

02 - ROSENBERG TODAY

“Parks role is so significant that it is impossible to understand fully the functioning of cities and suburbs or plan adequately for their future without a deep appreciation of parks and the way they affect every aspect of our lives.”

- Alexander Garvin,
Public Parks, The Key to Livable Communities



PARKS & RECREATION DEPARTMENT

Rosenberg Today

Community Profile

Growth and Development

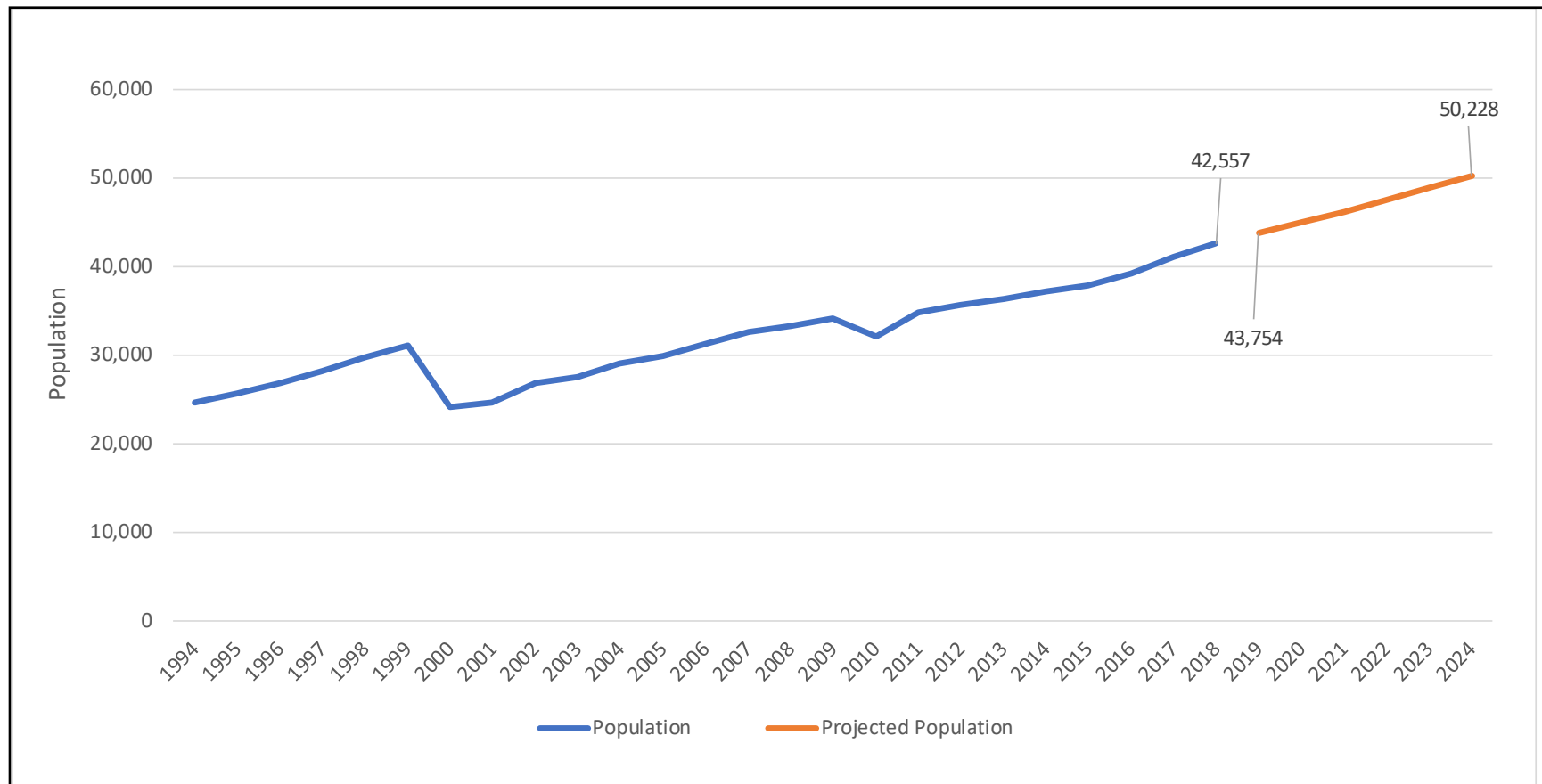
“Rosenberg is a community proud of its rich history dating back to 1883 when the Gulf, Colorado and Santa Fe Railways laid out a town site and named it after the company’s president, Henry Rosenberg. Rosenberg began as a shipping point on the Brazos River, and reached a boom in the late-18 and early 1900s as railroads developed. It grew to become a center of commerce in the 1940s and 50s, and was known as the ‘Hub of the Gulf Coast.’” - City of Rosenberg website

Today, Rosenberg is experiencing rapid growth in commercial and residential development while holding tight to its roots and charm. Rosenberg’s population has reached more than 42,557 residents as of 2018, will reach 43,754 in 2019 according to Esri’s population projection, and could grow to more than 50,000 if the average growth rate over last five years continues.

Resident Characteristics

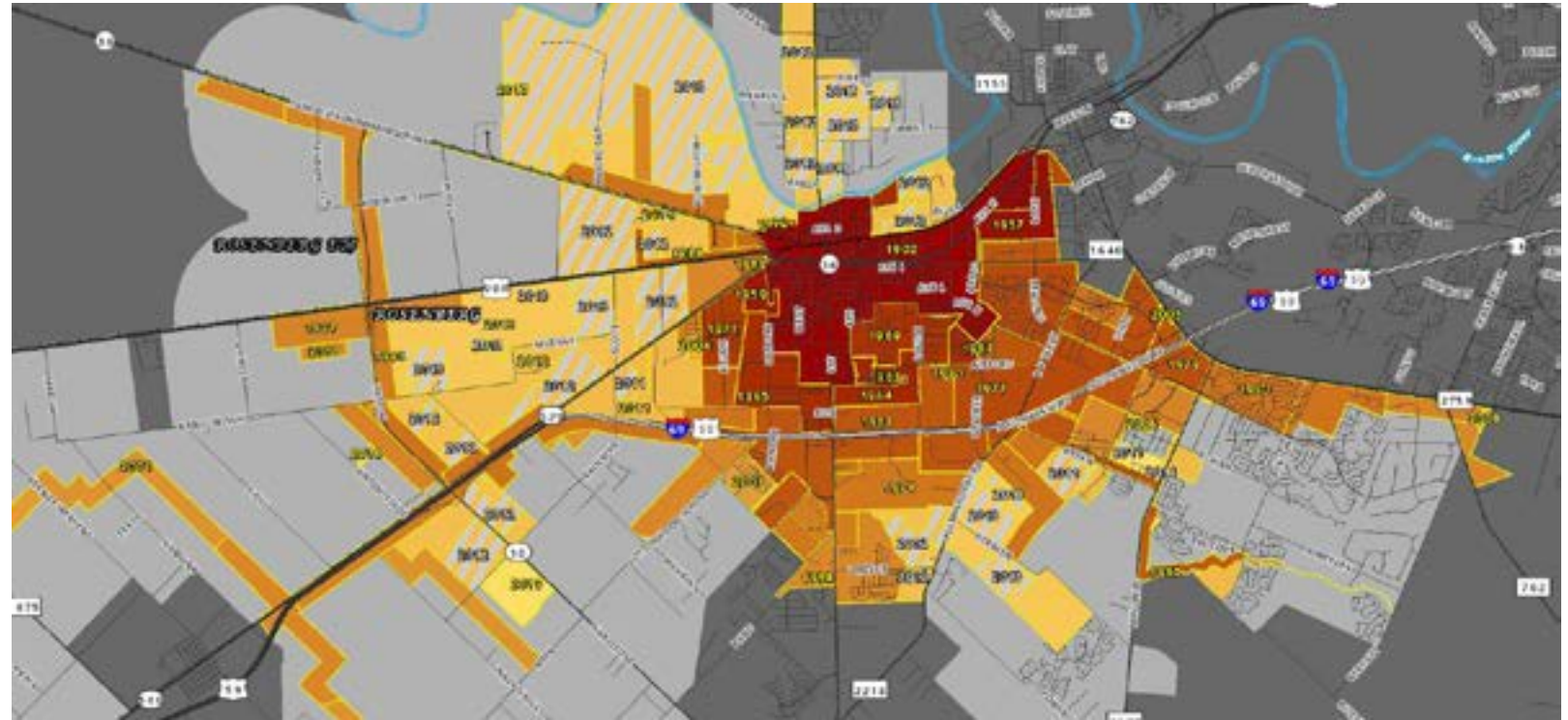
The population of Rosenberg is comprised of a mixture of both long-time and new residents with a relatively balanced mix of ages. Notably, the ‘Under 18 Years’ and ‘35 to 64’ age groups represent the largest share of the population (30% and 34% respectively), followed closely by young adults and adults in the ‘18 to 34’ age bracket. These numbers are characteristic of a growing community that attracts young to middle aged families with offerings of jobs, housing stock, and quality of life amenities. Ethnicity characteristics in Rosenberg are similar to Statewide patterns, with the exception that Hispanics make up a large portion of the population at approximately 58.5%.

Rosenberg Population Growth and Projection

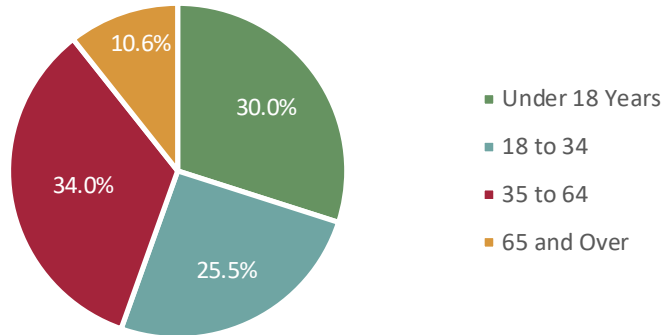


Source: Esri Demographics 2019 population estimate

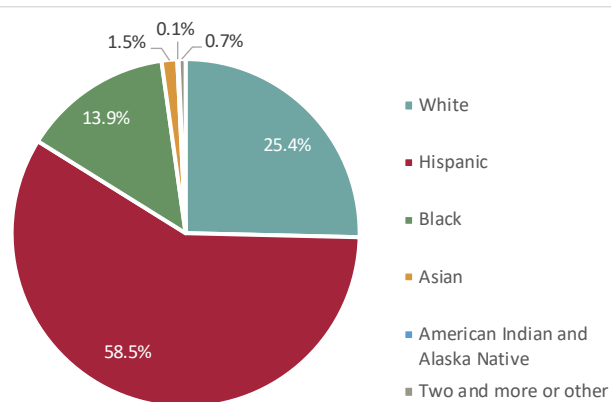
Source: Development patterns shown at right are identified by the year of the annexation or development agreement with the City. City of Rosenberg [Annexation and Development Agreements Interactive Map](#).



Population by Age



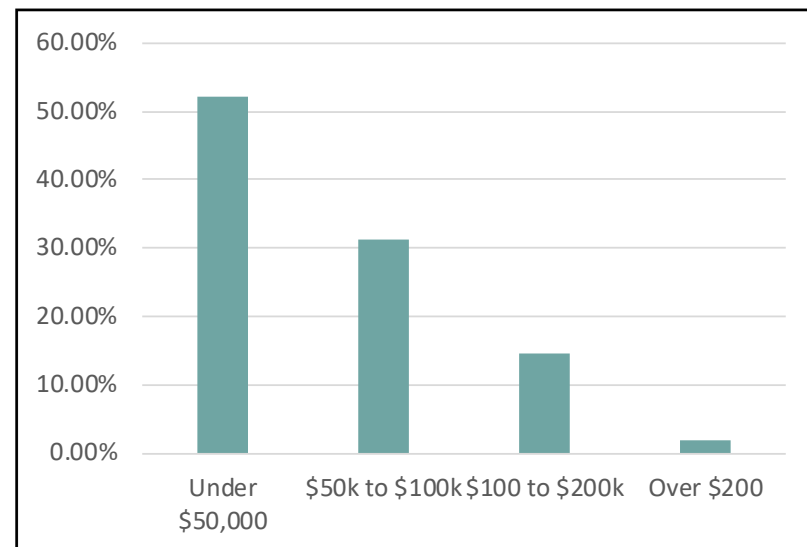
Population by Ethnicity



Income, Employment and Housing

The median household income in the Rosenberg was recorded as \$50,637 in 2017, slightly lower than the State median of \$57,051 and National median of \$57,652. A total of 53% of the housing units are owner-occupied while 47% are renter occupied. The median property value in Rosenberg is \$132,600. Among all value ranges, the '\$100,000-\$150,000' properties are most common in Rosenberg, while some newer residential developments are offering higher value housing products, along with neighborhood amenities such as parks, community centers and aquatics facilities for their residents.

Median Household Income in Rosenberg



Recreation Behavior

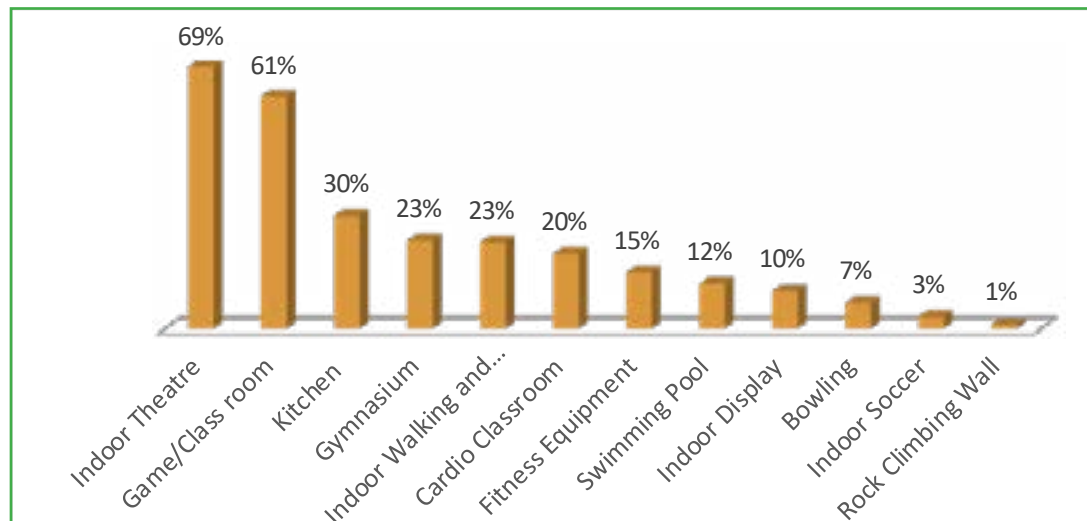
Another approach to identifying recreation demand is the use of “Big Data” resources available from the Environmental Systems Research Institute (Esri), a leader in geographic information systems software and data. Esri provides access to nationwide datasets about recreation behaviors, based on reports from the recreation industry, retail statistics, and other sources. By querying their’ databases, rich insight is gained about recreation preferences in Rosenberg.

Using the City Limits as the geographic boundary, behavior data was retrieved from Esri’s Living Atlas dataset provided through the ArcGIS Online platform at www.arcgis.com. The data used the 2019 population base of 41,868 residents as a basis for analysis. A query of the ‘Leisure Activities & Life Style’ category of behavior provides interesting insight into the daily recreational activities of Rosenberg residents.

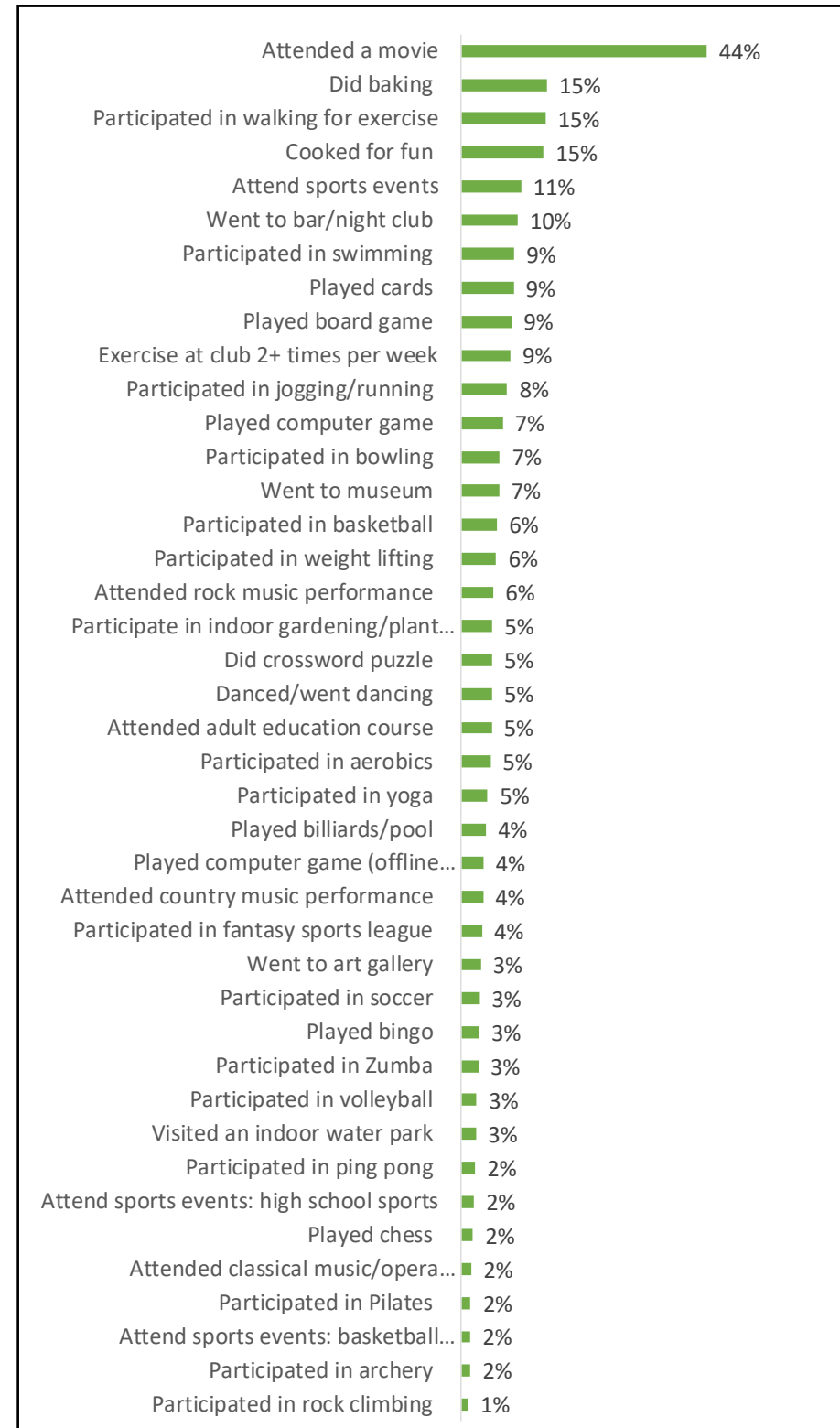
Indoor Recreation

Rosenberg residents participate in a wide variety of recreation activities. Among all the activities reported in the last 12 months, The top ten recreation activities captured included: “Attended a movie”, “Did baking”, “Participated in walking for exercise”, “Cooked for fun”, “Attend sports events”, “Went to bar/night club”, “Participated in swimming”, “Played cards”, “Played board game”, “Exercise at club 2+ times per week”. By further identifying the types of space that would facilitate the activities and grouping them into appropriate spaces, clear patterns emerge as to what type of indoor facilities are needed to support popular recreation activities. These may be served by a combination of public and private services.

Facilities indications based on indoor recreation behavior



Indoor Recreation Activities in last 12 months



Source: Esri 2018 recreation behavior data.

Outdoor Recreation

Outdoor activities varied greatly in 2018 as well, with the most popular activities including:

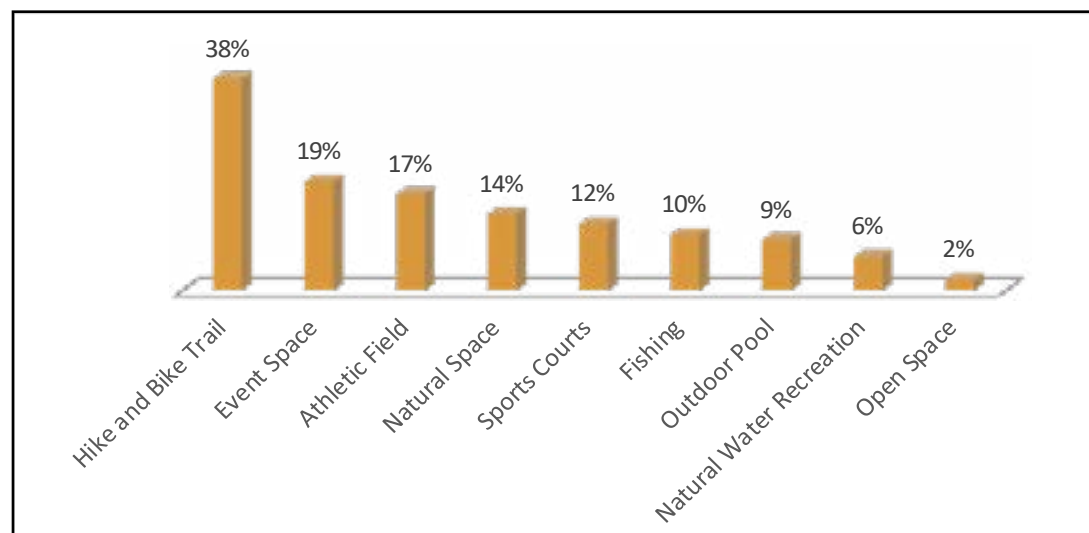
- Went to beach
- Participated in walking for exercise
- Visited a theme Park
- Participated in swimming
- Participated in jogging/running
- Went on overnight camping trip
- Participated in fishing (fresh water)
- Participated in hiking
- Participated in bicycling (road)
- Attended adult education course

Rosenberg residents' outdoor activity patterns have similar patterns to those identified in the *2018 Texas Outdoor Recreation Plan* published by the Texas Parks and Wildlife Department (TPWD). The top 10 areas of participation for outdoor recreation identified in their study included:

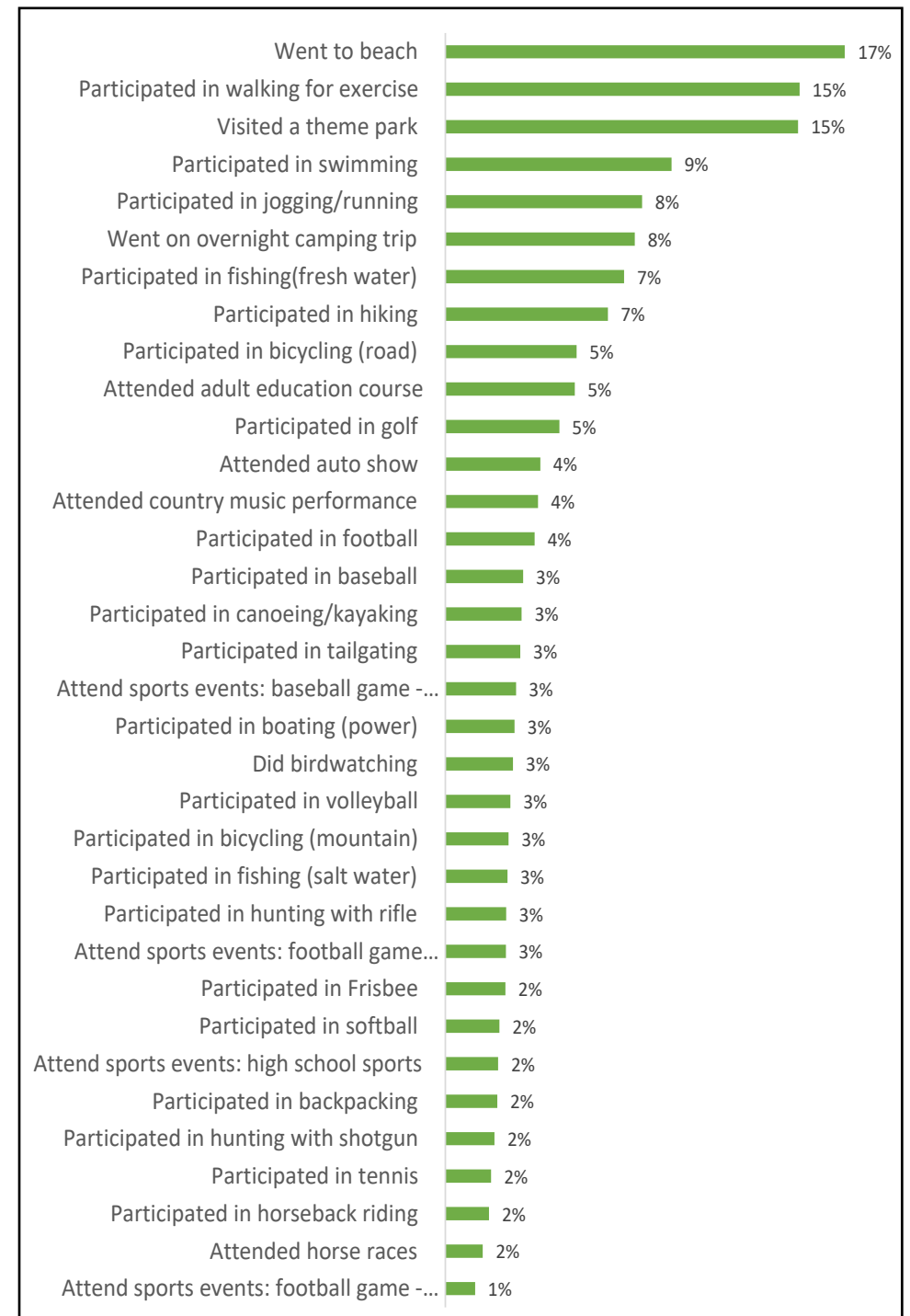
- Walking for pleasure
- Picnicking, cook-outs, other gathering
- Swimming in a swimming pool
- Sightseeing
- Attending outdoor festivals, shows, other events
- Viewing/photographing wildlife/nature
- Visiting historical/cultural sites
- Fishing
- Running/jogging
- Swimming in lakes, streams, rivers

Recreation behavior data regarding outdoor activities helps to inform planning of recreation spaces that facilitate those activities. By coding the activities with associate space and facilities, a clear pattern of need is identified as shown in the table below:

Facilities Indications based on Outdoor Recreation behavior



Outdoor Recreation Activities in last 12 months



Source: Esri 2018 recreation behavior data.

