

ITEM: Consider Proposal from Weise Communications for a Community Center Feasibility Study

Meeting DATE: September 5th, 2024

TO: City of De Soto Council and Mayor

FROM: Brandon Mills, MPA, Assistant City Administrator/ City Clerk

CC: City Staff via Electronic Packet Distribution

EXHIBITS: Exhibit A: Proposal and Contract from Weise Communications
Exhibit B: January 2024 Flash Vote Survey

Summary: Earlier this year, the City Council reviewed a proposal from Wiese Research Group (WRG), the preferred vendor for the YMCA of Kansas City, for a Community Center Feasibility Study. Initially, the Council chose not to proceed due to concerns about the unbudgeted expense. However, with the recent significant increase in sales tax revenue, largely attributed to economic developments like the Panasonic battery plant and the ongoing interest from the community, there is renewed consideration for this project. The revised proposal by WRG now aims to assess community support for a new Community Center that may include a YMCA affiliation and a childcare facility, which has been identified as a critical need within the community.

Discussion: On March 7th, 2024, the Council rejected the original feasibility study proposal primarily because it was an unbudgeted expense. However, the city's financial outlook has improved. With the anticipated population growth and economic development driven by the Panasonic battery plant, the need for enhanced community amenities has become more pressing.

The revised proposal from WRG, dated August 22, 2024, includes expanded survey procedures to ensure an inclusive understanding of community needs and support. The study will involve telephone surveys with a cross-section of adults within a 5–7-mile radius of the proposed facility, supplemented by online surveys targeting those living within De Soto city limits. This dual approach captures a broad spectrum of opinions and ensures that the study's results represent the community.

One key aspect of the revised proposal is including a childcare facility, potentially managed by the YMCA, which addresses a critical need identified in previous community surveys and discussions. The proposed Community Center would provide recreational facilities and serve as a hub for childcare, supporting working parents and local businesses by offering a reliable and high-quality childcare option. The estimated cost for the feasibility study is \$38,900 ($\pm 10\%$), which includes all necessary survey work, data analysis, and reporting.

Next Step: If the Council approves the feasibility study, the next step will be to initiate the data collection process, which WRG estimates will take approximately seven to eight weeks to complete. This timeline allows for thorough questionnaire development, survey administration, and data analysis. The results are expected to be presented to the council no later than the first quarter of 2025, in time for consideration during the 2026 budget planning process.

The study's findings will be important in guiding the City Council's decision-making process regarding the potential construction of a new Community Center. The data will help determine the level of community support, identify potential funding sources, and assess the project's financial feasibility. It will also provide insights into the specific amenities and services that residents prioritize, such as including a YMCA-managed childcare facility.

Cathy Morrissey, President of WRG, will be available online to provide a brief overview of her services and answer questions from the council.

Staff Recommendation: Staff remains neutral on the proposal, recognizing the potential benefits and the financial considerations. While the feasibility study represents an unbudgeted expense, there is sufficient budget authority in the contingency line item (0101-100- 497780) to cover the costs of this study, and funding has been earmarked for this study. Additionally, it is necessary to ensure that future decisions regarding the Community Center are informed by reliable data and aligned with the community's needs. It is important to note that approving the feasibility study does not commit the City to building the Community Center. Instead, it provides the information needed to make a well-informed decision in the future.

Considering the city's current financial status, the community's interest in a community center highlighted in the January flash vote survey (exhibit B), and the anticipated growth in the area, investing in this study could be a strategic step toward addressing long-term needs. Should the Council proceed, staff will convene a kickoff meeting later this month. The study's findings will be crucial in assessing the feasibility and appropriate timing of the Community Center project, ensuring that any investment is fiscally responsible and aligned with community support.

Suggested Motion: I move to authorize the City Administrator to sign the agreement with Weise Communication for the Community Center Feasibility Study, in an amount not to exceed \$38,900 ($\pm 10\%$)."

**End of Memo
Exhibits to Follow**



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De Soto Community Center Market Feasibility Research Proposal August 22, 2024 (revised)

BACKGROUND

The City of De Soto wishes to determine the market feasibility for a new Community Center (affiliated with the YMCA and offering childcare) as well as gauge public support for funding its construction with either a bond referendum or some other revenue opportunity. The City has asked Wiese Research Group (WRG) to prepare the following proposal, which outlines the preliminary project specifications, scope of work assumptions, and budget estimate for conducting research designed to meet the study objectives as currently envisioned.

This research will take the form of telephone surveys with a cross section of adults who reside in the potential service area for the new Community Center being considered, supplemented by online surveys with those who live within the city limits of De Soto.

SAMPLING DESIGN

With any research project, 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. Geographically speaking, the market area to be surveyed for this project will be defined by zip codes within a 5–7-mile radius of the proposed facility. 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 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 initial *random* phase will consist of sampling $n=400$ respondents by phone from across the entire market area. In addition, a supplemental sample of those living within the city limits of De Soto will be surveyed online, providing what is expected to be another $n=250$ or so respondents, depending on the actual response rate achieved during this *supplemental* phase.

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.

As mentioned, those residing within the city limits of De Soto will have the opportunity to complete this survey online (in English or Spanish). 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 handle the Spanish translation, provide the survey link (to be printed on the postcard), and host the online data collection.

SURVEY INSTRUMENT

The questionnaire development process will begin with a thorough needs assessment discussion to “fine tune” the specific informational objectives, allowing WRG to create an initial questionnaire draft. This draft will then be mutually reviewed and revised, with subsequent drafts prepared by WRG until all interested parties are satisfied that the survey instrument developed will meet the intended objectives.

The approved survey will be scripted for both phone and online administration, and fully tested by WRG prior to study launch. While it is not possible to know the exact length of the survey that will be needed for this project, the budget estimate has assumed an average interview length of 12 minutes (on-phone administration time).

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. From analysis of the crosstabs and accompanying statistics, WRG will prepare a Summary Report that includes 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.

TIME FRAME

At least two weeks are typically needed for the questionnaire development, review, and revision process. Once the final questionnaire has been approved, survey programming and pilot-testing takes a few days, while approximately four weeks would be needed for data collection. Another week should be allowed for coding the open-ended responses and data processing the results. Therefore, from the time interviewing begins, Tabular Results would be available in about five weeks, with another two weeks needed to prepare the Summary Report.

BUDGET ESTIMATE

Given the scope of work and assumptions outlined in this proposal, WRG would complete this project for an estimated cost of \$38,900 (+/-10%). This budget includes all costs associated with this research project as outlined herein, with the exception of travel expenses incurred by a WRG Associate for client requested in-person meetings (if any). However, it should be noted that this amount is still only an estimate. Once the final survey has been pilot-tested to determine the actual interview length and list efficacy is known, a firm cost quote can be provided.

Statement Of Work (SOW) / Professional Services Agreement
Dated AUGUST 30, 2024
Between CITY OF DE SOTO, KANSAS (CLIENT)
and WIESE RESEARCH GROUP (CONTRACTOR),
a subsidiary of The MSR Group

Work Assignment:
DE SOTO COMMUNITY CENTER – MARKET FEASIBILITY STUDY

1. Scope of Services. The scope of services provided by CONTRACTOR will be as follows:

- Phone survey with n=400 adults (age 18+) residing in De Soto and surrounding communities, with the sample drawn from lists obtained by CONTRACTOR
- All households within the De Soto city limits will have the opportunity to complete the survey online (in English or Spanish) by accessing a link to the web-based survey printed on postcards that will be produced and mailed by the CLIENT
- All phone data collection will be conducted by interviewers on CONTRACTOR'S staff (English only)
- CONTRACTOR will host the online data collection and provide the translation needed for the Spanish-language survey option
- Survey instrument will be designed by CONTRACTOR based on input from CLIENT regarding the study objectives
- CONTRACTOR will program the CLIENT-approved survey for both phone and online administration
- Budgets assume an average survey length not to exceed 12 minutes (on the phone)
- Final deliverables will include detailed crosstabs and a Summary Report prepared by CONTRACTOR

2. Terms. Duration of this Agreement is for a period of approximately three months commencing on or about September 5 and ending on or about December 5, 2024. If both parties agree to continue the program beyond the end date, a new contract will be executed with appropriate changes and/or modifications mutually agreed upon by both parties.

3. Performance Standards. CONTRACTOR will perform its services in a professional manner, consistent with the standards and industry code of ethics, but makes no guarantees that the marketing research findings or recommendations, or the use thereof, will produce specific outcomes or desired results.

4. Confidentiality/Privacy. CLIENT and CONTRACTOR may acquire certain information that is confidential, proprietary or trade secret information of the other party, including customer lists, data and non-public personal information ("Confidential Information") in the performance of the project. The party receiving Confidential Information will: (a) use such information solely for performance under this SOW; (b) not disclose such information to any third party (excluding agents and affiliates); and (c) otherwise protect such information from any unauthorized use or disclosure. Nevertheless, neither party will be obligated to keep confidential any information that is: (a) publicly available through no fault of the receiving party; (b) received by the receiving party from a third party who is not under a known confidentiality obligation regarding the information; (c) independently developed by the receiving party without referring to the Confidential Information; or (d) required by applicable law to be disclosed by the receiving party, provided the receiving party shall give prompt notice to the disclosing party (unless

Exhibit A

notice is not allowed by a regulating agency seeking such information). Also, CLIENT agrees that CONTRACTOR shall have the right, after obtaining permission by CLIENT prior to any mention of the CLIENT, to include CLIENT’s name for internal, presentation and public relations purposes, awards competitions, trade publications and CONTRACTOR’s website.

5. Compensation. The cost associated with this agreement is \$38,900 (+/-10%).

6. Payment of Compensation. CLIENT agrees to pay CONTRACTOR one half of the project’s estimated expenses upon authorization to begin the study with balance due upon completion. Payment is due upon receipt of invoices. Any revisions or alterations made from the original estimate will be billed accordingly.

7. Additional Services. Any additional services request by CLIENT will be estimated and billed by CONTRACTOR. CLIENT also agrees to reimburse CONTRACTOR for any reasonable out-of-pocket expenses incurred on behalf of the CLIENT for work approved, as well as costs for travel, air courier, messenger, printing and other similar expenditures incurred by CONTRACTOR.

8. Cancellation. In the event of cancellation, CLIENT agrees to forfeit initial down payment of professional fees and to pay for any additional charges for services outlined above completed at time of cancellation if in excess of down payment amount.

CITY OF DE SOTO, KANSAS

WIESE RESEARCH GROUP

By: _____

By: Cathy J. Morrissey

Name: _____

Name: Cathy J. Morrissey

Title: _____

Title: President

Date: _____

Date: August 30, 2024





Survey Results: Community Center

[Survey Info](#) - This survey was sent on behalf of the City of De Soto to the FlashVote community for De Soto, KS.

These FlashVote results are shared with local officials

196

Total Participants

174 of 270 initially invited (64%)
22 others
Margin of error: ± 7%

Applied Filter:
Locals only

Participants for filter:
137

Response Time (hours)

Started:
Jan 16, 2024 1:36pm CST

Ended:
Jan 18, 2024 1:36pm CST

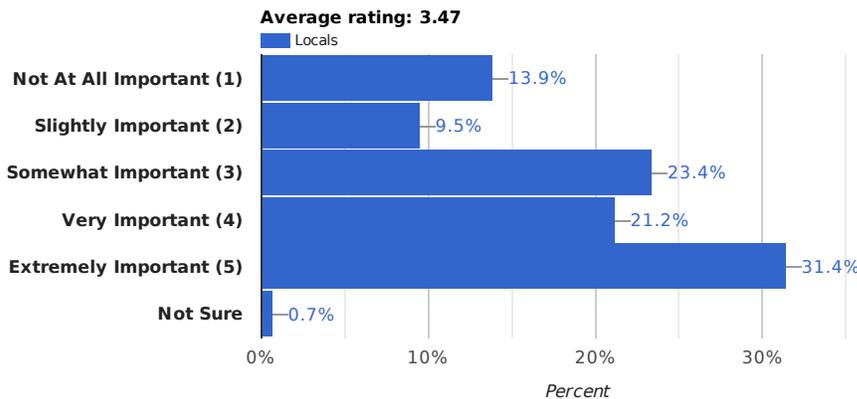
Target Participants:
All De Soto

Q1 In response to previous community-wide survey results, City Council is exploring the possibility of constructing a multi-purpose recreation facility that caters to a wide range of needs, including indoor sports courts, workout equipment, a track, affordable daycare for working families, indoor swimming pools, and multi-purpose rooms.

How important is it to you and your family to have a new multi-purpose community center that has these types of amenities in De Soto?

(137 responses by)

Options	Locals (137)
Not At All Important (1)	13.9% (19)
Slightly Important (2)	9.5% (13)
Somewhat Important (3)	23.4% (32)
Very Important (4)	21.2% (29)
Extremely Important (5)	31.4% (43)
Not Sure	0.7% (1)



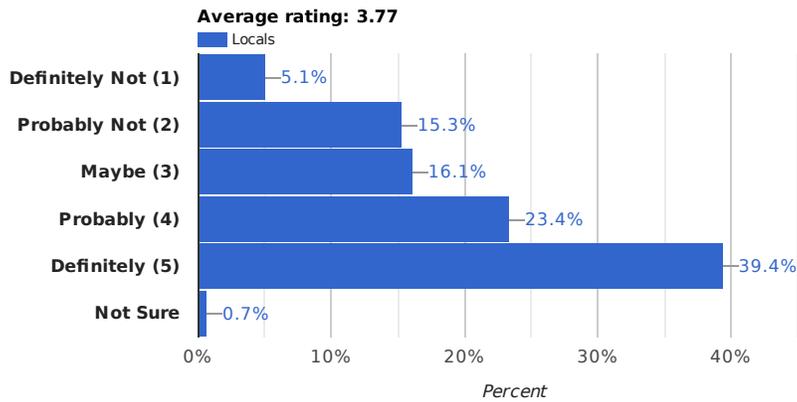
Q2 Would you or your family use a new multi-purpose community center that has these types of amenities in De Soto?

(137 responses by)

Options	Locals (137)
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Exhibit B

Options	Locals (137)
Definitely Not (1)	5.1% (7)
Probably Not (2)	15.3% (21)
Maybe (3)	16.1% (22)
Probably (4)	23.4% (32)
Definitely (5)	39.4% (54)
Not Sure	0.7% (1)



Q3 Which of the following major amenities, if any, would you or your family be most interested in having available if we pursue the design and construction of a new community center? (You can choose up to FIVE, if any)

(130 responses by)

Options	Locals (130)
Indoor sports courts (basketball, volleyball, pickleball)	47.7% (62)
Indoor aquatic center (slides, lazy river, water aerobics, exercise/lap lanes)	63.8% (83)
Indoor competition swimming pool (dive well, lap swimming, swim team)	19.2% (25)
Indoor walking/jogging track	70.0% (91)
Weights/cardio equipment area	62.3% (81)
Group fitness room	35.4% (46)
Full-time affordable daycare center	12.3% (16)
Kids Zone/Nursery area (for temporary use while in facility)	16.9% (22)
Other space like meeting spaces, class/study rooms, teen space, kitchen, or:	29.2% (38)

Exhibit B

Rentable rooms for birthday party's if set pool/fun area exists for children.

Q4 In which ways, if any, would you or your family support the design, construction, and operations of a new De Soto Community Center? (Choose all that apply, if any)

My family or I would...

(129 responses by)

Options	Locals (129)
Provide future input through public open houses and/or additional surveys	65.9% (85)
Support a property tax increase to pay for it, depending on the amount	43.4% (56)
Not support a property tax increase to pay for it, no matter the amount	30.2% (39)
Buy a membership	66.7% (86)
Purchase day passes, occasionally	38.0% (49)
Use study/work rooms	10.9% (14)
Rent multi-purpose rooms for personal or work-related use	23.3% (30)
Not expect to use it	11.6% (15)
Other:	6.2% (8)

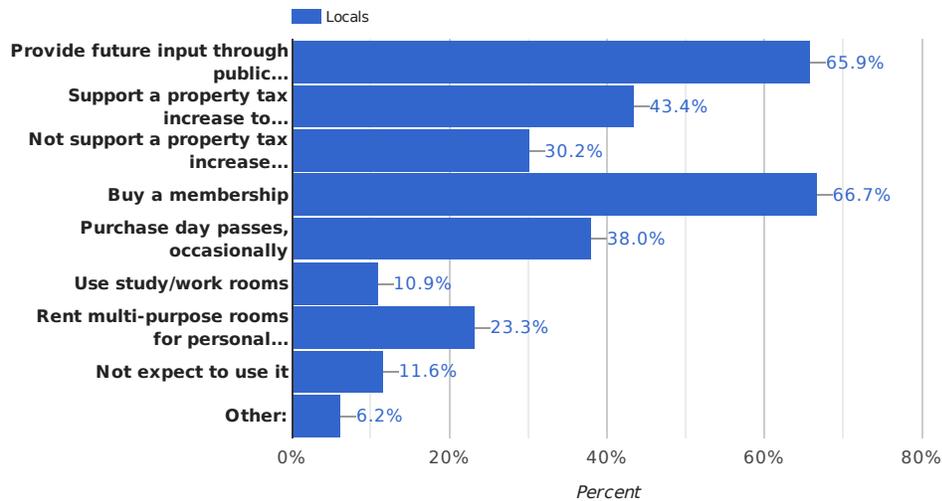


Exhibit B

I would not support a tax increase for this. Really taxes in general for the city of DeSoto need to be visited. They are one of the highest in Johnson County. Overland Park, Shawnee and Lenexa both have Community Centers and that was NOT with the increase of taxes. And for the love of God, please quit giving tax incitive breaks to big corporations (IE Panasonic). If they need a Every Power Plant substation that cost goes to the company NOT the residents of DeSoto.

This is needed .

Don't raise taxes to pay for pet projects. Fix the roads first.

I would prefer to see them use city money to fix streets and sidewalks that are falling apart

We love DeSoto and are excited for the new things coming our way!

It would be nice to have large, rentable community spaces for birthdays, baptisms, family reunions - with a kitchen. A covered outdoor space for music and events would be useful as well.

Property taxes are already high. We cannot afford an increase.

Just wondering where it might be and how accessible it would be from home.

We already have a community center which many don't even take advantage of. Let's spend money on more necessary projects.

Probably worthwhile for the overall community though my family would not likely be high utilizers.

i dont have to have a community center for me but i think it is great for a town to have. i think a lot of folks will use it and it is good for a town to have more things like this available. The old center seems to get pretty good use. I think a bigger focus should be on improving the walking and running and biking trails in the area. De Soto is way behind the other Johnson County cities. There are a trails everywhere that should be connected to De Soto. I go for a 4 mile walk or run down 83rd/Lexington most days at 6:00 AM. I have to cross the road at least 14 times. at least the trail along Kill Creek should be expanded to follow and meet 83rd near Engineered Air.

Partner with the DeSoto schools on the next bond issue to look at helping with the cost of indoor aquatic center (similar to the Bonner Springs partnership with their schools and the YMCA.

Cafe, maybe an extension of Cause Coffee. Lazy river with a slide or two for kids

This is not something me or my family would use.

I think an update to the De Soto library would be great as well. It could be possible to put this as an addition or with the new building.

Thank you for asking and I think if the city has to finance this project it should be with a sales tax not a property tax.

We need an indoor swimming area for sure! Lap pools and water park type for the kiddos!

All entities, Governor, State reps, County board member and our non-elected groups, like Chamber of Commerce-knew about the plant coming in-BEFORE citizens-taxpayers. This is STILL a sore spot. Let's solicit these corporations and get funding for a new rec center that will benefit all. We are being taxed out of living here. They (corporations already here and those coming in) should help bear the cost of progress.

Wonderful idea. 100% support this.

I would move the fitness center in the City gynasium and utilize the space as originally intended for a stage for City Programs, Meeting area, performances etc.

This would be a way for the community to come together and stay connected as our city continues to grow.

I used to live in the Blue Valley area and was a member of their Hilltop recreation Center primarily for fitness classes. I have my own weight equipment but enjoyed their group fitness classes.

Community is not big enough to support such extravagant improvements. Lord knows we are taxed enough in this town.

Lower the mill rate and stick to providing efficient traditional public services

With the way, the city is growing. This is something that should be given a lot of consideration for the future.

Love the lenexa rec center.

Consider funding through a sales tax instead of a property tax if this is an option

Do not use funds for this at this time.

I highly encourage the City of De Soto to discuss the indoor pool idea ASAP with the USD 232 school district. Talks are in the works about partnering with other local businesses to help split the funding for an indoor pool. This could help offset the costs, but I would reach out to the Superintendent, Cory Gibson at cgibson@usd232.org or Assistant Superintendent, Alvie Cater at acater@usd232.org as soon as possible.

Make the gym large enough to accommodate a growing city

Exhibit B

not needed

Pickle ball courts, basketball courts, batting cages with pitching machines, arm wrestling tables, vending machines, would like to see a gym that provides showers would also like to see enough parking for the building.

My family desperately wants Desoto to have an affordable 24 hour fitness center. We currently drive to the Eurdora community center for this. There are no other options for us without going all the way into Lawrence for something like Crunch Fitness or likewise in the opposite direction. Great Life fitness center currently in Desoto is INSANELY priced for the sub standard equipment/options provided (and it is literally insane to us that a golf membership is a requirement for this)

Will become more important to the community as we grow!

Support for tax increase would be dependent on amount and plan as outlined.

I suspect there are more pressing things the desoto could do to invest in the infrastructure of the city as this point. ONce population increases then it can be a consideration.

With the upcoming growth of our community, it is extremely important to build this type of facility.

A community center could be a real asset to our growing community and a great way to bring people together .

Love this idea!!! There's some great facilities in Olathe I went to for years prior to moving to De Soto 2 yrs ago. Anything we could get in DeSoto I would absolutely join.

I would love a partnership with the school district so our gym classes and swim teams could utilize an indoor pool. Ideally, I would like the City to actively negotiate for the land directly south of DHS. I believe that is owned by Olathe Health so perhaps a partnership with them as well.

Would cooperation with YMCA make sense?

With the growth of De Soto (new battery plant coming) this is an expected community need. Appreciate that its in consideration.

[Additional survey reports](#)