

### **Comprehensive Parks and Recreation Master Plan**

Findings Presentation July 12, 2016



The Leading Edge In Parks, Recreation And Open Space Consulting



### Agenda

- Process
- Focus Groups
- Demographics
- o Survey Results



- Benchmarking Summary
- Inventory Summary
- **Q & A**

### Process

- ч Start-up
- **q** Community Input
  - **Focus Groups**
  - q Survey
- <sub>q</sub> Inventory
- **q** Level of Service Analysis
- **9** Benchmarking Analysis
- **q** Programming Analysis
- **G** Staffing & Organizational Analysis
- **q** Marketing Analysis
- **q** Economic Impact Analysis
- Findings Presentation
- q Visioning Workshop
- **q** Recommendations
- **q** Draft Plan & Presentation
- **q** Final Plan & Presentation



### **Focus Group Summary**

250 participants in 17 Focus Groups+ 2 Public Forums

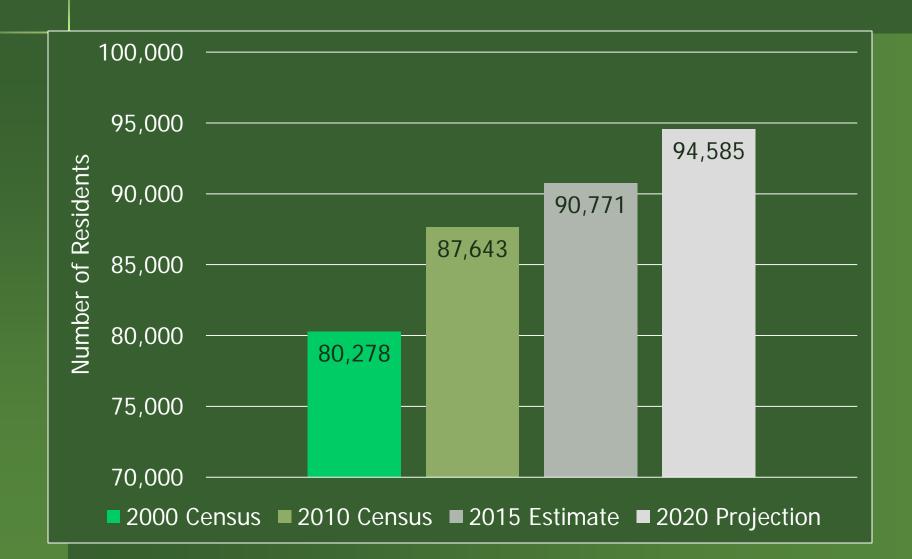
- < 5 years 9%
- 5-9 years 12%
- 10-19 years 16%
- 20+ years 59%

Not a Lawrence resident but use programs – 4%

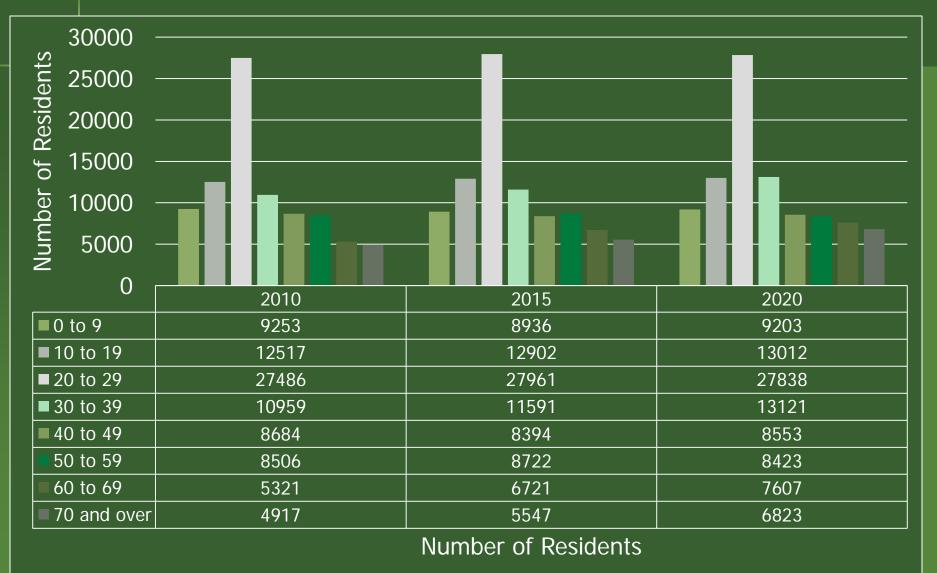
### 2015 Demographics City of Lawrence Profile

Summary Demographics		
Population	90,771	
Number of Housing Units	39,095	
Avg. Household Size	2.27	
Median Age	27.7	
Median Household Income	\$44,993	

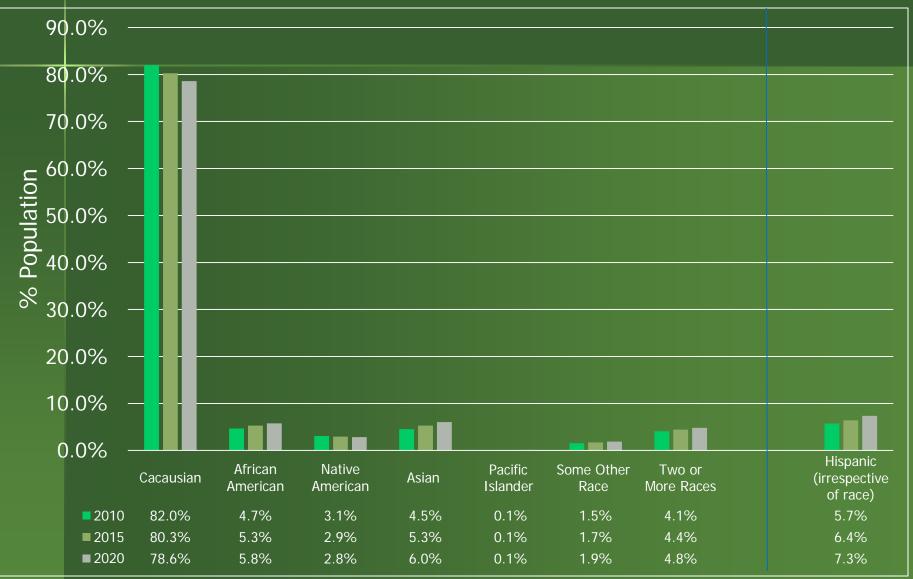
## Population Projections 2000-2020



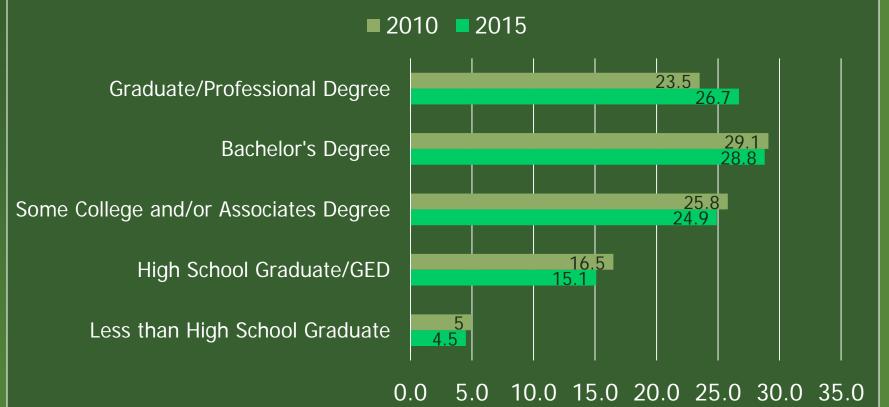
# Population Age Distribution 2010, 2015, 2020



# Race/Ethnicity Statistics 2010, 2015, 2020



### **Educational Attainment 2015**



% Population Age 25+

### 2014 Educational Attainment and Annual Income of Lawrence Residents Age 25+

#### 2014 2010

Graduate/Professional Degree

Bachelor's Degree

Some College and/or Associate's Degree

High school Graduate/GED

Less than high school graduate



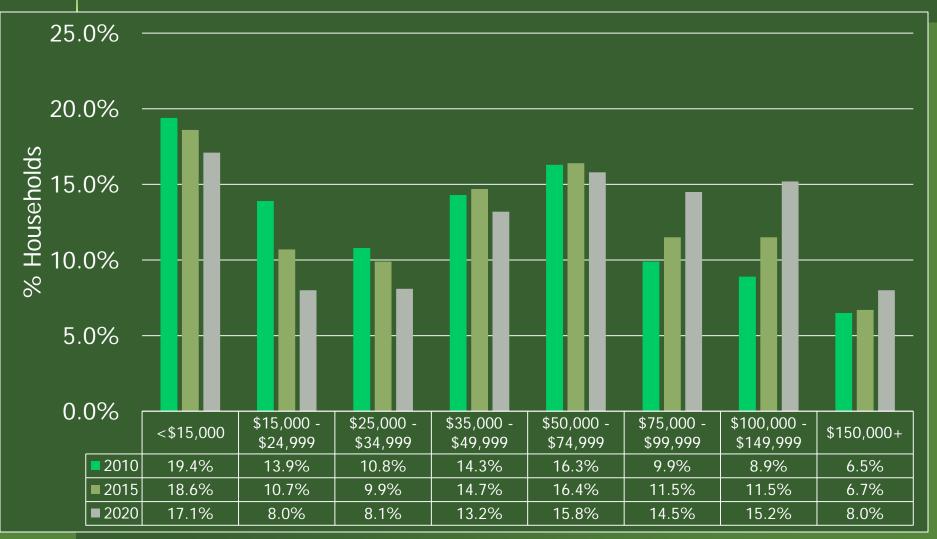
# Housing Statistics 2000-2020

	2000	2010	2015	2020
Total Housing Units	32777	37502	39095	40894
Number of Households	31410	34970	36496	38232
Average Household Size	2.3	2.3	2.3	2.3
Owner Occupied Housing Units	44.2%	43.6%	39.9%	39.9%
Renter Occupied Housing Units	51.6%	49.7%	53.4%	53.6%
Vacant Housing Units	4.2%	6.8%	6.6%	6.5%

### Household Income Comparison

Location	2015 Median Household Income	2015 Average Household Income
City of Lawrence	\$44,993	\$61,954
State of Kansas	\$51,423	\$68,811
U.S.A.	\$53,217	\$74,699

### Average Household Income of Lawrence Residents - Distribution Comparison 2010 to 2020



## Survey Results Methodology

### Two methods:

- 1) a mail-back survey with an online, invitation-only web survey option
- 2) an open-link online survey for members of the public who were not part of the invitation sample

The analysis herein primarily focuses on responses from the statistically-valid invitation sample.

The primary list source used for the mailing was a third party list purchased from Melissa Data Corp., a leading provider of residential data listings with emphasis on U.S., Canadian and international address and phone verification as well as postal software. Use of Melissa Data list also includes renters in the sample who are frequently missed in other list sources such as utility billing lists.

## Methodology

- A,000 surveys were mailed to a random sample of City of Lawrence residents in June 2016
- After accounting for 179 undeliverable addresses, 3,821 surveys were delivered
- 588 responses were received, resulting in a response rate of 15.4%
- Margin of error for the 588 statistically valid responses is approximately +/- 4.0%
- Open link survey received an additional 1,382 responses for a grant total of 1970

### Weighting the Data

The underlying data were **weighted by age and income** to ensure appropriate representation of City of Lawrence residents across different demographic cohorts in the sample. Using the U.S. Census Bureau 2014 American Community Survey 5-year estimates, the age and income distribution within the invitation sample was matched to the 2014 demographic profile of the City of Lawrence.

Due to variable response rates by some segments of the population, the underlying results, while weighted to best match the overall demographics of residents, may not be completely representative of some sub-groups of the population.

### **Summary of Selected Findings**

- The most important amenities in Lawrence included open space and natural areas, community parks, and trails and pathways
- Pocket parks/green space, and improving the river corridor are the highest rated future priorities to be added, expanded or improved
- <u>A</u>dd trails loop and connectors as their most identified priority to be added, followed by adding restrooms in parks and on trails
- In addition, an outdoor amphitheater, botanical gardens and an adventure park were relatively frequently identified.

### Summary of Selected Findings

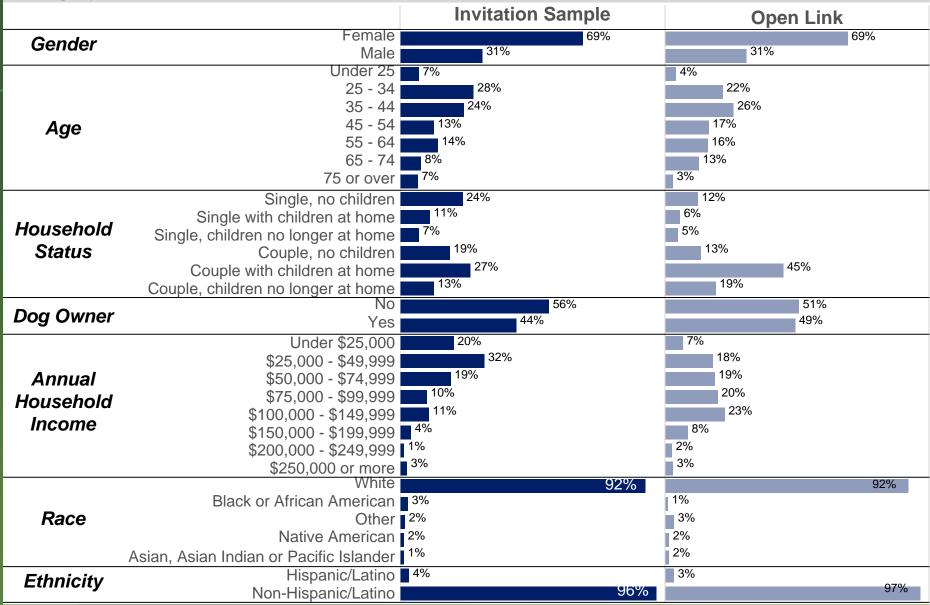
- n The most desired program needed in Lawrence is community events such as festivals, concerts, triathlons, etc., followed by fitness classes
- n The most important aspects of Lawrence's open space and natural areas are "protecting/preserving existing open space and natural areas" and "protecting wildlife habitats"
- Top supported funding mechanism is to use a portion of Transient Guest Tax followed by a "utility bill round-up program to voluntarily round up to the next dollar"
- n Lawrence Parks & Recreations Activities Guide is the best method to receive information on parks and recreation facilities, service and programs followed by the internet/website and messages included in water bill

### **Summary of Selected Findings**

- Open link respondents were similar to invitation respondents placing similar levels of importance to current facilities, identified similar program needs and have comparable but generally higher levels of support for funding alternatives
- Open link respondents were more likely to select splash pad/spray grounds and botanical gardens when compared to invitation respondents
- Open link respondents were considerably more likely to select Email from the City as their preferred method of communication than invitation respondent
- n The data suggest that the open link respondents are active, relatively involved with Lawrence recreation facilities and programs and are well informed as a result of heavily using City email services.

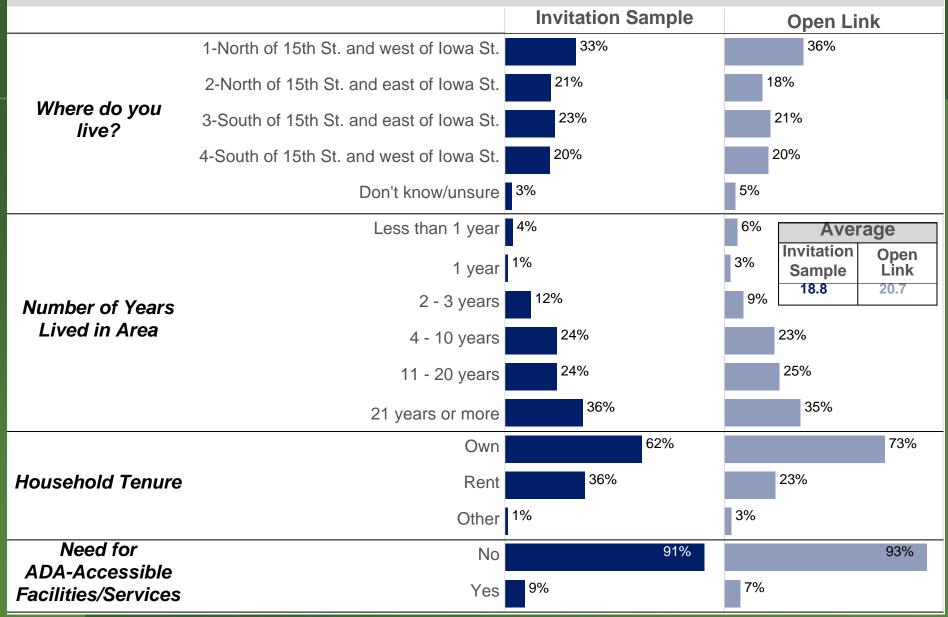
## **Demographic Profile**

#### Demographic Profile



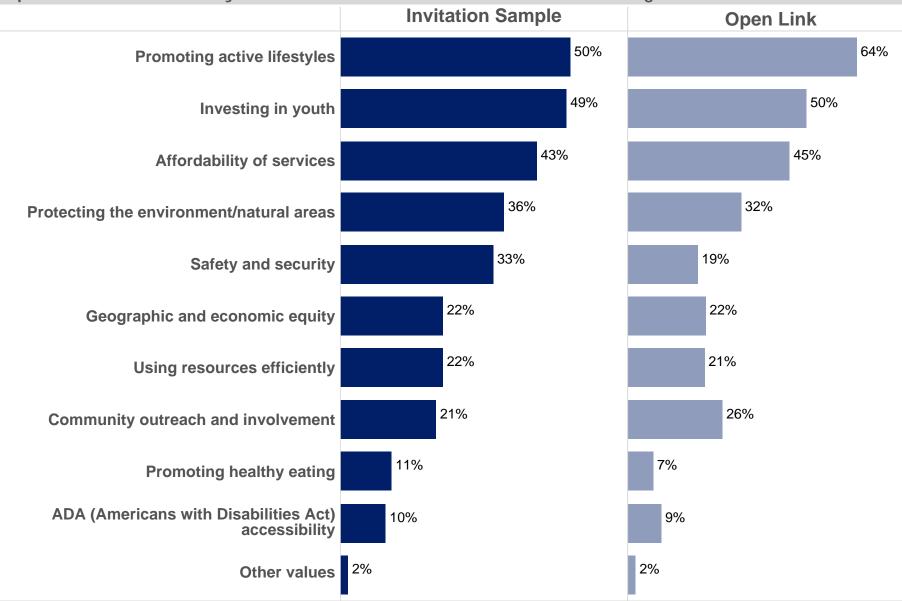
### **Residential Profile**

#### Residential Profile



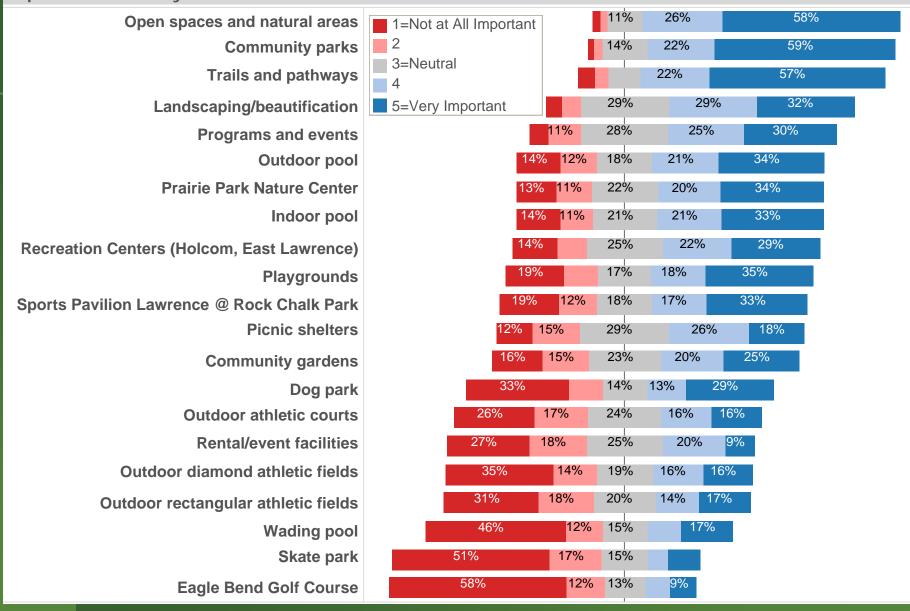
### **Top Three Values**

#### Top Three Areas the City of Lawrence Should Focus On for the Long-term



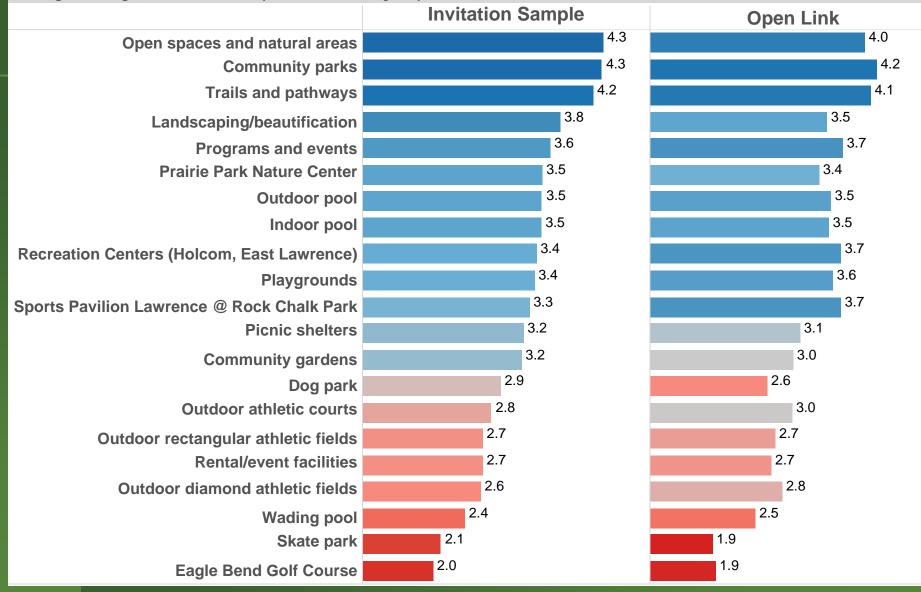
### **Importance of Current Facilities**

#### Importance of City of Lawrence Facilities to Household - Invitation Sample Only



### **Importance of Current Facilities**

Importance of City of Lawrence Facilities to Household Average Rating (1=Not At All Important, 5=Very Important)



### **Degree to Which Current Facilities** Meet Lawrence's Needs

Degree to Which City of Lawrence Facilities Meet the Needs of the Community Invitation Sample Only

	Community parks		16%	43%	38%
	Prairie Park Nature Center		16%	38%	43%
	Playgrounds		24%	38%	35%
	Landscaping/beautification		26%	44%	27%
	Outdoor pool	7%	18%	41%	33%
Sports Pavilion La	wrence @ Rock Chalk Park	6% 6%	10%	33%	45%
	Programs and events		24%	44%	27%
	Trails and pathways		25%	39%	30%
Outo	door diamond athletic fields		24%	40%	30%
Оре	en spaces and natural areas		24%	37%	32%
	Picnic shelters		26%	42%	25%
Recreation Center	rs (Holcom, East Lawrence)	6%	27%	36%	31%
	Outdoor athletic courts		30%	43%	22%
	Indoor pool	9%	22%	35%	34%
Outdoo	or rectangular athletic fields		31%	39%	24%
	Wading pool	9%	24%	29%	35%
1=Not at All	Rental/event facilities		37%	30%	26%
2	Dog park	10%	28%	26%	34%
3=Somewhat	Skate park	7%	32%	31%	26%
4 5=Completely	Community gardens	12%	30%	36%	22%
- J-Completely	Eagle Bend Golf Course	9% 7%	25%	31%	28%

### Degree to Which Current Facilities Meet Lawrence's Needs

Degree to Which City of Lawrence Facilities Meet the Needs of the Community Average Rating (1=Not At All, 5=Completely)

	Invitation Sample	Open Link
Prairie Park Nature Center	4.2	3.9
Community parks	4.2	3.7
Sports Pavilion Lawrence @ Rock Chalk Park	4.0	4.0
Playgrounds	4.0	3.7
Outdoor pool	4.0	3.8
Trails and pathways	3.9	3.6
Open spaces and natural areas	3.9	3.6
Landscaping/beautification	3.9	3.8
Indoor pool	3.9	3.8
Outdoor diamond athletic fields	3.9	3.5
Programs and events	3.9	3.6
Recreation Centers (Holcom, East Lawrence)	3.9	3.5
Picnic shelters	3.9	3.6
Wading pool	3.8	3.5
Outdoor athletic courts	3.8	3.4
Dog park	3.8	3.6
Outdoor rectangular athletic fields	3.8	3.5
Rental/event facilities	3.7	3.5
Skate park	3.7	3.2
Community gardens	3.6	3.4
Eagle Bend Golf Course	3.6	3.5

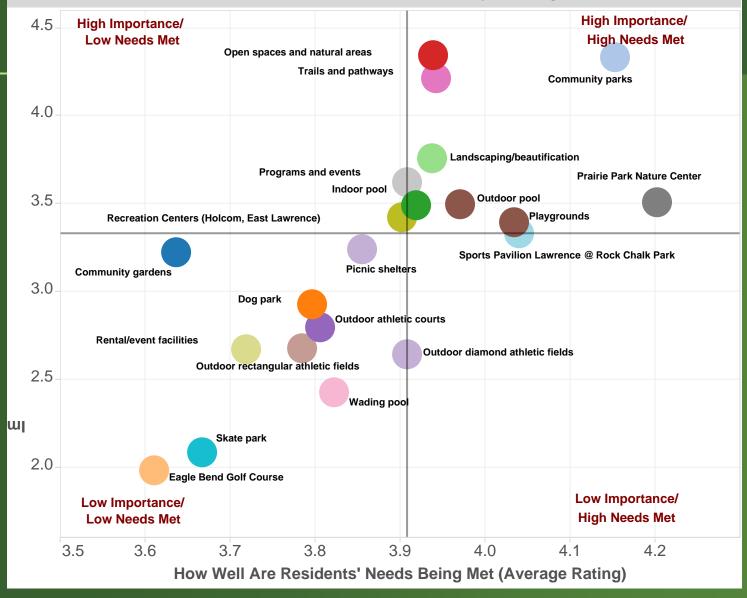
### **Importance-Performance Matrix**

High	High
Importance/	Importance/
Low Needs Met	High Needs Met
These are key areas for potential improvements. Improving these facilities would likely positively affect the degree to which community needs are met overall.	These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.
These "niche" facilities have a small	Current levels of support appear to
but passionate following, so	be adequate. Future discussions
measuring participation when	evaluating whether the resources
planning for future improvements	supporting these facilities outweigh
may prove to be valuable.	the benefits may be constructive.

Low Importance/ Low Needs Met Low Importance/ High Needs Met

### Importance-Performance Matrix

Level of Importance to your household vs. How are Facilities Meeting the Needs of Residents in Lawrence - Invitation Sample Only



### **Importance of Future Facilities**

### Importance of Adding, Expanding, or Improving the Lawrence Facilities Invitation Sample Only

1(	0% 13%	21%	32%	24%
10	0% 11%	25%	26%	28%
14%	15%	26%	26%	18%
18%	12%	26%	22%	22%
22%	<mark>/ 12</mark> %	18%	24%	25%
23%	16%	24%	22%	15%
28%	14%	19%	16%	22%
21%	16%	32%	19%	11%
26%	15%	27%	18%	14%
27%	17%	23%	18%	16%
31%	13%	22%	17%	16%
36%	15%	17%	11% 22	%
34%	16%	20%	15% 1	15%
40%	19%	19%	13%	
44%	15%	19%	9% 13%	
44%	17%	17%	11% 12%	
42%	16%	24%	12%	ī
57%		25%	18%	
39%	22%	22%	11%	_
40%	22%	24%	10%	1=Not at All Importan
45%	19%	20%	8% <mark>8%</mark>	2
46%	21%	20%	8%	3=Neutral
48%	25%	16%		4
60%	22%	12%		5=Very Important
		1		

Improve the river corridor **Botanical gardens Outdoor** amphitheater Adventure park (zip lines, ropes course, etc.) Fitness stations on trails New outdoor pool Large picnic shelters ADA playground Therapeutic pool (hot water therapy) Splashpads/spraygrounds Additional dog parks **Roller rink** Outdoor youth tournament complex Rectangular ballfields (soccer, football, etc.) Diamond ballfields (baseball, softball) Outdoor multi-use hard surface court

> Ice rink/hockey rink Outdoor sand volleyball

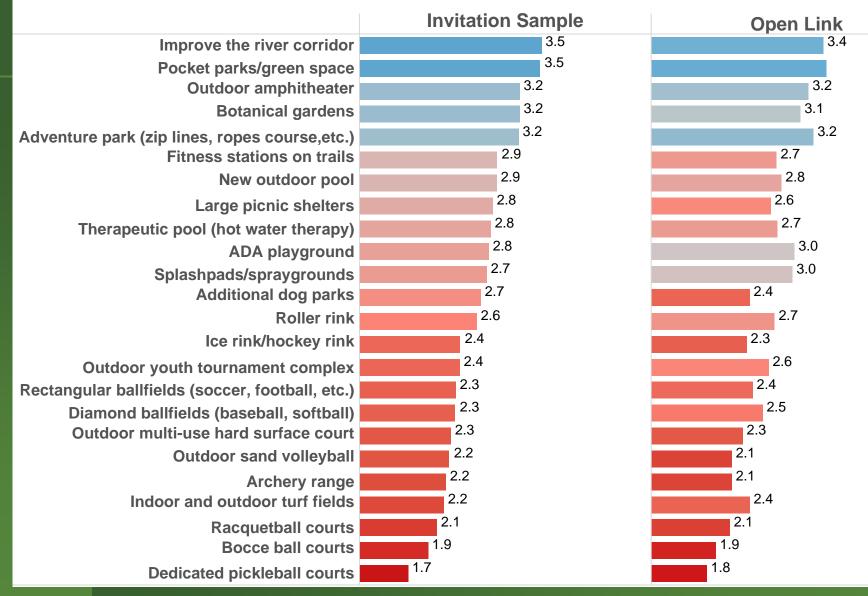
Pocket parks/green space

Archery range Indoor and outdoor turf fields

Racquetball courts Bocce ball courts Dedicated pickleball courts

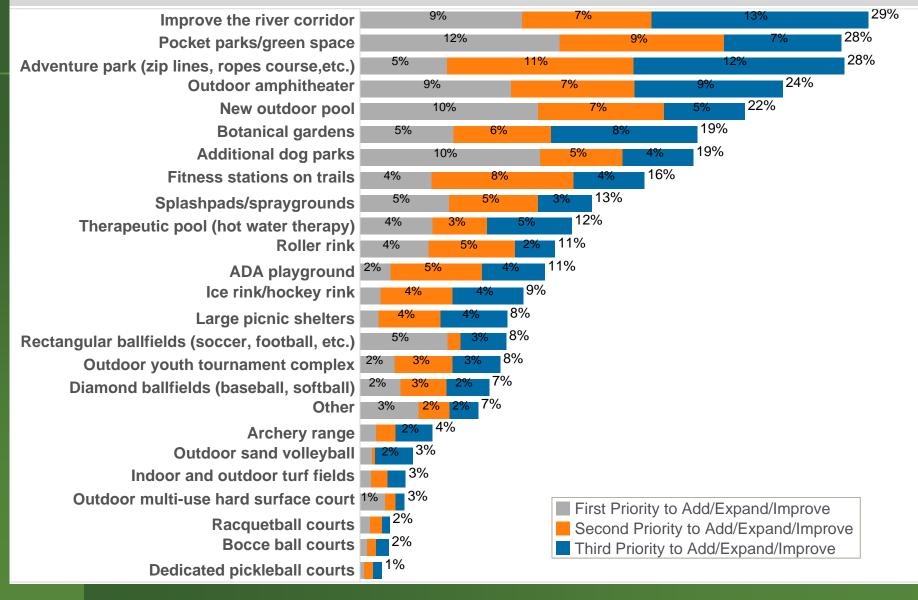
### **Importance of Future Facilities**

Importance of Adding, Expanding, or Improving the City of Lawrence Facilities Average Rating (1=Not At All Important, 5=Very Important)



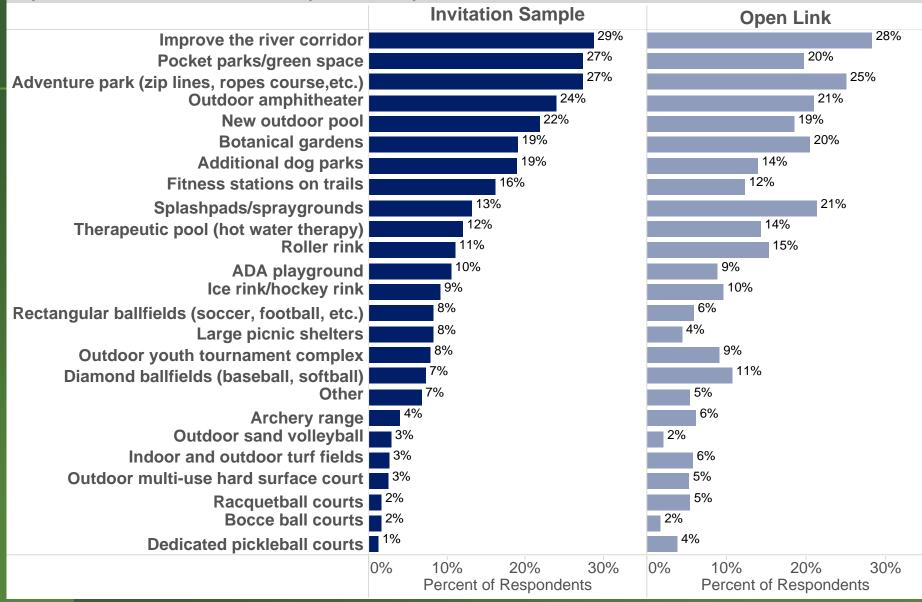
### Top Priorities to Add, Expand, or Improve

#### Top Three Priorities to be Added, Expanded, or Improved in Lawrence Invitation Sample Only



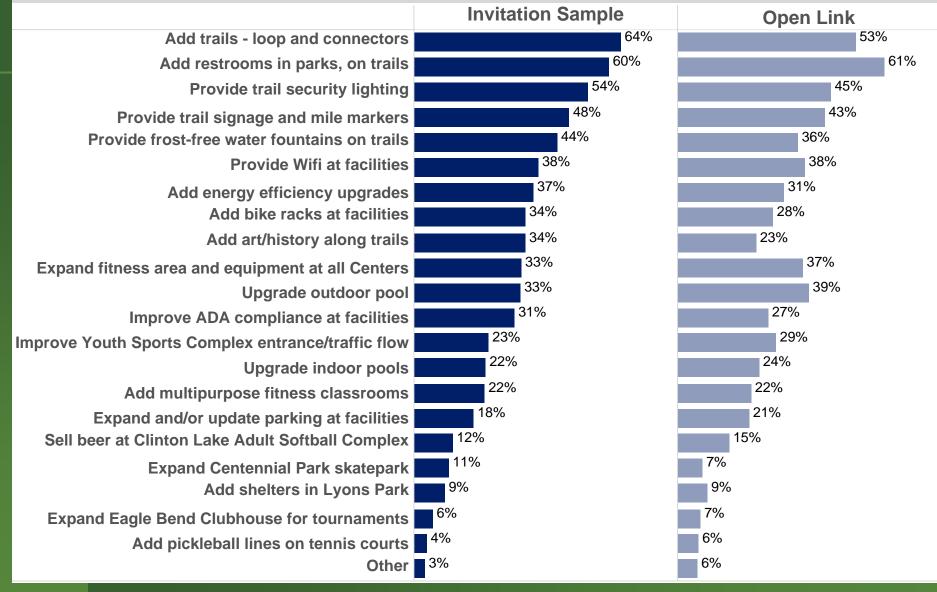
### Top Priorities to Add, Expand, or Improve

#### Top Three Priorities to Add, Expand or Improve in Lawrence Combined



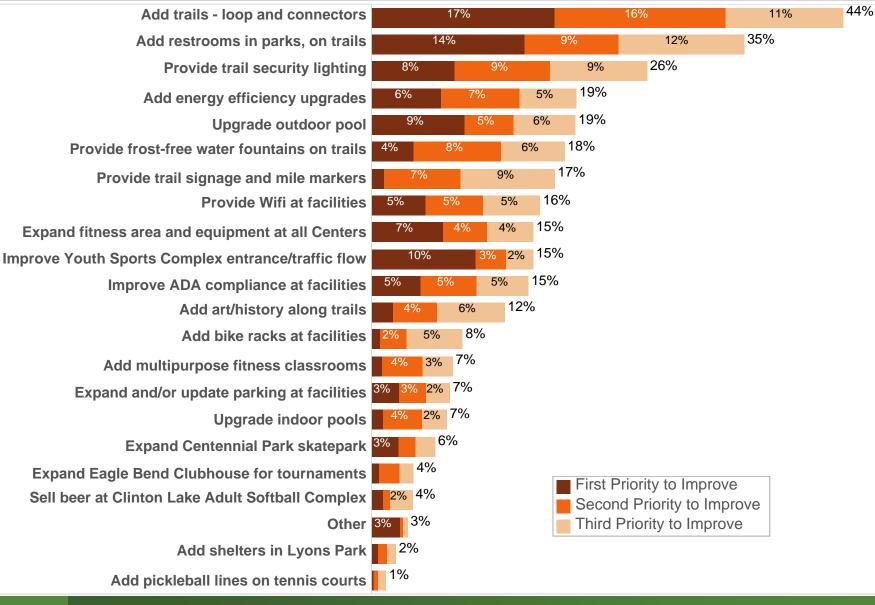
### **Top Improvements to Existing Facilities**

#### What Improvements to Existing Lawrence Facilities are needed? Percent Responding "Yes"



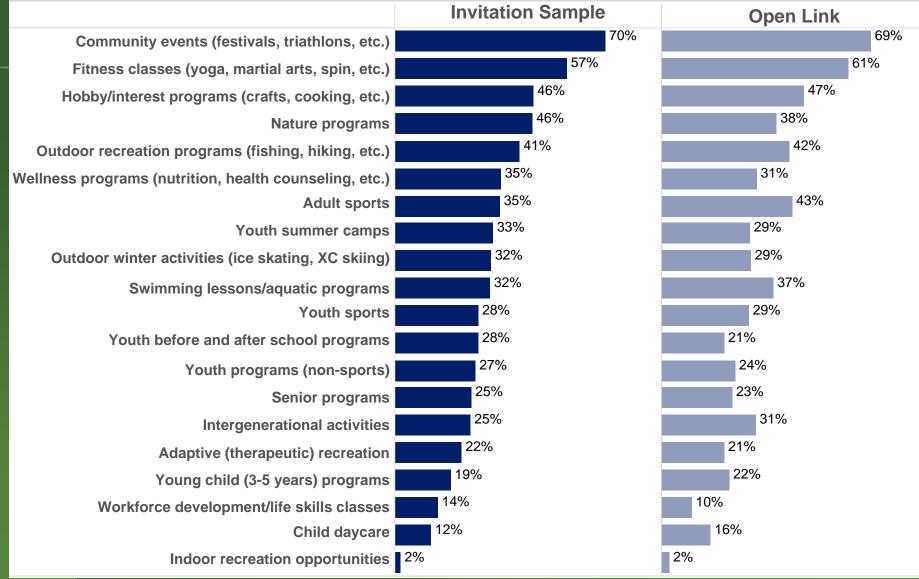
## **Top Improvements to Existing Facilities**

#### Top Three Improvements to Existing Lawrence Facilities - Invitation Sample Only



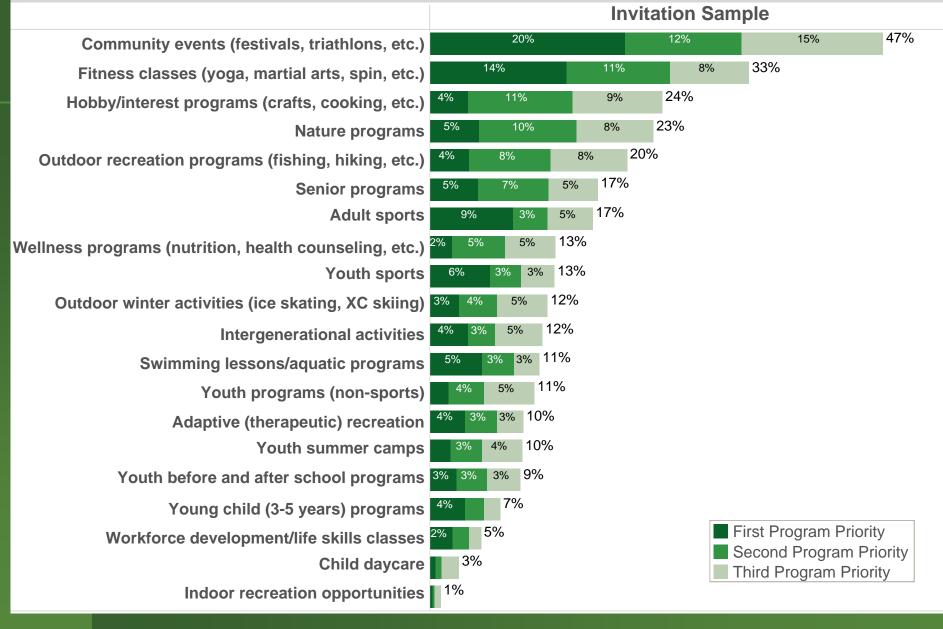
### Program Needs

#### Does your household have a need for the following Programs? Percent Responding "Yes"



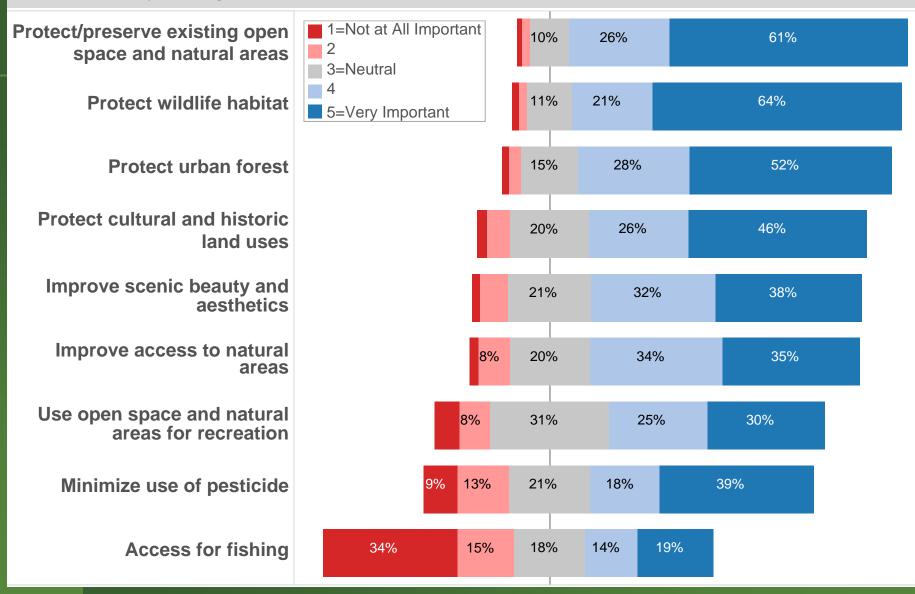
### **Top Three Programs Needed**

#### Top Three Priority Programs Needed by Lawrence Households - Invitation Sample Only



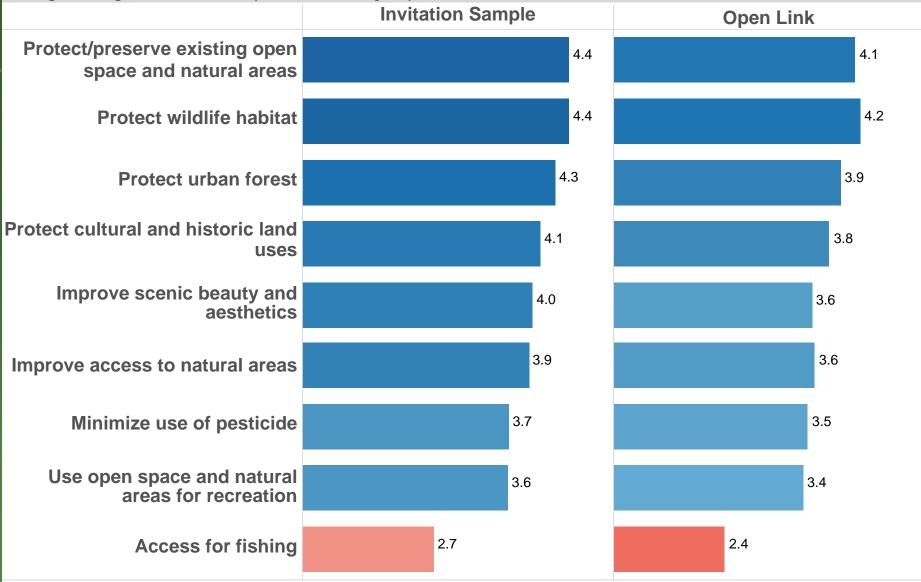
### Importance of Open Space and Natural Areas

Importance of Lawrence Open Space and Natural Areas to Households Invitation Sample Only



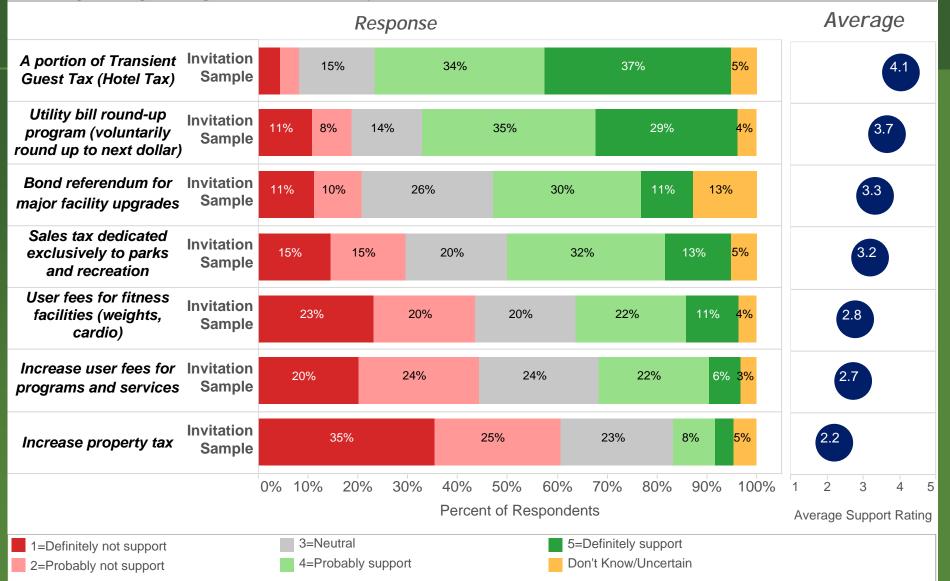
#### **Importance of Open Space and Natural Areas**

Importance of Lawrence Open Space and Natural Areas to Households Average Rating (1=Not At All Important, 5=Very Important)



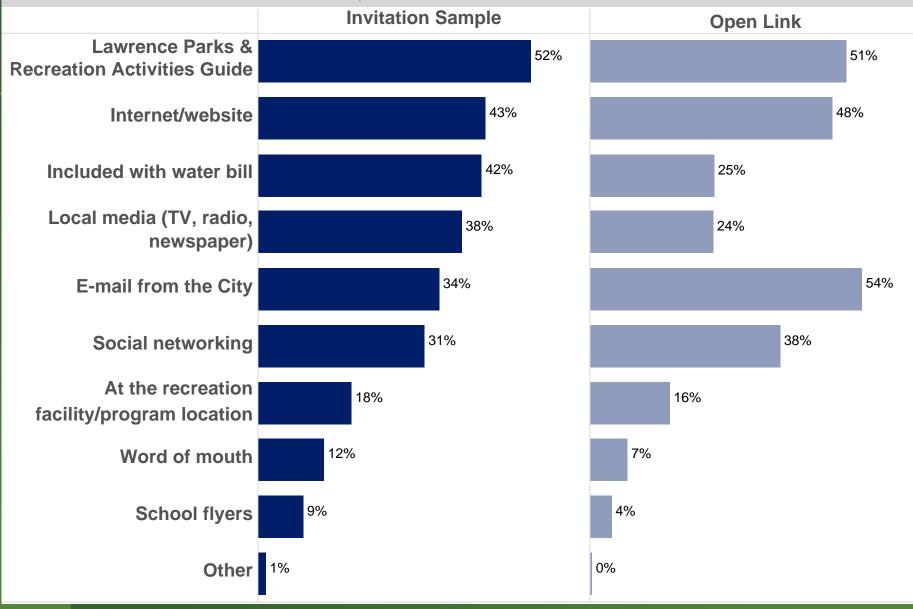
### Willingness to Support Funding Mechanisms

Willingness to Support Funding Mechanisms for the City of Lawrence Offerings Sorted by average rating and invitation sample; Includes Don't know/Undcertain



## **Method of Communication**

#### How can we best communicate with you?



### **Open-ended** Comments

- Respondents were given the opportunity to provide any additional comments or suggestions for LPRD
- Several invitation respondents expressed their opposition to increased or new taxes, proposing alternatives like user fees
- Themes that came up consistently throughout the survey and in the comments
  - Improving/maintaining existing facilities
  - Adding an aquatic pool and athletic fields, and increasing trail connectivity
  - Many respondents also took the opportunity to praise the efforts of the department

I realize the need for more funding but increasing property tax will hurt those who are already having a difficult time (i.e., the elderly like my mother) paying bills and do not or not able to use Parks and Rec facilities. I think those who use the facilities should have to be the ones to pay any increases.

You provide great facilities and services. Keep up the great work!

Baseball fields! Softball fields!

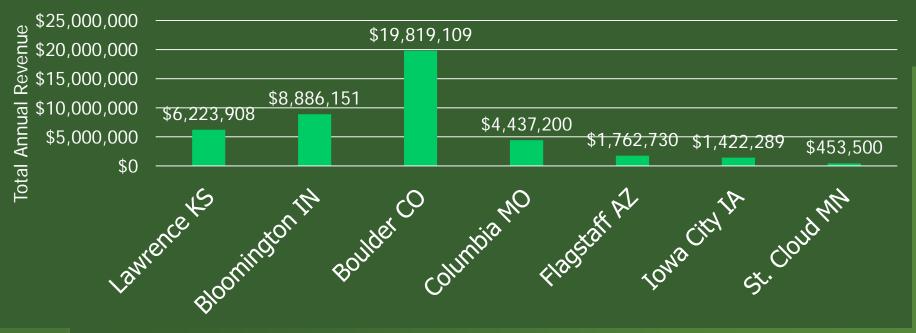
I would like to see more connecting trails, especially for bicycling and safer trails with less traffic Maintain and upgrade facilities in all parts of Lawrence- not just the Northwest Should have an additional outdoor pool/waterpark. One outdoor pool is not enough for a city the size of Lawrence.

#### **Total Annual Expense Budgets**



- The average expense budget of the 7 city parks and recreation agencies participating in the survey was approximately \$10.8 million. However Boulder's significantly higher budget skews this average.
- Lawrence's expense budget was slightly above this average.

#### **Total Annual Revenue**



- Lawrence's revenue equated to 53% of its expense budget, which is a higher rate of expense recovery than 4 of 7 cities surveyed.
- Bloomington and Boulder generated significantly higher revenues, with Bloomington's revenue equating to 98% of its expense budget, and Boulder's revenue equating to 76% of its expense budget.
- 47% = the average of all cities' parks and recreation revenues as a percentage of parks and recreation expense budgets.

### Benchmarking Summary Annual Capital Improvement Budgets



- Bloomington reported \$0 CIP budget, and Flagstaff did not provide a response.
- Lawrence's annual CIP was less than half of the average of 5 cities \$2,943,494, and the lowest with a CIP budget greater than zero.

#### Facilities Comparison

	Lawrence KS	Bloomington IN	Boulder CO	Columbia MO	Flagstaff AZ	Iowa City IA	St. Cloud MN	Average
Indoor Recreational Facilities	7	5	3	6	4	2	1	4.0
Total Sq. Ft. Indoor Recreational Facilities	269,500	115,331		112,905	113,558	97,000	40,000	124715.7
Rectangular Game Ball Fields	15	2	25	29	5	22	17	16.4
Diamond Game Ball Fields	13	14	21	22	10	26	35	20.1
Outdoor Pools/Aquatic Centers	1	2	2	4	0	1	10	2.9
Indoor Pools/Aquatic Centers	2	0	3	2	1	2	1	1.6
Splashpads/Spraygrounds	1	0	1	3	0	3	10	2.6

• Cities averaged 4 indoor recreational facilities, with a cumulative average total of 124,716 square feet for all their indoor recreational facilities.

- The average number of Rectangular Game Ball Fields was 16.4.
- The average number of Diamond Game Ball Fields was 20.1
- The average number of pools and aquatic centers was 2.9 for outdoors, and 1.4 for indoors. Cities also averaged 2.6 Splashpads/Spraygrounds.

#### City and Park System General Characteristics

	Lawrence KS	Bloomington IN	Boulder CO	Columbia MO	Flagstaff AZ	Iowa City IA	St. Cloud MN	Average
Population	97,193	82,575	103,000	121,627	65,870	73,415	66,297	87,139.57
Poulation Density (people/square mile)	2,776.94	3,471.70	3,947.00					
Median Household Income	52,140	27,116	56,206	48,953	48,676	39,467	43,238	45,113.71
Total Acres of Park Land	3,953	2,343	1,809	3,353	680	1,800	1,606	2,220.57
Developed Acres of Park Land	3,798	857	1,490	2,759	640	1,500	559	1,657.57
Undeveloped Acres of Park Land	155	1,486	319	210	40	300	1,047	508.14

• Lawrence has a slightly higher population than most cities surveyed.

- Population density of Lawrence is slightly above the average of cities surveyed.
- The overall quantity of parkland, and developed acres of parkland in Lawrence is higher than in all other cities surveyed. However, undeveloped parkland in the City is significantly lower than most other cities.

#### Park and Recreation Department Staffing Levels

	Lawrence KS	Bloomington IN	Boulder CO	Columbia MO	Flagstaff AZ	Iowa City IA	St. Cloud MN	Average
Number of Full Time Equivalent (FTE) Employees	170.0	60.8	136.4	82.0	93.0	43.8	20.3	86.6
Number of Full Time Employees	78.0	55.0	29.0	82.0	45.0	19.0	20.0	46.9
Number of Part Time Employees	768.0	2.0	121.0	0.0	150.0	300.0	130.0	210.1
Number of Seasonal Employees	219.0	409.0	375.0	655.0	15.0	12.0	140.0	260.7

- Lawrence has a higher than average number of Full, Part and FTE employees.
- Lawrence has a lower than average number of Seasonal employees.
- Lawrence has significantly more Part Time employees than the average or any of the other cities.

Park and Recreation Department Per Capita and Per Acre Breakdowns

Benchmark Item	Bloomingto	Boulder	Columbia	Flagstaff	Iowa City	St. Cloud	Lawrence	Average
Please List	n IN	CO	MO	ÂZ	IA	MN	KS	Average
FTE per Acre	0.0260	0.0754	0.0245	0.1368	0.0243	0.0126	0.0430	0.0499
Budget per Acre	\$3,854.29	\$14,372.58	\$4,087.53	\$9,558.82	\$2,996.62	\$2,005.53	\$2,971.55	6145.89
Budget per Capita	\$109.36	\$252.43	\$112.68	\$98.68	\$73.47	\$48.58	\$120.86	115.86
CIP per Capita	\$0.00	\$46.12	\$35.40		\$37.78	\$63.35	\$13.38	30.44
# Full Time Equivalent (FTE)								
Employees per Capita	0.0007	0.0013	0.0007	0.0014	0.0006	0.0003	0.0017	0.0008
# Full Time Employees per Capita	0.0007	0.0003	0.0007	0.0007	0.0003	0.0003	0.0008	0.0005
# Part Time Employees per								
Capita	0.0000	0.0012	0.0000	0.0023	0.0041	0.0020	0.0079	0.0016
# Seasonal Employees per Capita	0.0050	0.0036	0.0054	0.0002	0.0002	0.0021	0.0023	0.0027
# Indoor Facilities per Capita	0.0001	0.0000	0.0000	0.0001	0.0000	0.0000	0.0001	0.0000
Sq. Ft.Indoor Facilities per Capita	1.3967		0.9283	1.7240	1.3213	0.6033	2.7728	0.9956
# Rectangular Game Fields per								
Capita	0.0000	0.0002	0.0002	0.0001	0.0003	0.0003	0.0002	0.0002
# Diamond Game Fields per								
Capita	0.0002	0.0002	0.0002	0.0002	0.0004	0.0005	0.0001	0.0003
# Outdoor Pools/Aquatic Centers								
per Capita	0.0000	0.0000	0.0000	0.0000	0.0000	0.0002	0.0000	0.0000
# Indoor Pools/Aquatic Centers	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
per Capita	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
# Splashpads/Spraygrounds per Capita	0.0000	0.0000	0.0000	0.0000	0.0000	0.0002	0.0000	0.0000
# Municipal Golf Courses/Holes								
per Capita	0.0003	0.0002	0.0003	0.0000	0.0000	0.0000	0.0000	0.0001
# Miles of Multipurpose Hard Surface Trails per Capita	0.0002	0.0023	0.0001	0.0008	0.0004	0.0004	0.0005	0.0007

Park and Recreation Funding Sources

	Lawrence KS	Boulder CO	Columbia MO	Flagstaff AZ	Iowa City IA	St. Cloud MN	Bloomington IN
	X	0.0	X	X	IA	X	
General Fund							
Taxes	Х	Х	Х	Х			Х
User Fees/Revenue	Х	Х	Х			Х	Х
Grants	Х	Х	Х				Х
Trust Fund		Х					
Donations		Х	Х				
Partnerships	Х		Х			Х	
Sponsorship	Х		Х				

- Iowa City did not provide responses.
- Various local taxes and user fees/revenue are used to fund parks and recreation in 4/5 benchmarked cities.
- Each city parks department depends on funding from multiple sources.

## **Benchmarking Summary** NRPA 2016 Field Report Comparison

#### Annual Operating/Expense Budgets

- NRPA: \$3,459,846
- Benchmarking study range: \$3.2 million to \$26 million
- Lawrence: \$11,746,521

#### • Operating Budget per Acre of Parkland and per Capita

- NRPA: \$6,476/acre & \$76.44/capita
- Benchmark study average: \$5692.42/acre & \$116.58/capita
- Lawrence: \$2,971.55/acre & \$120.86/capita

#### Cost Recovery (Revenue generated/Operating budget)

- NRPA: 29%
- Benchmark study range: low 14% to high 98%
- Lawrence: 53%

# **Inventory Summary**

- 3 Park Districts
- 65 Outdoor sites
- 18 Indoor Facilities including maintenance buildings
- 1 Outdoor Pool
- 1 Outdoor Wading Pool
- 2 Indoor Pools
- 1 (18) Hole Golf Course
- 50+ miles of Shared Use Path
- 2 Off-leash Dog Parks
- 3 Skate Parks
- 36 sets of Playground Equipment





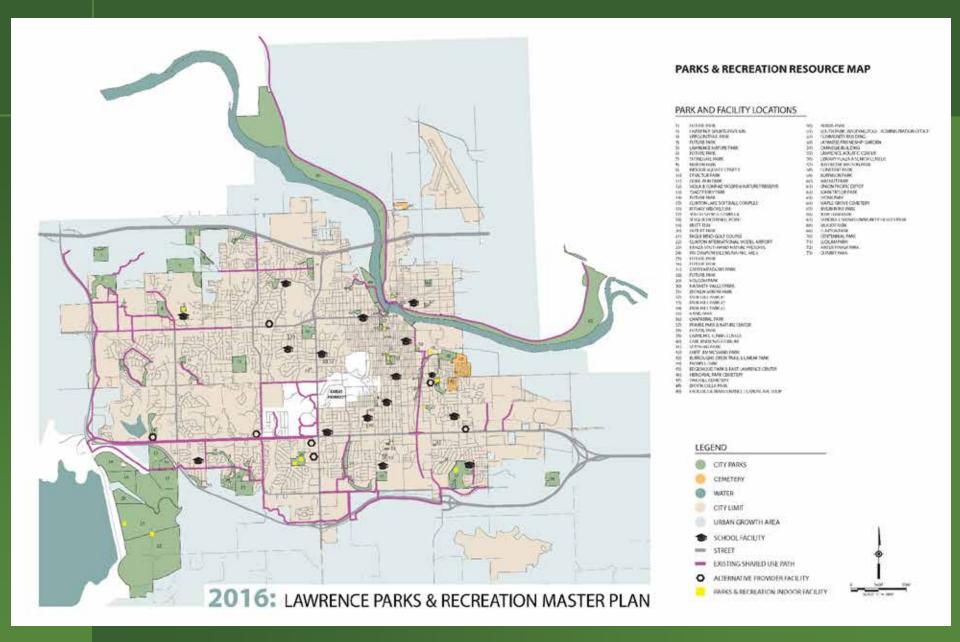


### **Inventory & Analysis**

- Site specific inventory and assessment
- All outdoor sites and indoor facilities included in the study
- Site amenities and recommendations cataloged and identified in updated mapping



### **System Resource Map**



### **General Assessment**

#### Example of some of the low scoring 1's

- Parks are fairly well distributed
- Larger concentration of neighborhood like parks in East Lawrence. Larger concentration of team sports fields in West Lawrence.
- Park amenities such as playground equipment are generally showing signs of age and falling below standards and expectations
- Maintenance / storage facilities are at capacity
- Majority of parking lots in need of repair / replacement

LOCATION	COMPONENT	QUANTITY	SCORE	COMMENTS
				Poor condition, plastic roof shows
Deerfield Park	Picnic Shelter	1	1	significant signs of deterioration
Deerfield Park	sports field park bench	2	1	Wood benches have become dated, need to be replaced or refurbished
Edgewood Park	Basketball Court	1	1	Surface is in poor condition. Missing (1) basketball hoop.
Edgewood Park	Chain link Backstop, sports field	1	1	Backstop shows signs of significant deterioration and is bent / damaged.
				The slide has become dated and shows signs of deterioration. Plastic components are weathered and general
Walnut Park	Playground Slide	1	1	apperance is dirty.





# **Thank You For Your Time!**



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