

SPECIAL MEETING
Meadowbrook Clubhouse
9101 Nall Avenue, Prairie Village, KS 66208
Monday, January 27, 2020
6:00 PM

- I. **Opening remarks**
Mayor Mikkelson

- II. **Opportunity for the YMCA, Library and Johnson County to make opening comments**

- III. **Market sustainability results**
Cathy Morrissey - Wiese Research Associates

- IV. **Open discussion with all parties about survey findings**

- V. **Memorandum of Understanding - Phase II**

- VI. **Adjournment**

If any individual requires special accommodations - for example, qualified interpreter, large print, reader, hearing assistance - in order to attend the meeting, please notify the City Clerk at 385-4616, no later than 48 hours prior to the beginning of the meeting. If you are unable to attend this meeting, comments may be received by email at cityclerk@pvkansas.com.



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

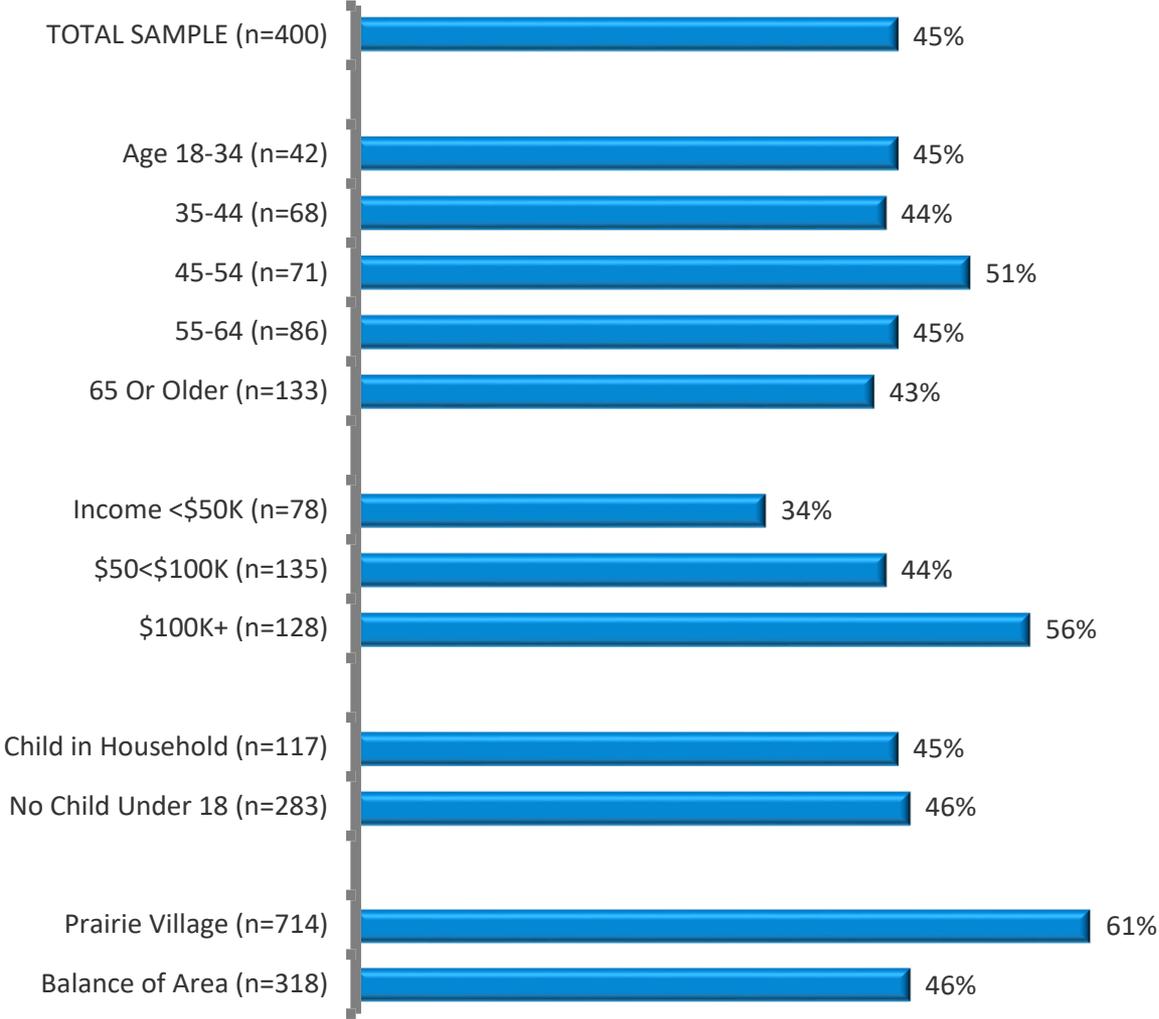
INCIDENCE OF HEALTH CLUB OR FITNESS CENTER MEMBERSHIP BY ANYONE IN HOUSEHOLD



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.

- These results do not vary significantly by age group or child in household status, although health club/fitness center memberships appear to be slightly more prevalent in the 45-54 age category.
- As one might expect, the incidence of such memberships directly correlates with household income.
- Results here also suggest that those residing within the city limits of Prairie Village are more likely than their counterparts to have fitness club memberships.
- These trends should be kept in mind when reviewing interest levels for the proposed YMCA in Prairie Village in that those already tied to a membership elsewhere could impact consideration of the new facility.

BASE: Total sample segments.



(Reference: Q2)

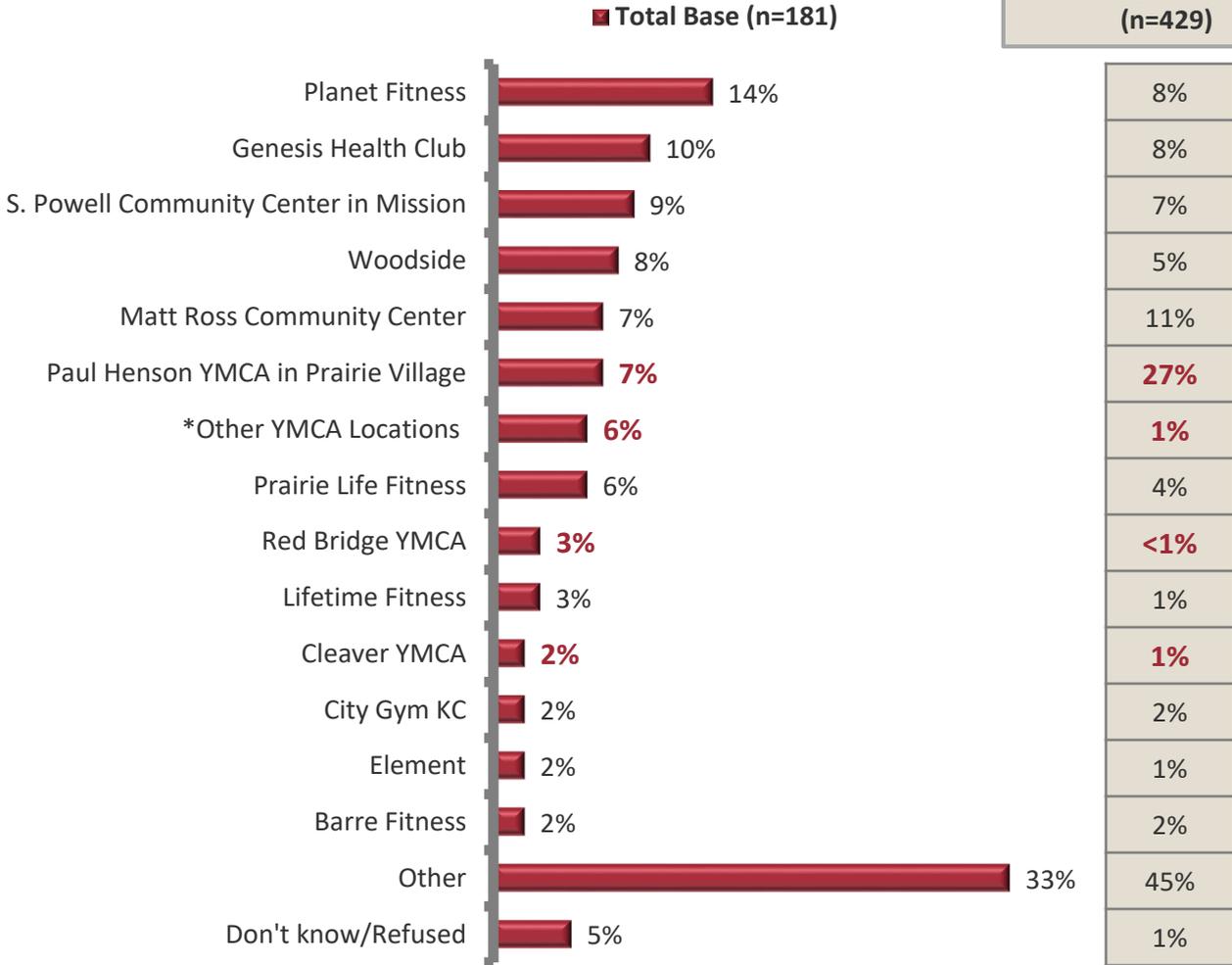
HEALTH CLUB OR FITNESS CENTER MEMBERSHIP SHARES



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.

- It is evident in these results that the market is rather fragmented with many different facilities competing for share when it comes to gym/fitness center memberships. However, the Paul Henson YMCA holds the “lion’s share” of memberships among those residing within the city limits of Prairie Village.
- Since the proposed new facility will be replacing the Paul Henson YMCA, the extent to which a new YMCA Community and Civic Center in Prairie Village might “cannibalize” or take business away from *other* Greater Kansas City YMCA locations appears to be minimal.

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

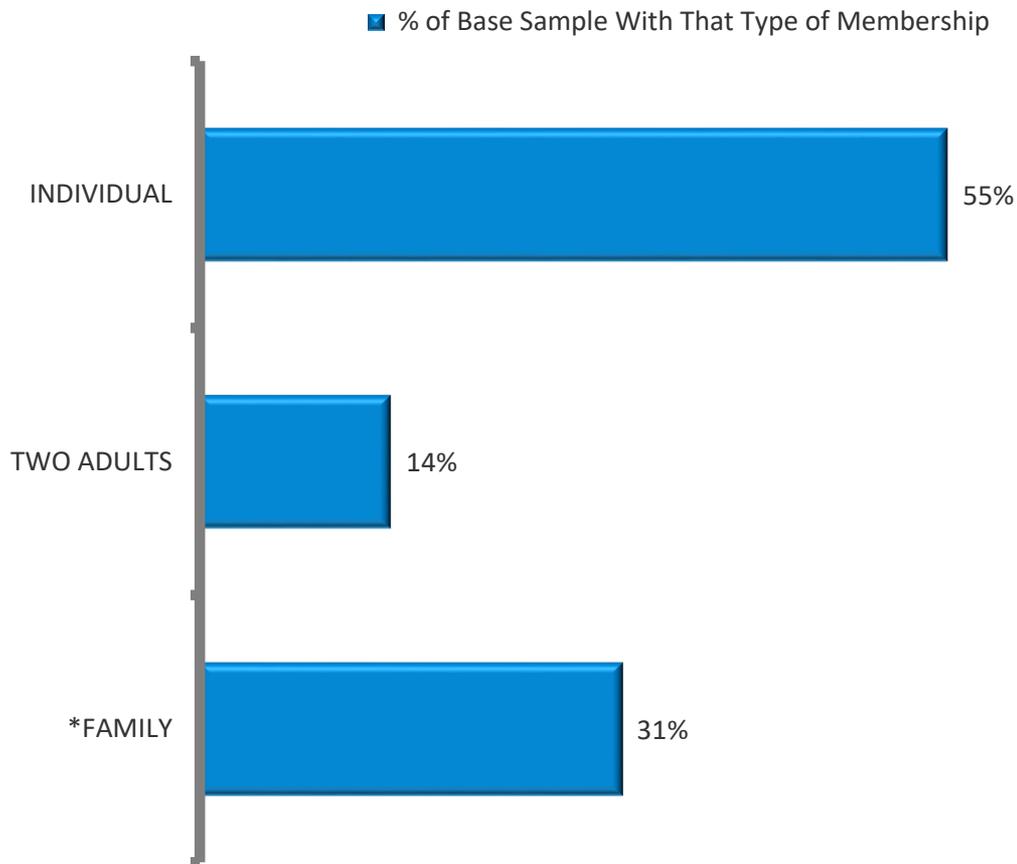


*Includes 1% YMCA-unspecified mentions. Multiple (3) replies accepted. (Reference: Q3A)

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.

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

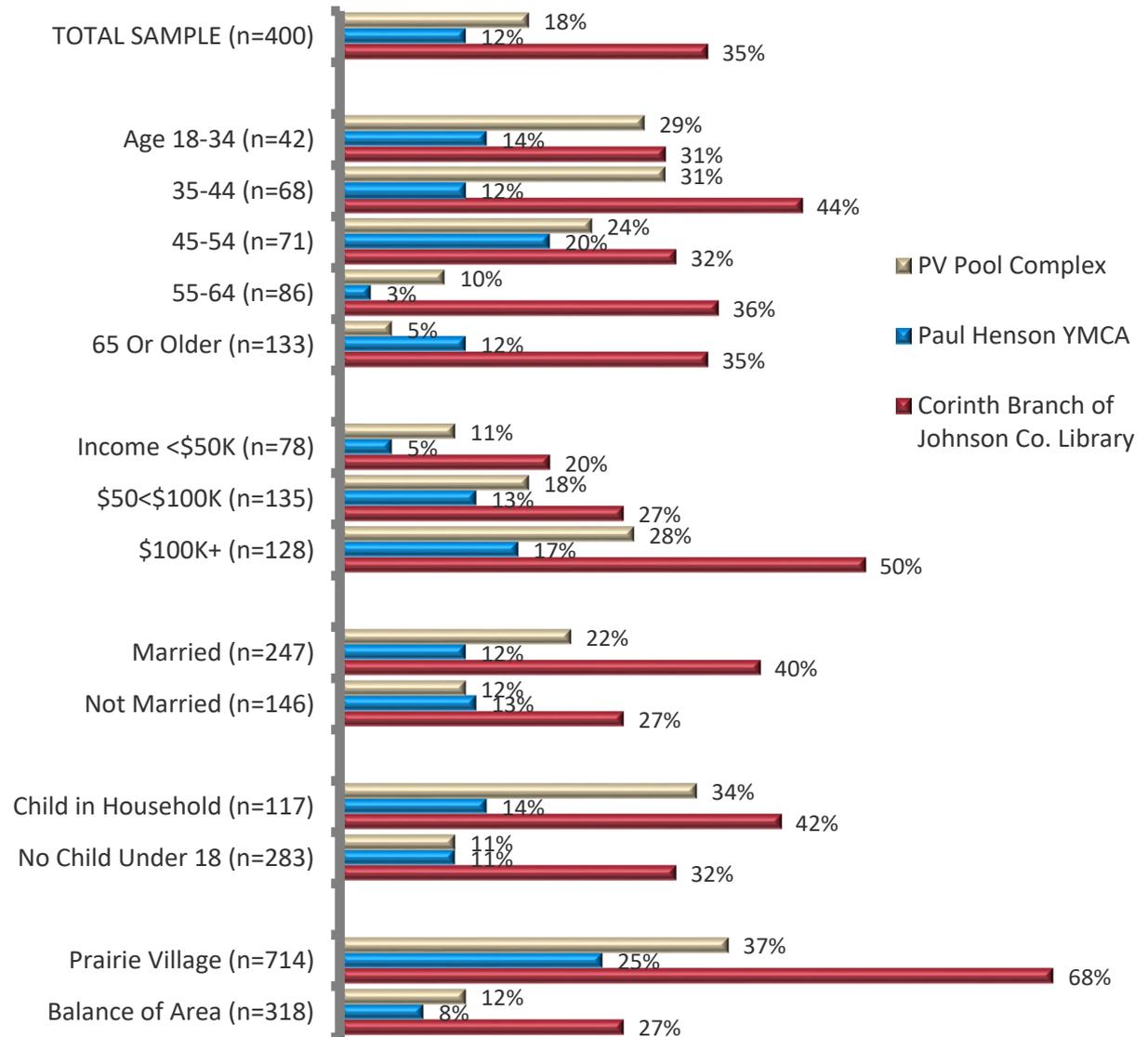


*Includes memberships for single parent plus dependent(s).
Multiple (3) replies accepted.
(Reference: Q3B)

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.



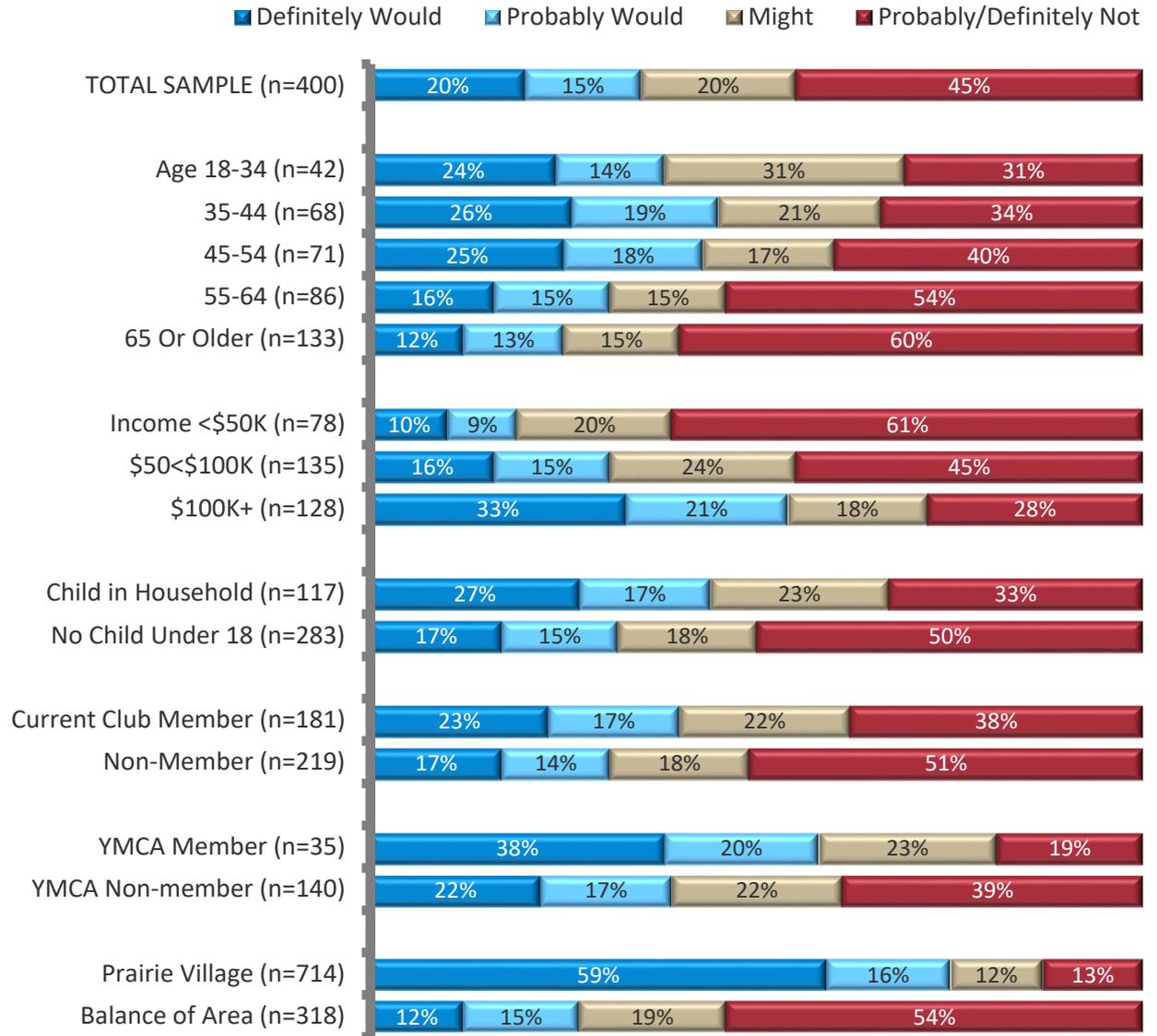
(Reference: Q4A-C)

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.



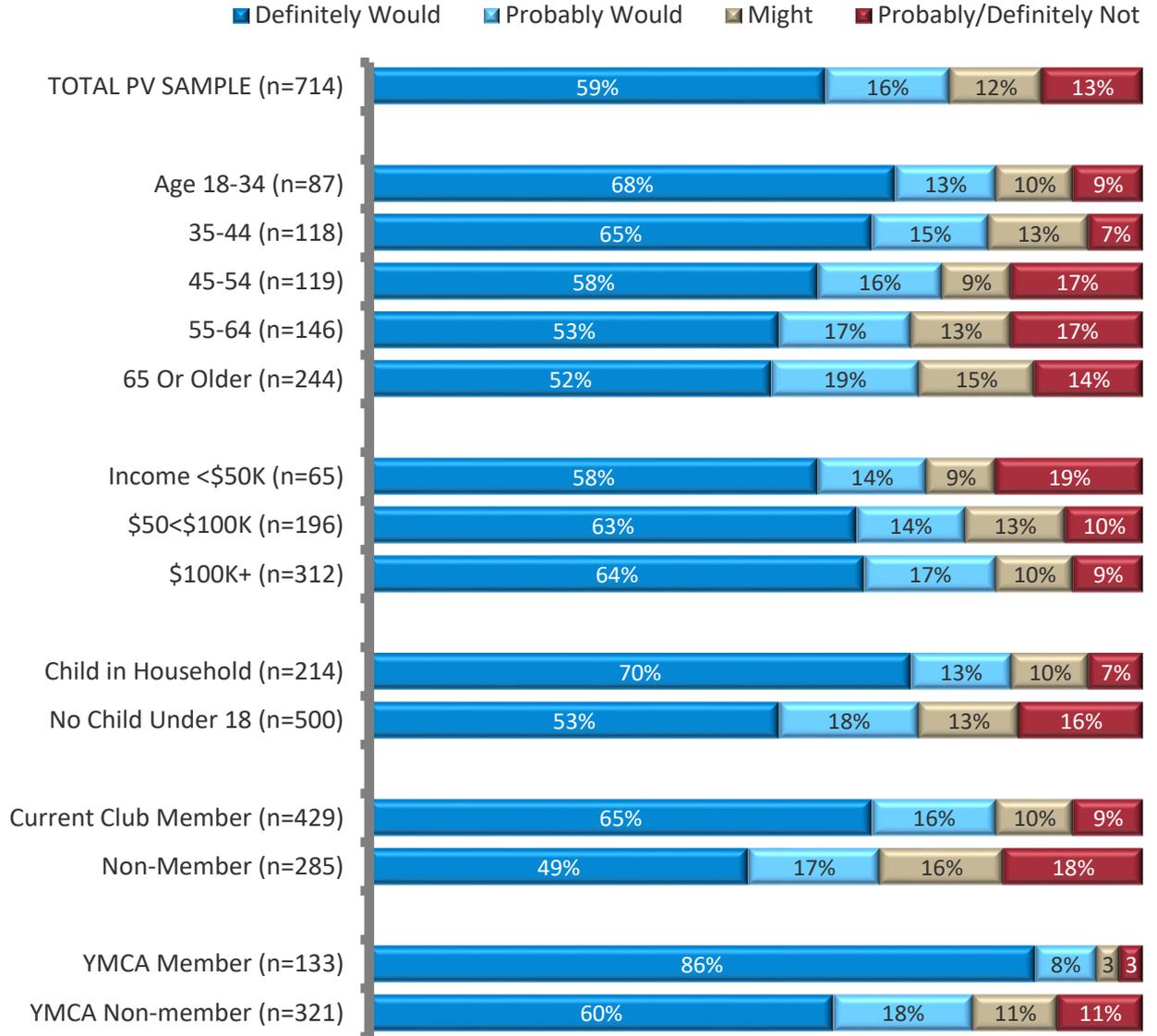
(Reference: Q6)

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).

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)

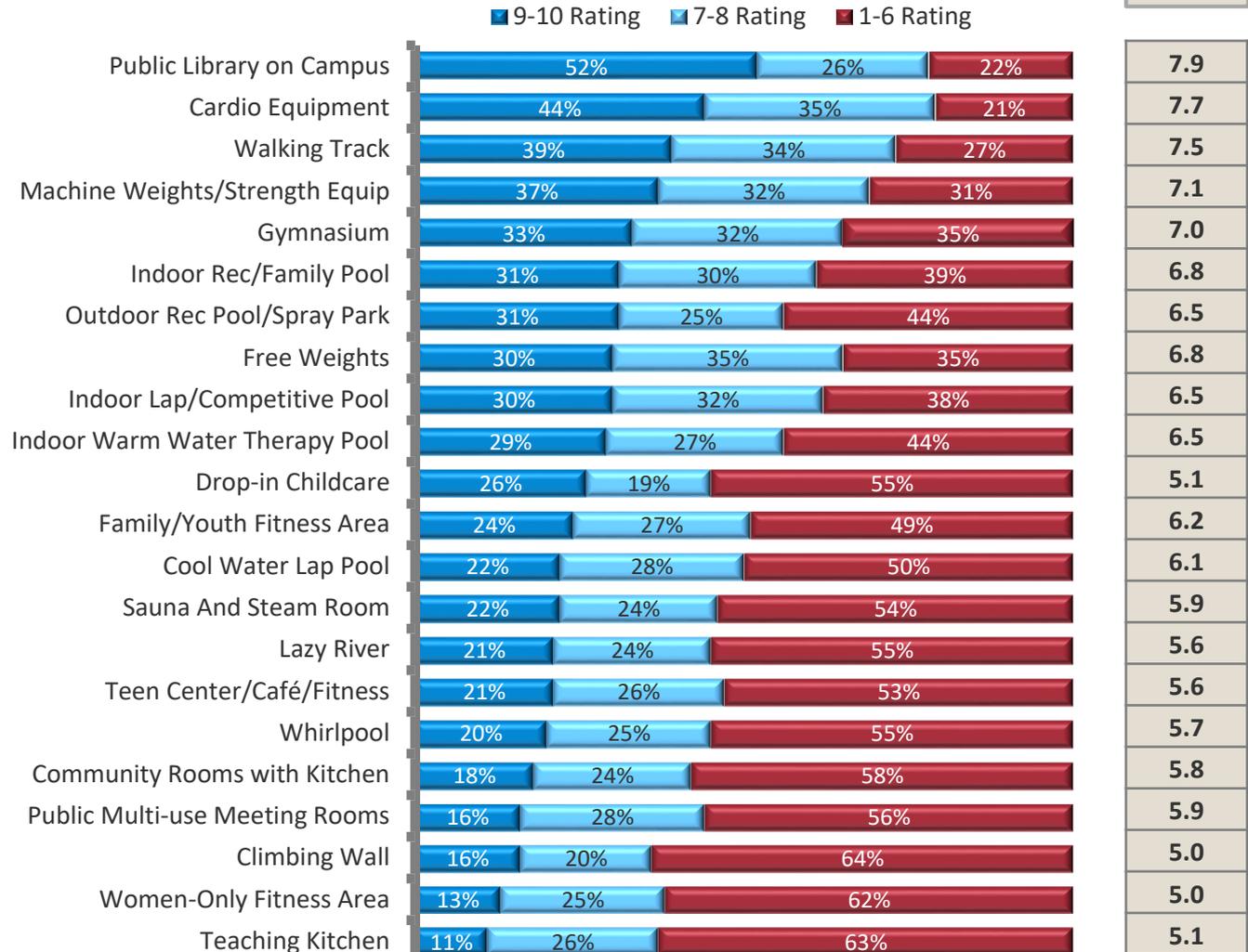
IMPORTANCE OF POSSIBLE FEATURES/AMENITIES TO INCLUDE IN CENTER (Among Potential Interest Segment)

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.

- Of the various pool/water options evaluated, it appears that potential patrons place greater importance on recreational (indoor and outdoor), lap/competitive, and warm water therapy pools than a cool water lap pool or lazy river.
- As perhaps expected, features such as a teaching kitchen, women-only fitness area, climbing wall, meeting or community rooms, teen center (with computers, café, etc.), and drop-in childcare are less likely to have widespread appeal and therefore were rated relatively lower in importance. Still, even these amenities were rated a “7 or higher” by over one-third of this potential interest segment.

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



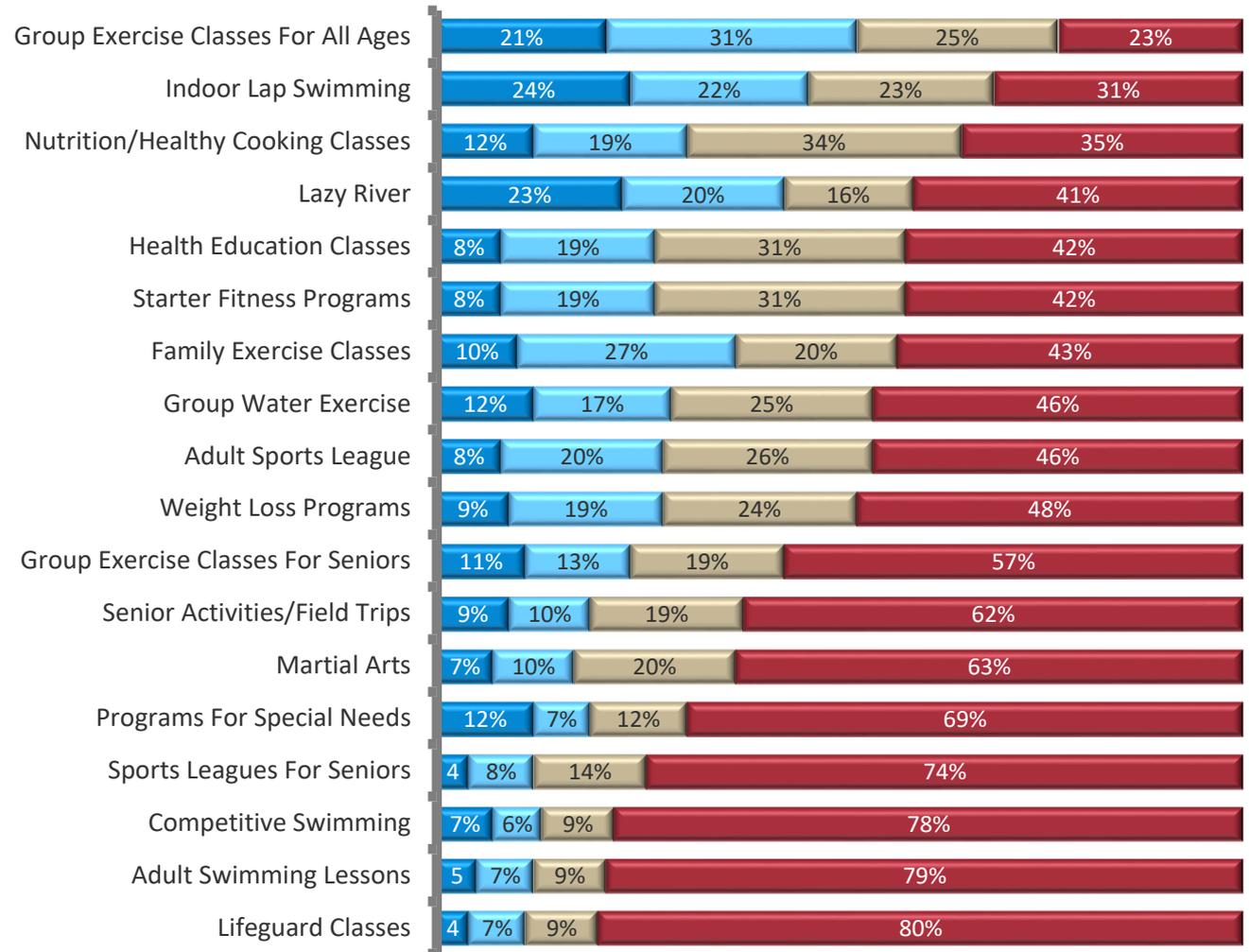
(Reference: Q7)

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.

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

■ Definitely Use ■ Probably Use ■ Might Use ■ Probably/Definitely Not



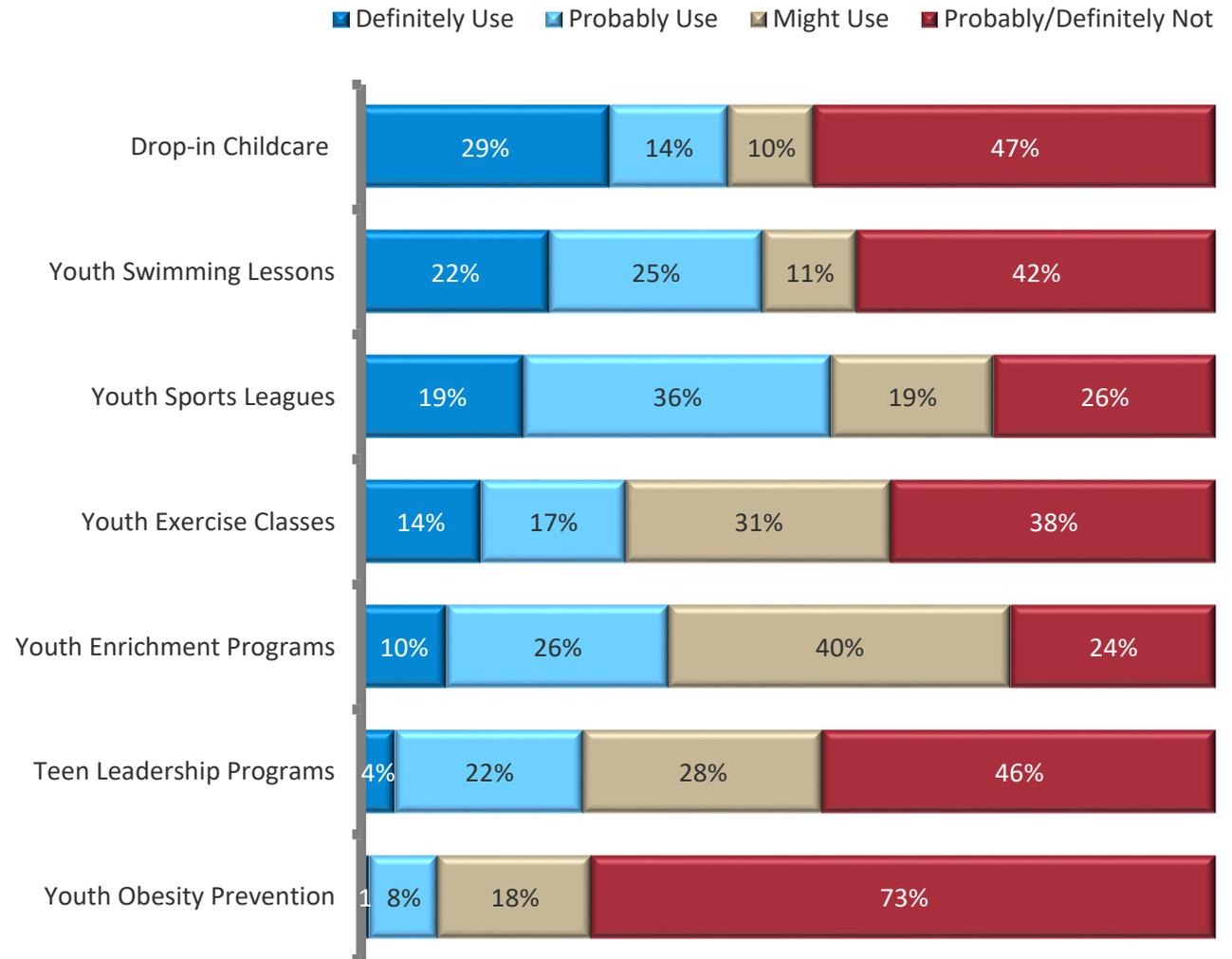
(Reference: Q8)

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)

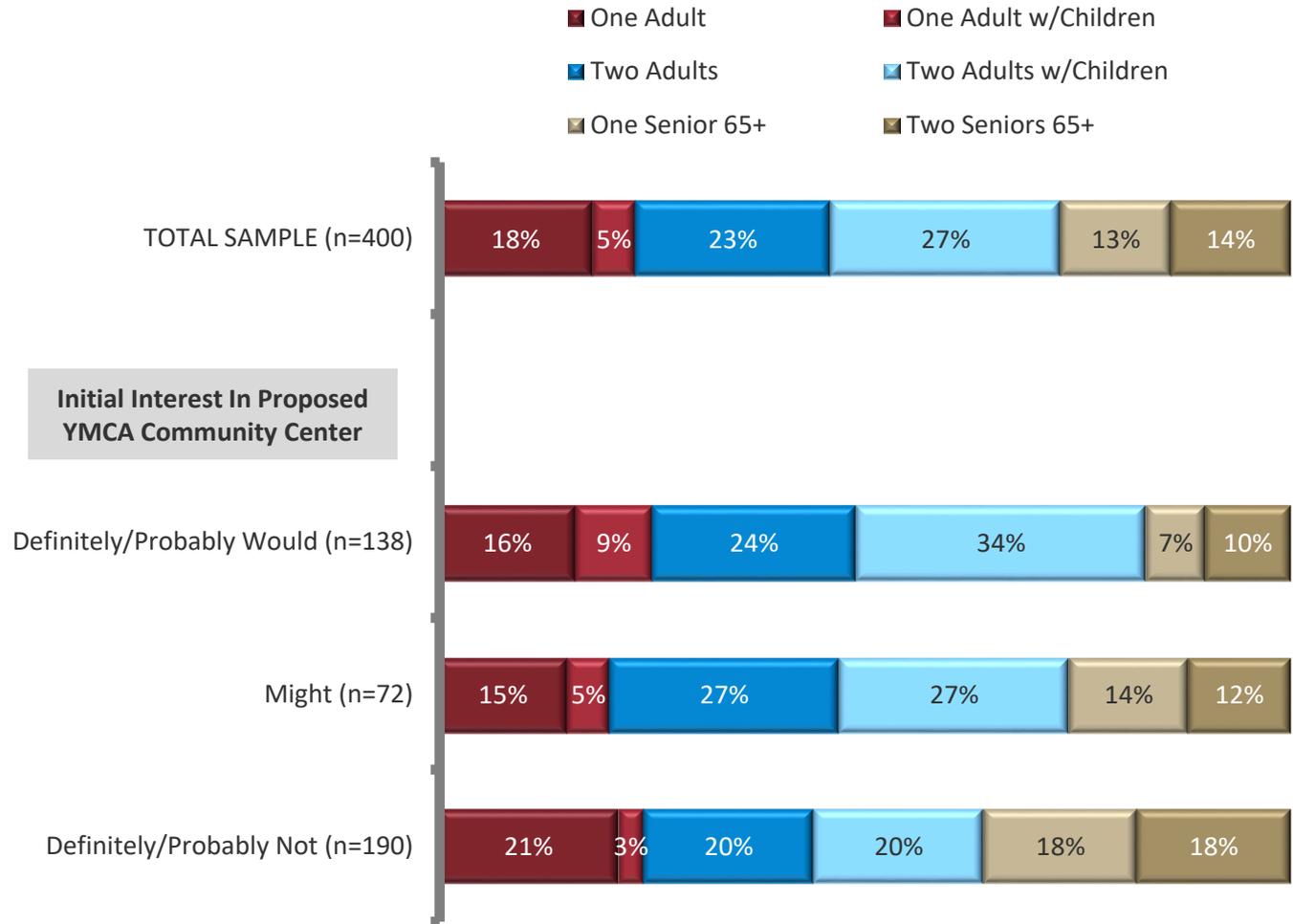
TYPE OF YMCA MEMBERSHIP THAT BEST DESCRIBES HOUSEHOLD



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.



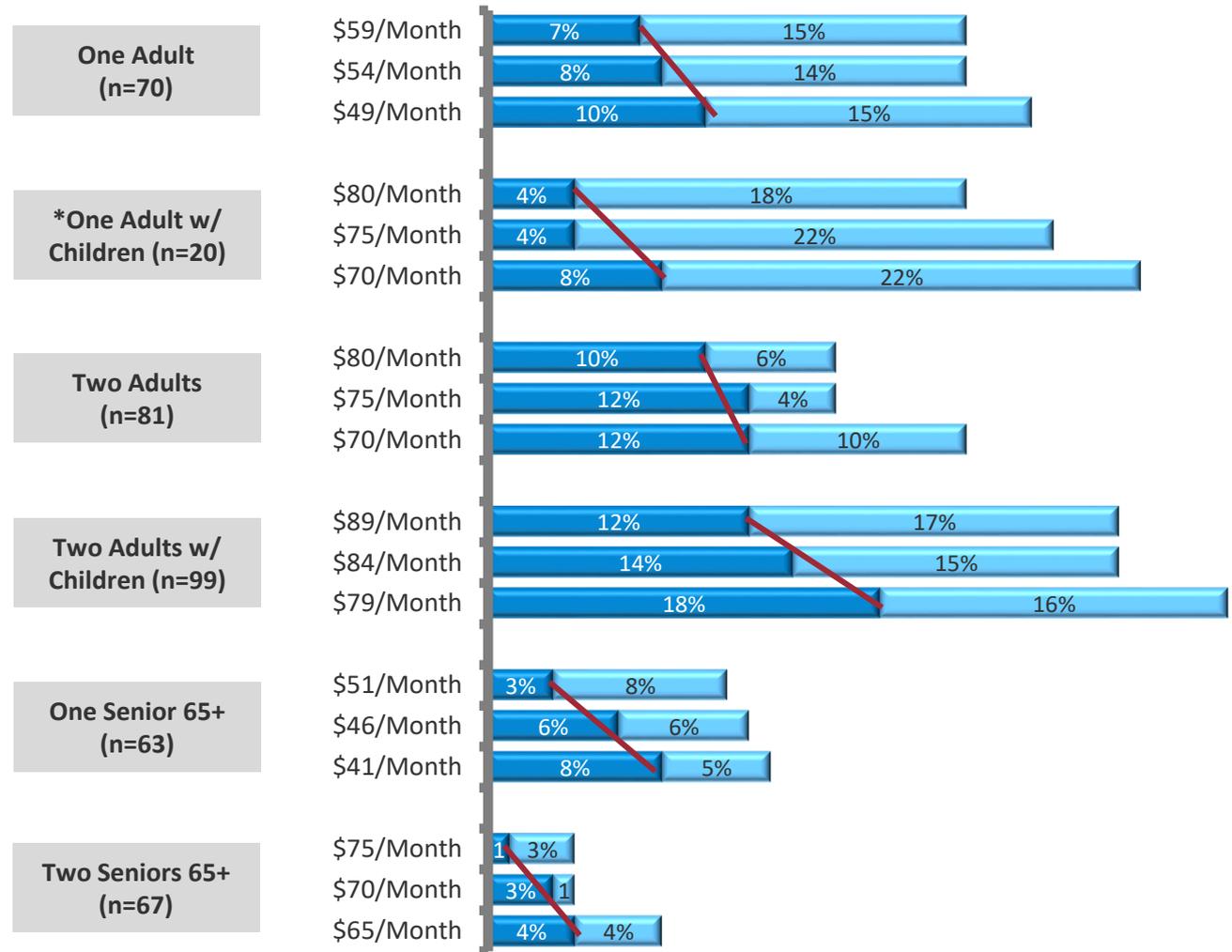
(Reference: Q9)

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.

■ Definitely Would Consider ■ Probably Would Consider



(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).

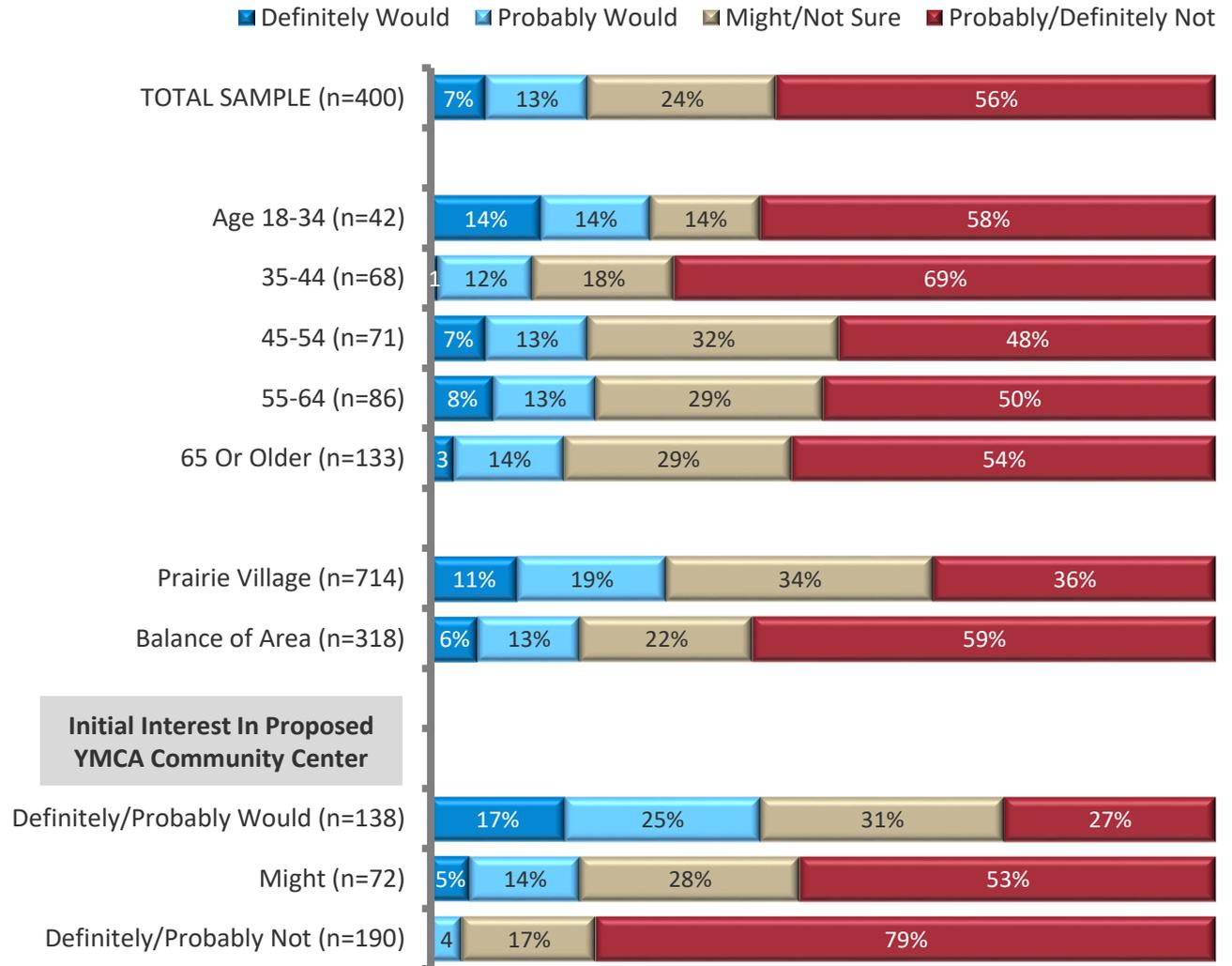
TYPE OF MEMBERSHIP	% Of Total By Type	# Of Households By Type	CONSERVATIVE ESTIMATE (30% Definitely)			MODERATE ESTIMATE (40% Definitely + 5% Probably)			AGGRESSIVE ESTIMATE (50% Definitely + 10% Probably)		
			% w/High Potential and # Of Households Projected To Join At...			% w/High Potential and # 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.



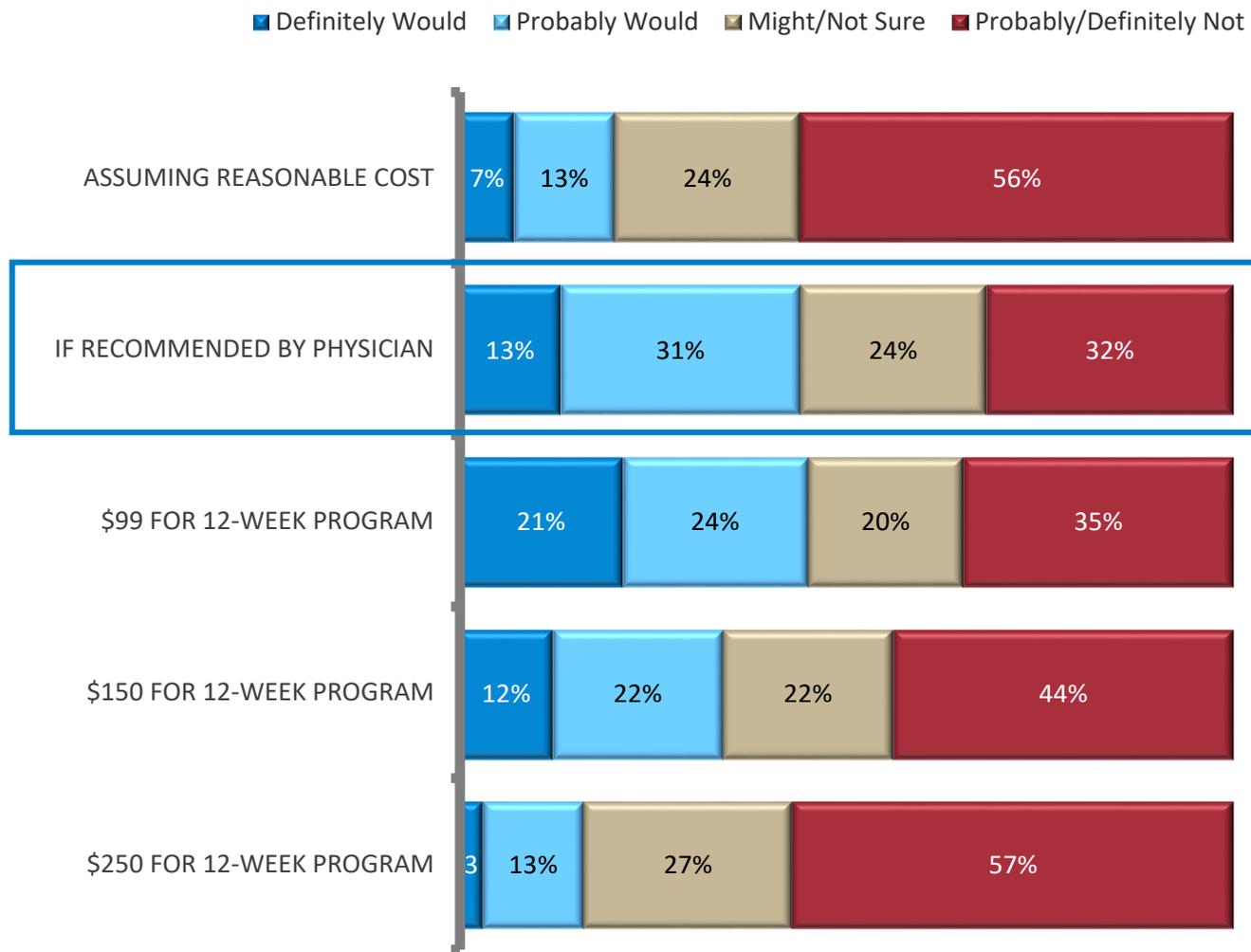
(Reference: Q11)

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).



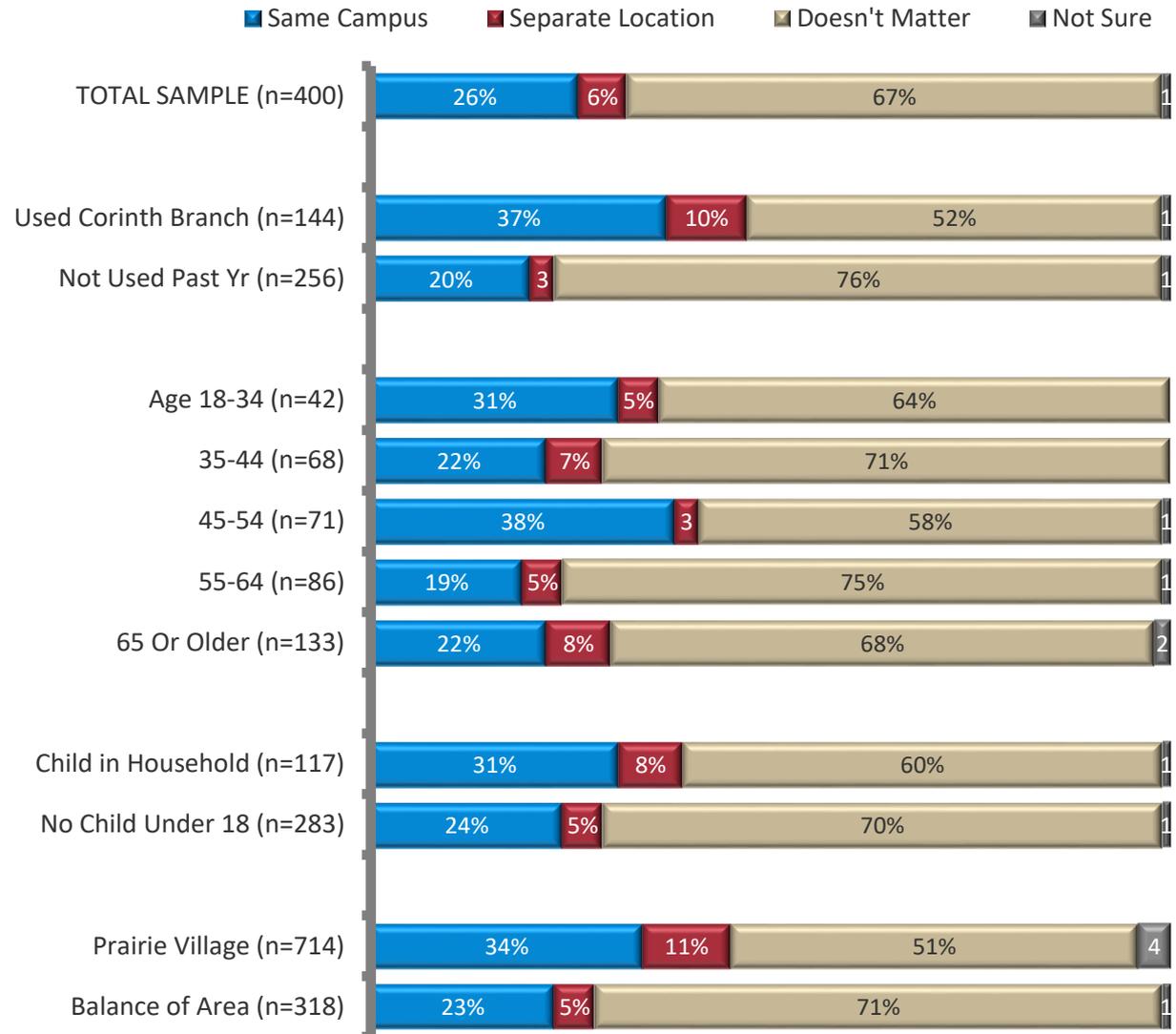
(Reference: Q11, Q12, & Q13A-C)

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.



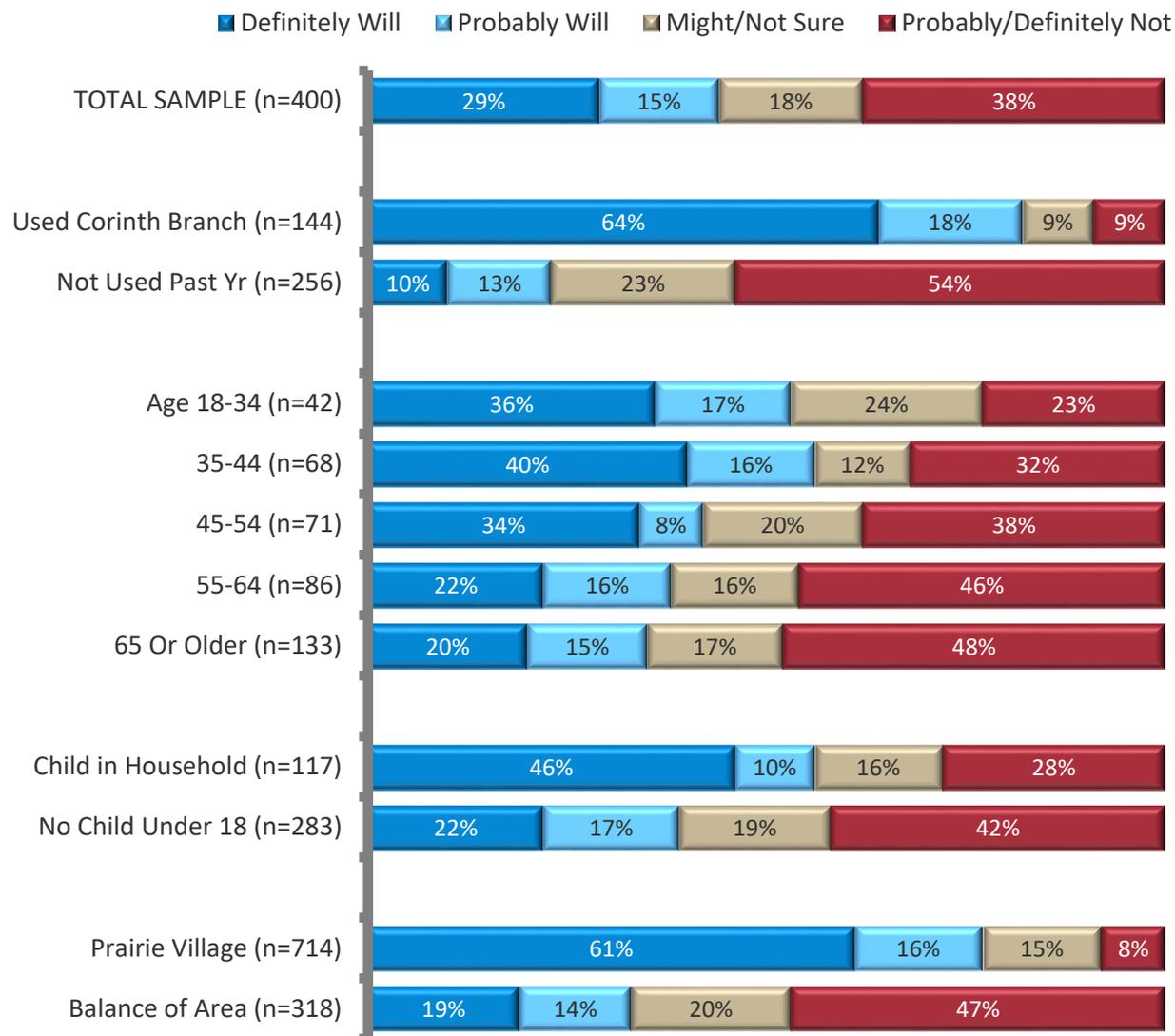
(Reference: Q14)

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.

- The likelihood to use this new library decreases with age and, as would follow, there is a stronger propensity to use the branch among households with children.
- A solid majority of residents in Prairie Village proper indicated they *definitely or probably will* use this new library branch, while potential utilization exists to a meaningful degree among those in the balance of the trade area surveyed as well.

BASE: Total sample segments.



(Reference: Q15)

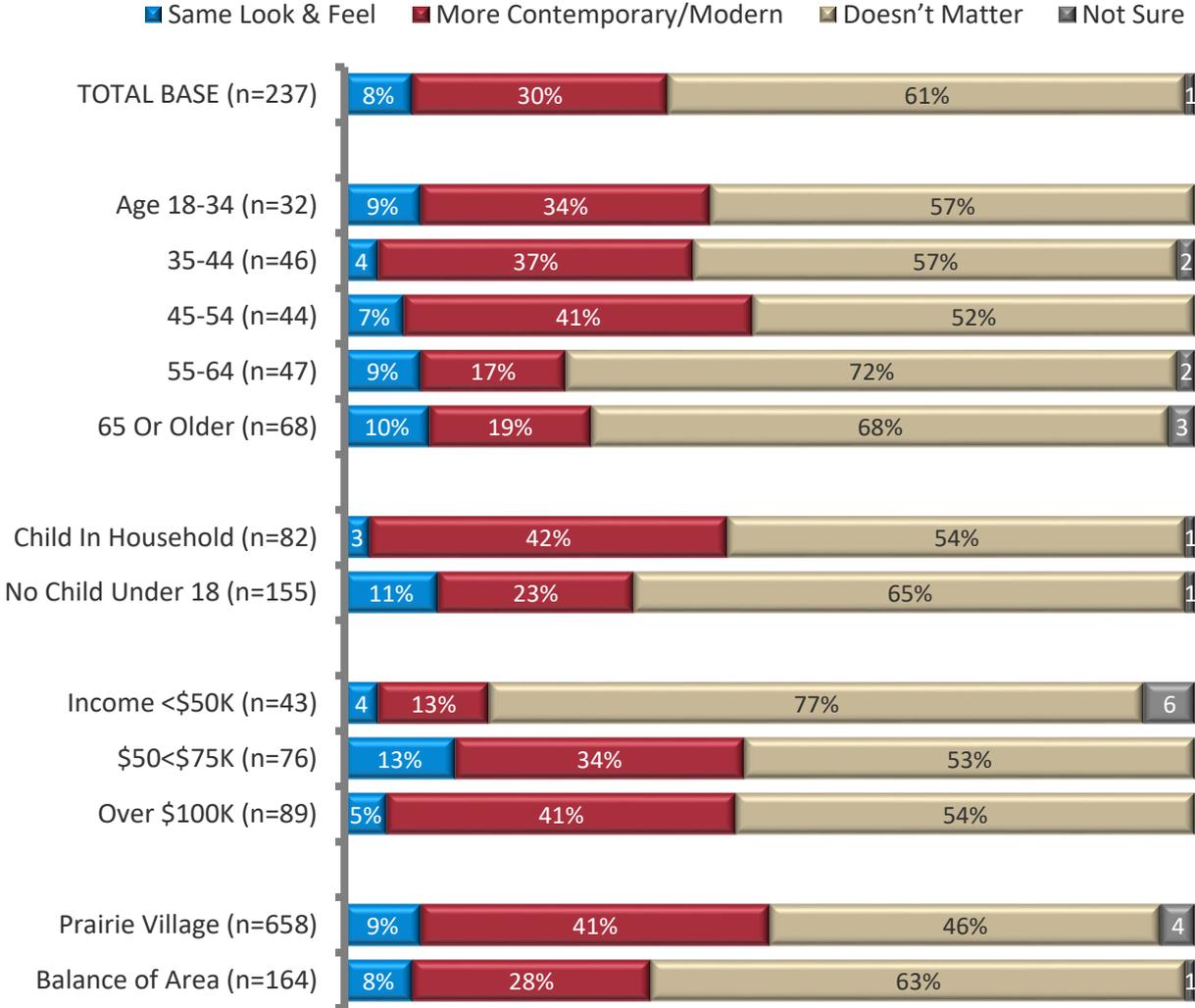
PREFERENCE FOR NEW LIBRARY BRANCH DESIGN



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.

- One could argue that these results are not necessarily a mandate for a more modern or contemporary design, however, given that most respondents stated that it “doesn’t really matter one way or the other” and that options beyond these two alternatives are also certainly possible.

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



(Reference: Q16)

IMPORTANCE OF SELECTED LIBRARY FEATURES

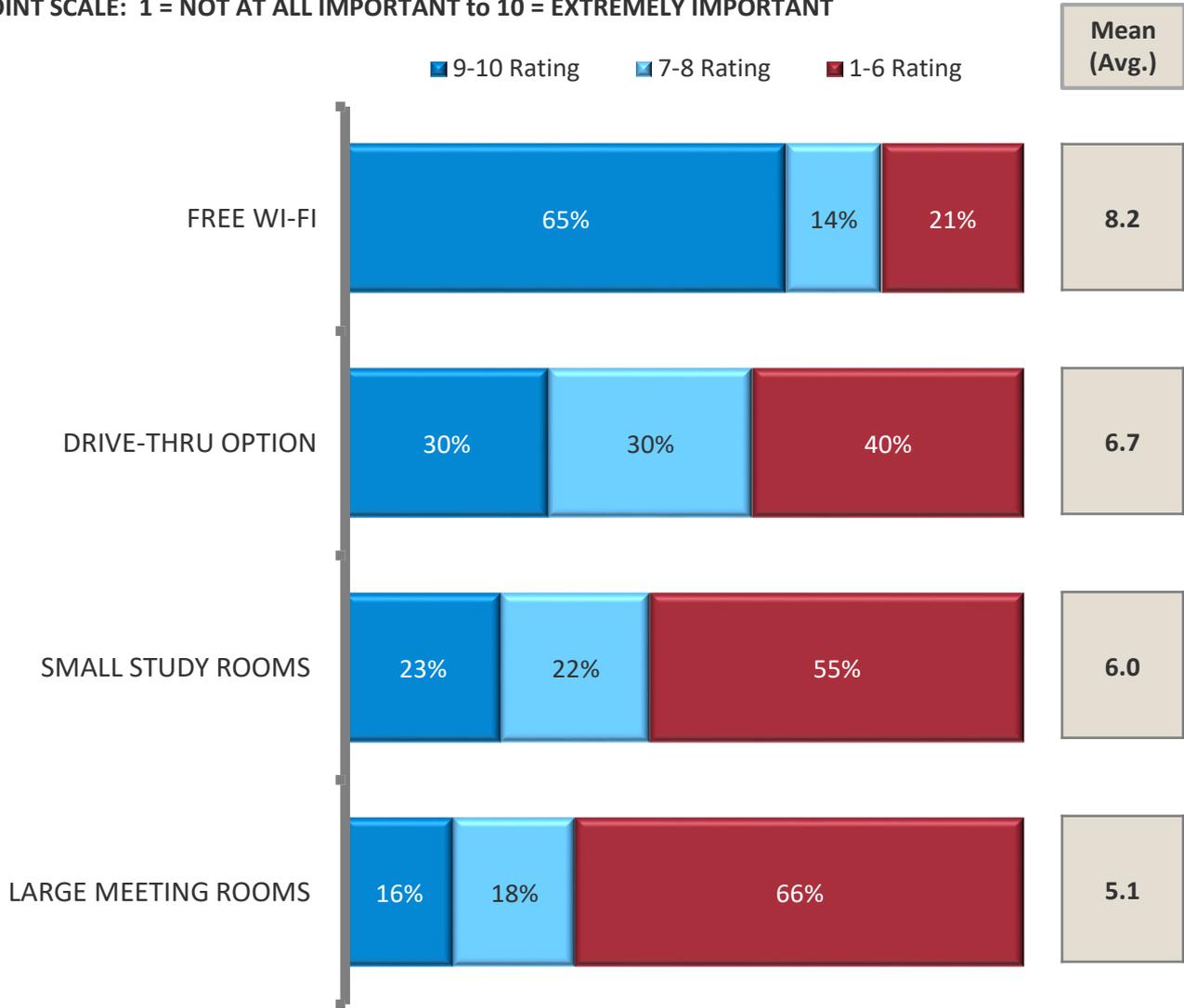


The importance of offering free Wi-Fi at the new JCL library branch in Prairie Village is clearly indicated by these findings.

- 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)

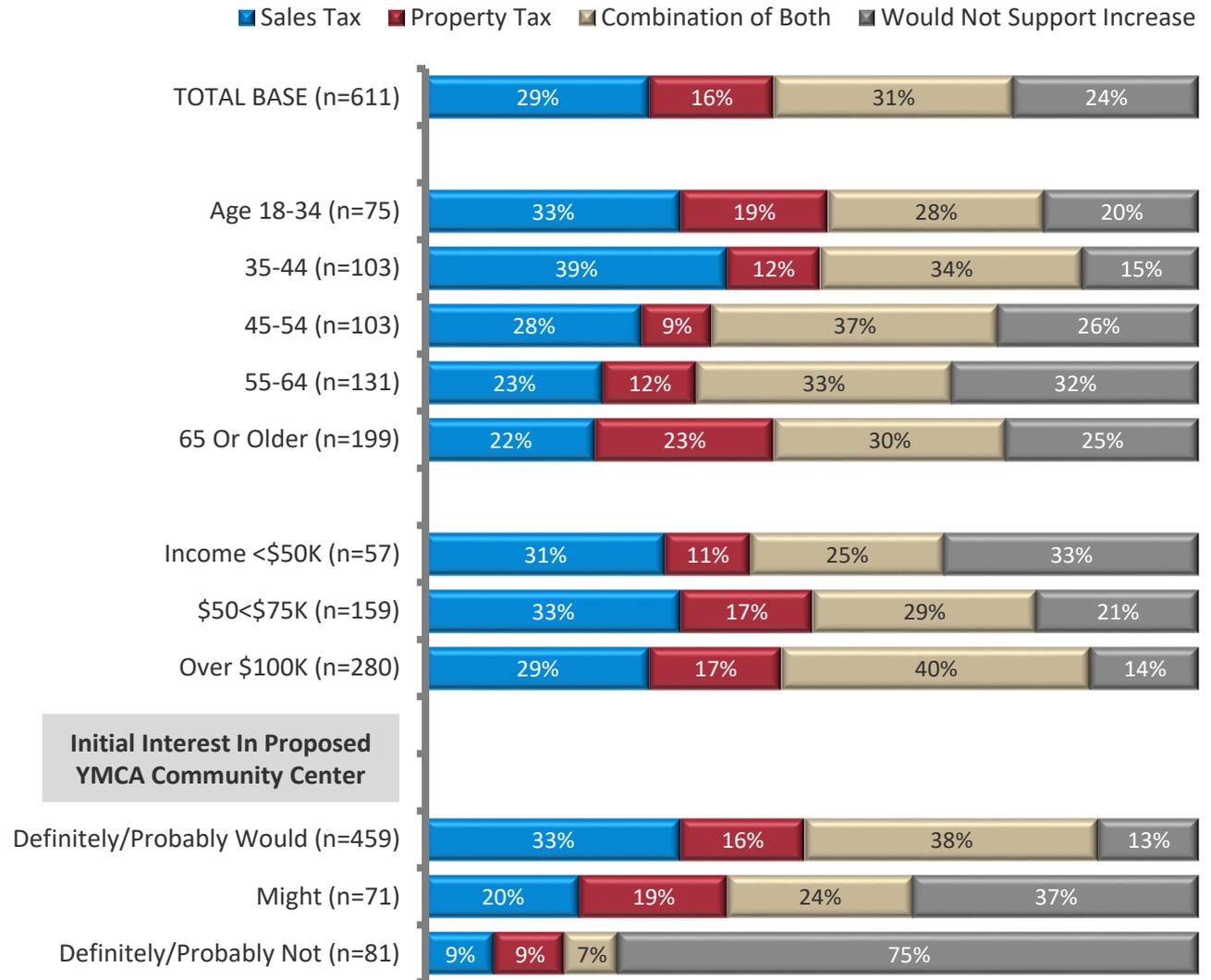
TYPE OF TAX CHANGE MOST LIKELY TO SUPPORT IN ORDER TO CONSTRUCT THE PROPOSED YMCA COMMUNITY AND CIVIC CENTER



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.

- For the most part, an increase in the sales tax was preferred over a property tax increase, but a combination of the two was a popular choice, particularly among those with higher incomes and those more inclined to use the center.
- Results here would project that about one-fourth of all Prairie Village residents would not support a tax increase of any type and, as expected, this opposition comes largely from those who are less likely to use the proposed YMCA Community and Civic Center.

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%

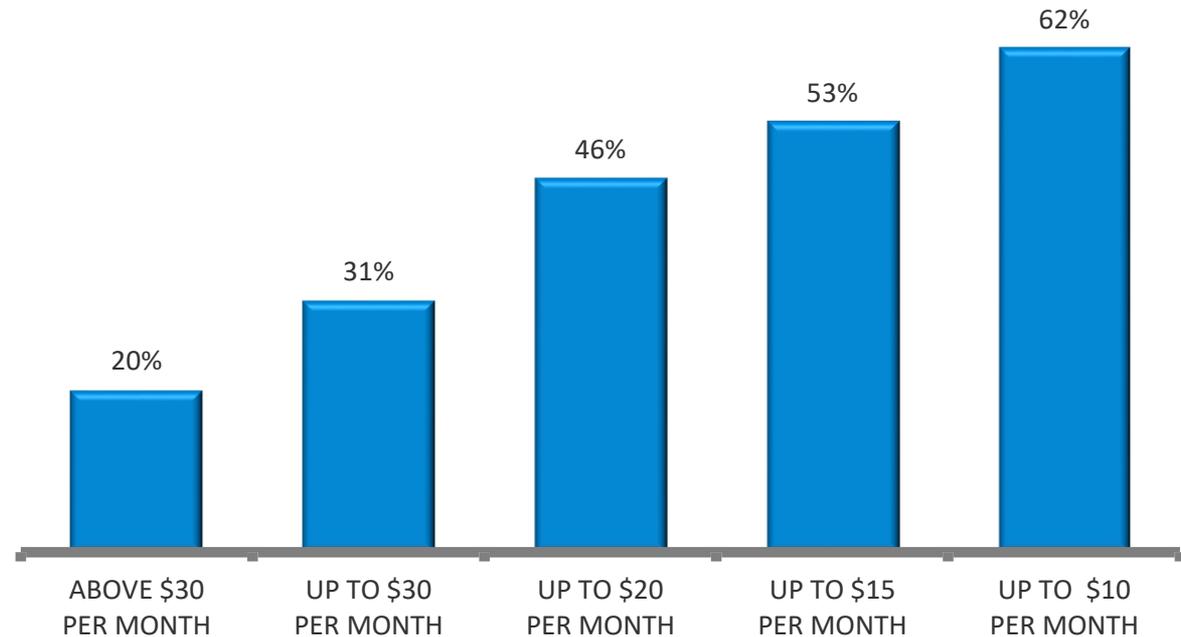
Multiple (3) replies accepted.
(Reference: Q19D)

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)



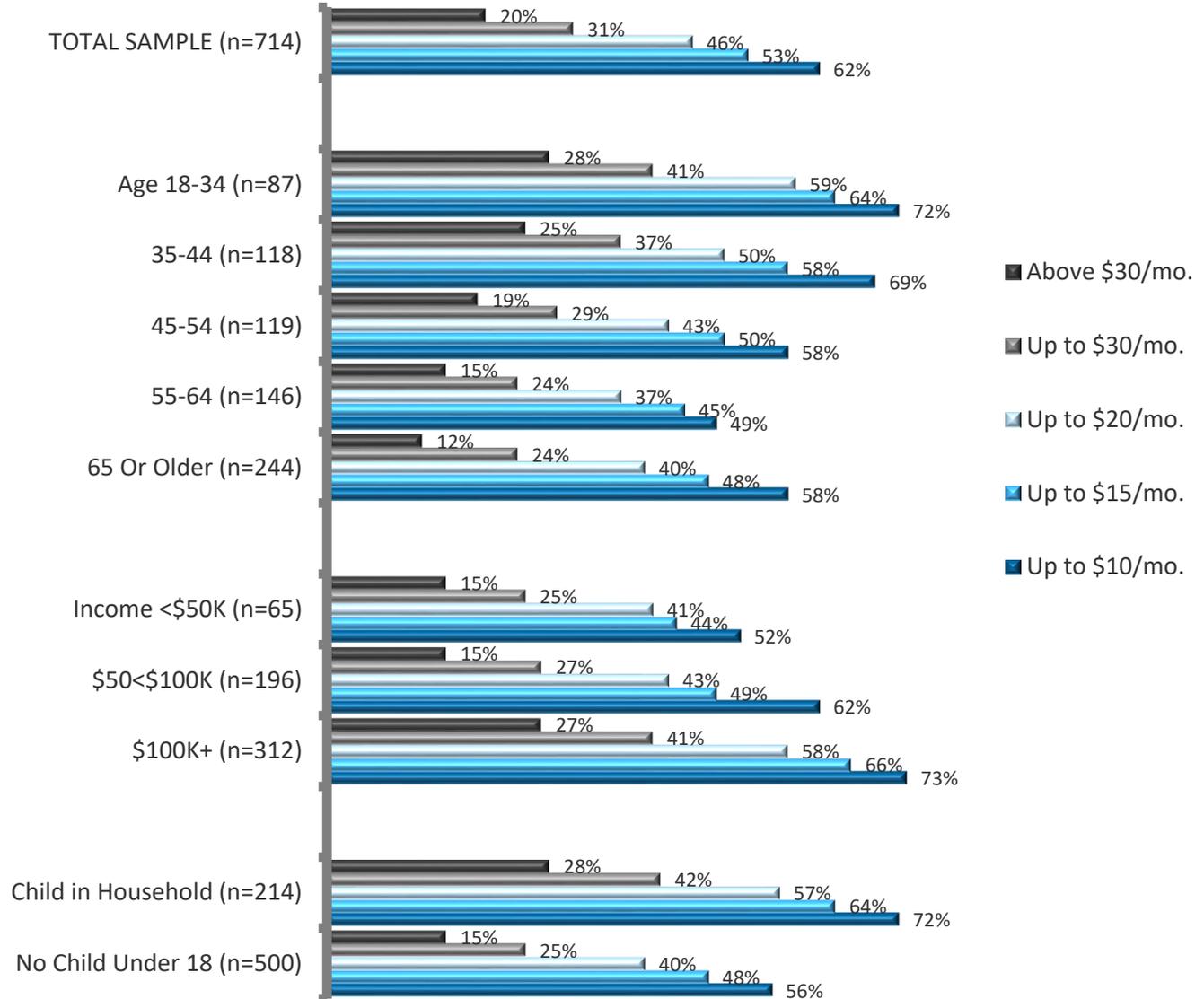
(Reference: Q20)

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.

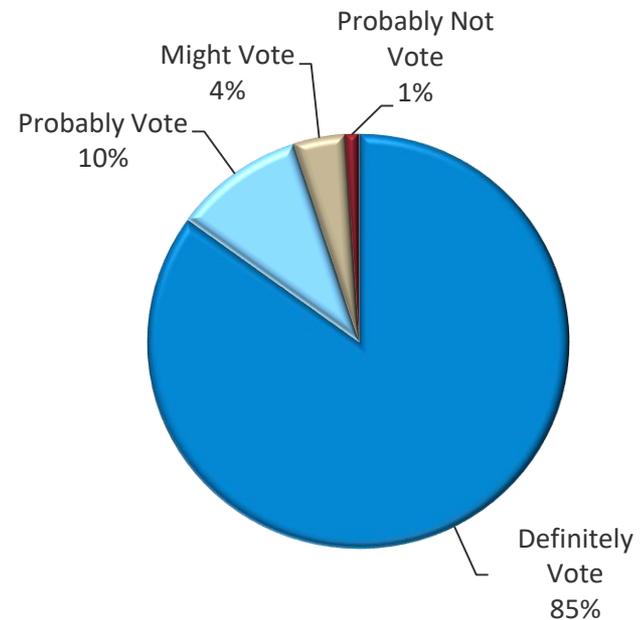
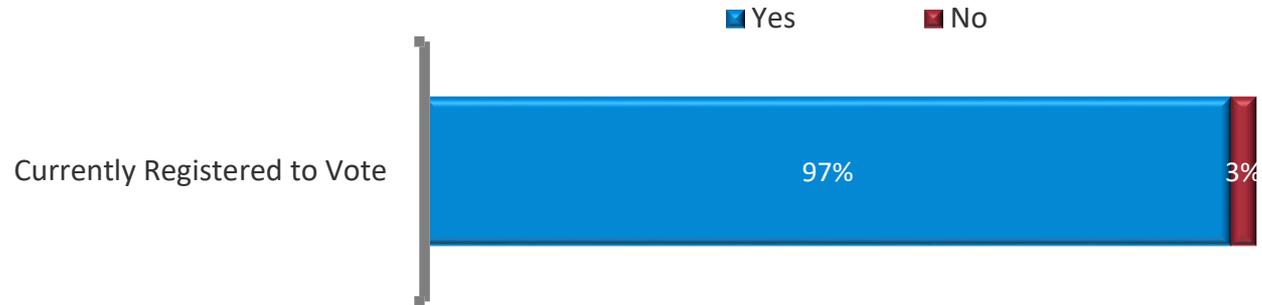


(Reference: Q20)

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

©2019 Wiese Research Group
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

- 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 \$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 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.

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (the "MOU") is entered into this 15 day of July, 2019, by and between the **City of Prairie Village, Kansas** with its principal office located at 7700 Mission Road, Prairie Village, Kansas 66208 ("the City"), the **Board of Directors of the Johnson County Library, Johnson County, Kansas**, with administrative offices located at 9875 W. 87th St., Overland Park, Kansas 66212 ("JCL"), and the **YMCA of Greater Kansas City, a Missouri not-for-profit corporation** ("the YMCA"). The City, JCL, 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 this MOU by the powers vested in it by Article 12, Section 5 of the Kansas Constitution.
- B. JCL is a quasi-municipal corporation organized under the laws of the state of Kansas and is authorized to enter this MOU by the powers vested in it by K.S.A. 12-1223 *et seq.* JCL presently operates the Corinth Library at 8100 Mission Road in the City.
- C. 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.
- D. JCL, the City, and the YMCA desire to study the possibility of constructing a community recreation and wellness center ("Center") and a new Johnson County Library branch facility ("Branch") (collectively Center and Branch are "Project") on land that is in closer proximity to the City's Harmon Park, swimming pools, and tennis courts, including a study of the market sustainability of undertaking such a Project, taking into account the needs of JCL, the YMCA, and the City.
- F. 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, including a new Branch operated by JCL and Center operated by YMCA.

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 ("Project Study"), taking into account the plans of JCL, City, and 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 provides for the Parties to participate in a Market Sustainability Study as part of the Project Study.

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 to begin not later than September 30, 2019 ("Market Sustainability Study"). City, JCL, and 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 City, JCL, and YMCA could mutually benefit from locating the Project in the Project Study Area; describe how the Center 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 \$50,000. 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 \$50,000):

1. JCL – \$20,000.00;
2. City - \$20,000.00; and
3. YMCA - \$10,000.00.

D. City, JCL, and 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.

E. Upon completion of the Market Sustainability Study, the City, JCL, and 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.

3. SCHEDULE. City, JCL, and 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 future Phases II and III of the Project Study for Community

Engagement Evaluation and Project Site Design Study, then the Parties will consider additional memoranda of understanding to initiate those phases of the Project Study.

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

5. 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 JCL, the City, or the YMCA by the laws and Constitution of the state of Kansas and the United States.

6. COOPERATION. The Parties agree to exercise good faith and cooperate with each other to conduct the studies contemplated herein.

7. 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 JCL: Sean Casserley, County Librarian
Johnson County Central Library
9875 W. 87th St.
Overland Park, KS 66212
Phone: 913-826-4600
Fax: 913-826-4730
Email: CasserleyS@jocolibrary.org

With a Copy to: Fred J. Logan, Jr.
Logan, Logan & Watson, L.C.
8340 Mission Rd., Suite 106
Prairie Village, KS 66206
Phone: 913-381-1121
Fax: 913-381-6546
Email: flogan@loganlaw.com

To CITY: Wes Jordan, City Administrator
7700 Mission Road
Prairie Village, KS 66208
Phone: (913) 385-4621

Fax: (913) 381-7755
E-mail: wjordan@pvkansas.com

With a Copy to:

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 Gage LLP
2345 Grand Blvd, Suite 2200
Kansas City, Missouri 64108
Phone: 816.460.5810
Email: ayoder@lathropgage.com

8. 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. No member of the Governing Body, official or employee of the City shall be personally liable to JCL, or any successor in interest to JCL, pursuant to the provisions of this MOU or for any default or breach of the MOU by the City.

E. No member of the Board of Directors, official or employee of JCL shall be personally liable or obligated to perform the obligations of JCL, pursuant to the provisions of this MOU or for any default or breach of the MOU by JCL.

June 14, 2019

F. 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.

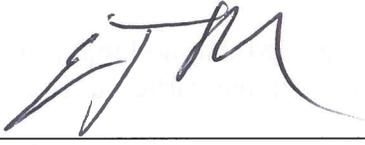
G. It is agreed that nothing in this MOU is intended to, nor does it create or establish a joint venture between the Parties, or as constituting any agency relationship.

H. 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:

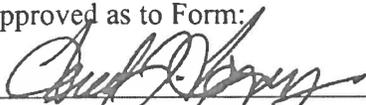


**BOARD OF DIRECTORS OF JOHNSON
COUNTY LIBRARY**

By: 
Bethany Griffith
Chair

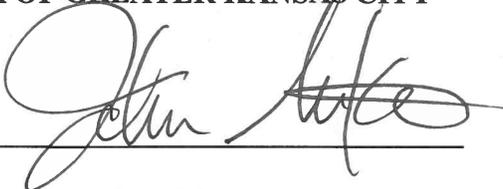
Attest:

Amy Amos Ruo
Secretary

Approved as to Form:

Fred J. Logan, Jr., Board Attorney

MOU Phase I
June 14, 2019

YMCA OF GREATER KANSAS CITY

By: 

Name: John Mikos

Title: President and CEO

EXHIBIT A
PROJECT STUDY AREA DIAGRAM

