



UNMISTAKABLE IDENTITY: PERFORMANCE INDICATORS

UI-1: Percent of residents satisfied or very satisfied with the Parks & Recreation system

UI-2: Percent of residents satisfied or very satisfied with the amount of arts, diverse culture and events

UI-3: Number of people who have visited or utilized a City park/trail, 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: Percent of residents who have attended an event in the past year

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: Net City cost per visitor attending each event

UI-9: Percent of Parks & Recreation programming that is meeting the cost recovery target

UI-10: Retail sales in Downtown Lawrence

UI-11: Employee Engagement Index for Parks & Recreation

UI-12: Acres of park green space per resident

UI-13: Number of events that celebrate and enhance area environmental sustainability

UI-14: Number of trees planted, removed and maintained to create a healthy tree canopy

