantly. After an abnormally high year in 2021, the dive team returned to a more typical number of participants. Skateboarding 101 continues to sell out. Ms. Buum would like to more closely evaluate the tennis programming in 2023 to determine potential changes to the City's offerings.

b. 2023 look ahead

- Suzanne McCullough has let the city know that she will not be returning as aquatics supervisor in 2023. This will be a big loss to the city but she has set up fantastic operations manuals that will aid in a good transition. The job will be posted in the coming weeks following the final decision by the City Council on the city-wide salary study.
- That same salary study will impact the salary ranges for our pool staff. Pending no changes, the salary for lifeguards will start at \$14.50. We are optimistic that this will aid in recruitment; and we believe we'll have a strong returning base of guards.
- Ms. Buum will not be at the November meeting. She briefly reviewed several upcoming items of note for the committee to consider in early 2023.:
 - The city committee application process will take place in November/December, with review by Council chairs and recommendations to the Mayor in January, and appointment in February/March. If you no longer wish to participate on the committee, please let staff and chairs know.
 - The typical agreements with the county and other cities, like the SuperPass, and a comprehensive fee review, will be considered after the first of the year.
 - Review of the current park item donation policy, in conjunction with the Prairie Village Foundation, with recommendations to be made to the City Council. Mr. Gallagher noted that there are funds in the Parks & Recreation account through the Prairie Village Foundation that need to be spent to be considered in November.

c. A Walk and Read in Franklin Park just wrapped up. This continues to be a successful partnership with the Johnson County Library.

3. Public Works Report

- a. General maintenance updates – Melissa Prenger reported on behalf of field superintendent James Carney:
- Aeration, seeding, and fertilizing facility grounds continues.
 - The nature play areas in the parks are currently being assessed and rotten logs are removed. Following the assessment, the committee will need to consider replacement of logs and stumps, or a different type of equipment. More information will come on this at a future meeting.
 - Tree trimming is underway.
 - Planning is underway for a rain garden at Taliaferro Park following the completion of the shelter and restrooms.
 - The Franklin Park play stream will be winterized this week. This happens earlier in the season than water fountains due to leaves and acorns dropping and clogging/burning up the pump.

- Crack sealing on the trails is underway.
 - A new bench, table, and trashcan has been installed on a concrete pad at the Weltner Park basketball court.
 - Several basketball half-courts have been repainted.
- b. Taliaferro Park Restrooms and Shelters – Melissa Prenger informed the committee that there are a few punch list items left to be completed; however a supply chain issue has delayed lights and picnic tables. The restroom should open next week, however, the shelter won't open until early 2023.
- c. Harmon Park Inclusive Play Update – Ms. Prenger updated the committee on the Variety KC donation discussion at the City Council meeting; primarily due to the branding and fencing requirements that would take a significant amount of the donated funds. Public Works is attempting to move forward with the selected vendor. This item will have to be approved soon to be able to move forward with this project in fall 2022/spring 2023

New Business

1. Universal signing and park branding discussion and updates – Scott Bingham, BBN Architects, presented an update to the branding discussion committee input and the City's branding guidelines.

Option one offered an architectural approach based on the shape and influence of the shelters and entrance monuments. It included natural cedar beams, a concrete plinth base, an aluminum panel, and a polycarbonate cabinet on the rear for temporary flyers. The sign is in the \$11,000 range.

Option two used tubular steel painted in a wood tone with a peaked roof anchored into a concrete pad, and a painted steel sign with more color, and a "did you know" feature on the rear of the sign. This is in the \$8,000 range.

Elements that the committee likes can be mixed and matched. Both signs would include rules, maps, reservation QR code, etc.

The committee provided the following feedback and questions:

- Longevity – The panels can be switched out; the steel posts would last longer than the cedar. Can paint be scratched off the painted surface of the panel?
- Option one – The base feels very heavy, could it chip? The cedar material can be mounted into a concrete pad.
- Liked the more colorful sign
- Prefer the more natural wood in option one, with the shape of option two.
- QR code – will that technology have longevity? The hope is that the foundation and frame of the signs can be sturdy and constant, with a more interchangeable panel.
- How many signs do we need and will they be replaced at once? This is budgeted for in 2023, all signs will receive at least one sign based on their sizes. If there

are not amenities in the park, like Carroll Plaza or Schliffke Park, they will not receive a sign.

- Ancillary signs, like “thunder roars” or “no smoking” signs could be placed on a similar post to the newly selected materials to maintain a brand standard.
- Questions over the accessibility of the colors on the signs – dark sign with white letters are typically ADA friendly.

The majority of the committee preferred:

- Natural cedar frame over the tubular steel
- Concrete pad base over a plinth
- “Did you know” element over a rotating info cabinet
- Colorful over monochromatic
- Green over peach accent color text, but would like to see options

The committee asked for final approval at the November meeting based on feedback from today’s meeting. Following approval from the committee, the concept will be presented to the City Council.

Information Items

Meeting Schedule

- November 9, 2022
- January 11, 2023

Adjournment – 6:40 p.m.

Diversity Committee Meeting
November 15, 2022

In attendance: Chair Inga Selders, Vice-Chair Cole Robinson, George Williams, Dennis Solis, Karen Heath, Chi Nyugen, Melissa Brown, David Magariel, Etienne Clatanoff ,

Approval of the agenda- 1st, 2nd vote - passes unanimously

Approval of public participation code of conduct passes with 2 motions unanimously

Chair Remarks - PV Seen - John McKinney submitted his resignation to the committee so currently 2 positions open on the diversity committee. uge success, thank you t

Approval of meeting minutes - 1st John, 2nd George - all approve, Melissa abstain

Civil Service Board - George- Oct 27th meeting for interviews and currently moving forward for 2 candidates who were approved by the board.

Citizens Advisory Board- George reported there was review of 1 case of an African American woman who filed a complaint on her traffic stop it was racially profiled . The committee reviewed the case and it was determined the racial profiling complaint was unsubstantiated.

MLK Celebration - The theme is "I have a dream home "George -Putting together speakers, from black archives and urban planning Representative from UMKC. The speaker from black archives will focus on MLK. Speaker from UMKC will discuss housing from an AA woman experience. Jameelah will also speak about idea of prairie village being welcoming for all.

Interpretive Panel Update - David will send power point clarifying agenda of the panel to the parks and rec department.

* PV history Page - No updates

* Village voice- Dec 5th deadline for submission possibly have opportunity to promote MLK event.

* New Business:Development of Strategic Plan- Cole discussed the emphasis of creating a strategic plan with measurable goals which would determine if we are successfully meeting goals or need improvement on processes. He suggested posting the structure and goals of the committee on the PV city website. This would help communicate to the public the agenda of the committee. He stated this committee is leading on a lot of important issues and its needs to be communicated to the public. Dennis suggested we have a retreat to create this strategic plan. Discussion from the committee suggested it would be a half day retreat. USC possibility to lead retreat.

Next meeting: 12/13/22 5:30 PM Council Chambers

No additions to next meeting plans

Move to adjourn: 2 votes adjourned

PRAIRIE VILLAGE ARTS COUNCIL 2023 CALENDAR

ARTIST EXHIBITS, RECEPTION & MORE!

All receptions below to be at R.G. Endres Gallery at Prairie Village City Hall.

JANUARY 11, 7-8PM

GLORIA GALE & SUSAN RICHARDS

R.G. ENDRES GALLERY | 01/07 - 03/04/2023

MARCH 8, 7-8PM

DONNA YEAGER

R.G. ENDRES GALLERY | 03/04 - 05/06/2023

MEADOWBROOK CLUBHOUSE | 03/04 - 07/08/2023

MAY 10, 7-8:30PM

ART OF PHOTOGRAPHY JURIED COMPETITION 2023*

R.G. ENDRES GALLERY | 05/06 - 07/08/2023

JULY 12, 7-8PM

SHANNON TREVETHAN & SHANNON BROUK

R.G. ENDRES GALLERY | 07/08 - 09/09/2023

MEADOWBROOK CLUBHOUSE | 07/08 - 11/04/2023

SEPT. 13, 7-8:30PM

STATE OF THE ARTS JURIED COMPETITION 2023*

R.G. ENDRES GALLERY | 09/09 - 11/04/2023

NOVEMBER 8, 7-8PM

DEBRA PAYNE & DONNA PAUL

R.G. ENDRES GALLERY | 11/04/2023 - JAN. 2024

MEADOWBROOK CLUBHOUSE | 11/04/2023 - MAR. 2024

● **SUMMER 2023 | PRAIRIE VILLAGE ART WALK**

● **APRIL 2**

SHOOTING STARS GALA**

NERMAN MUSEUM OF CONTEMPORARY ART, JCCC
WWW.ARTSJOCO.ORG FOR TIME & MORE INFO

● **JUNE 2-4**

PRAIRIE VILLAGE ART SHOW**

SHOPS AT THE VILLAGE | WWW.PVARTSHOW.COM

● **JULY 4**

VILLAGEFEST**

PV MUNICIPAL COMPLEX / HARMON PARK
WWW.PVKANSAS.COM

● **SEPTEMBER 9**

PRAIRIE VILLAGE JAZZFEST**

HARMON PARK | WWW.PVKANSAS.COM

*ANNUAL JURIED COMPETITIONS

**EVENT BY OTHER, PVAC WILL HAVE A ROLE AS SPONSOR OR PARTICIPANT.