

# Unmistakable Identity (UI) Key Progress Indicators (KPIs)



Commitment Area	Community Engagement
UI-1	Percent of residents who are satisfied or very satisfied with the Parks & Recreation system
UI-2	Percent of residents who are satisfied or very satisfied with the amount of arts, cultural opportunities and related events
Commitment Area	Efficient and Effective Processes
UI-3	Number of people who have visited or utilized a City recreation facility, City recreation program, Theatre Lawrence, Watkins Museum of History, Lawrence Arts Center, the eXplore Lawrence Tourism Center and/or Lawrence Public Library
UI-4	Number of residents who have attended select events in the past year
Commitment Area	Equity and Inclusion
UI-5	Percent of Black, Indigenous and people of color (BIPOC) residents rating the community as welcoming
UI-6	Percent of residents who believe their culture is celebrated in the community (i.e. festivals, parades, events, etc.)
UI-7	Percent of scholarship need that is met for recreation programs
UI-8	Number of scholarship recipients each year
Commitment Area	Sound Fiscal Stewardship
UI-9	Percent of Parks & Recreation programs that meet their cost recovery target
UI-10	Number of non-residents who have attended select events in the past year
Commitment Area	Engaged and Empowered Teams
UI-11	Employee Engagement Index for Parks & Recreation
Commitment Area	Environmental Sustainability
UI-12	Acres of park green space per resident
UI-13	Number of events and programs that celebrate and enhance area environmental sustainability
UI-14	Number of trees planted, removed and maintained to create a healthy tree canopy

[City of Lawrence Strategic Plan](#)

[Unmistakable Identity – Key Progress Indicators](#)

