

STEERING COMMITTEE MEETING

PARKS, RECREATION, ARTS AND CULTURE COMPREHENSIVE PLAN

LAWRENCE, KANSAS

February 20, 2024



CONFLUENCE

IN ASSOCIATION WITH

PROS CONSULTING | DESIGNING LOCAL



AGENDA

Introductions

Process + Timeline

Inventory of Existing Park Facilities

Level of Service Standards

Demographics and Trends

Benchmark Analysis

Strategic Plan

Community Engagement

ETC Results

Conclusion + Questions



OUR TEAM

Confluence

- Project Lead, Master Planning, Public Engagement

PROS Consulting

- Demographic, Trends, Operations + Park Programming

Designing Local Ltd.

- Arts & Culture Planning

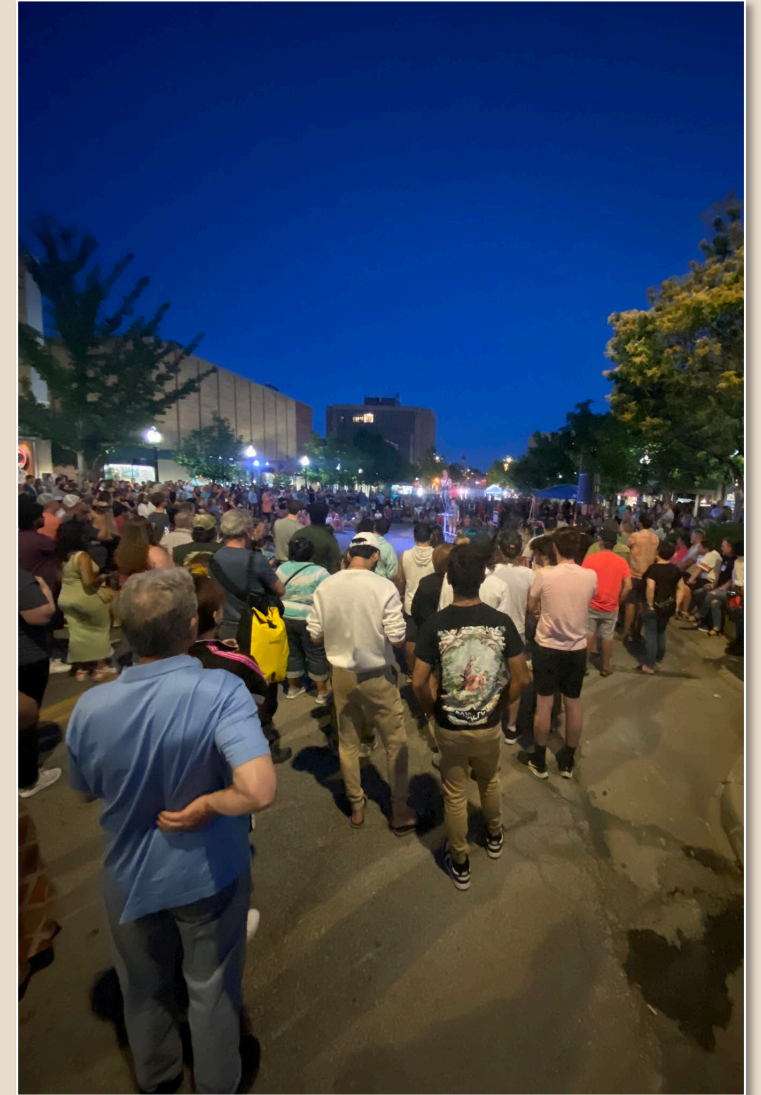
ETC Institute

- Market Research, Community Planning Surveys, Parks + Recreation Surveys



Why Plan Now?

- Define Community Vision
- Strategic/Prioritized Funding and Implementation
 - Good stewards of available financial resources
- Programming and Capital Planning
- Flexible, Living Document
 - Board and Staff to revisit document annually to review progress
 - Realistic completion beyond 10 years

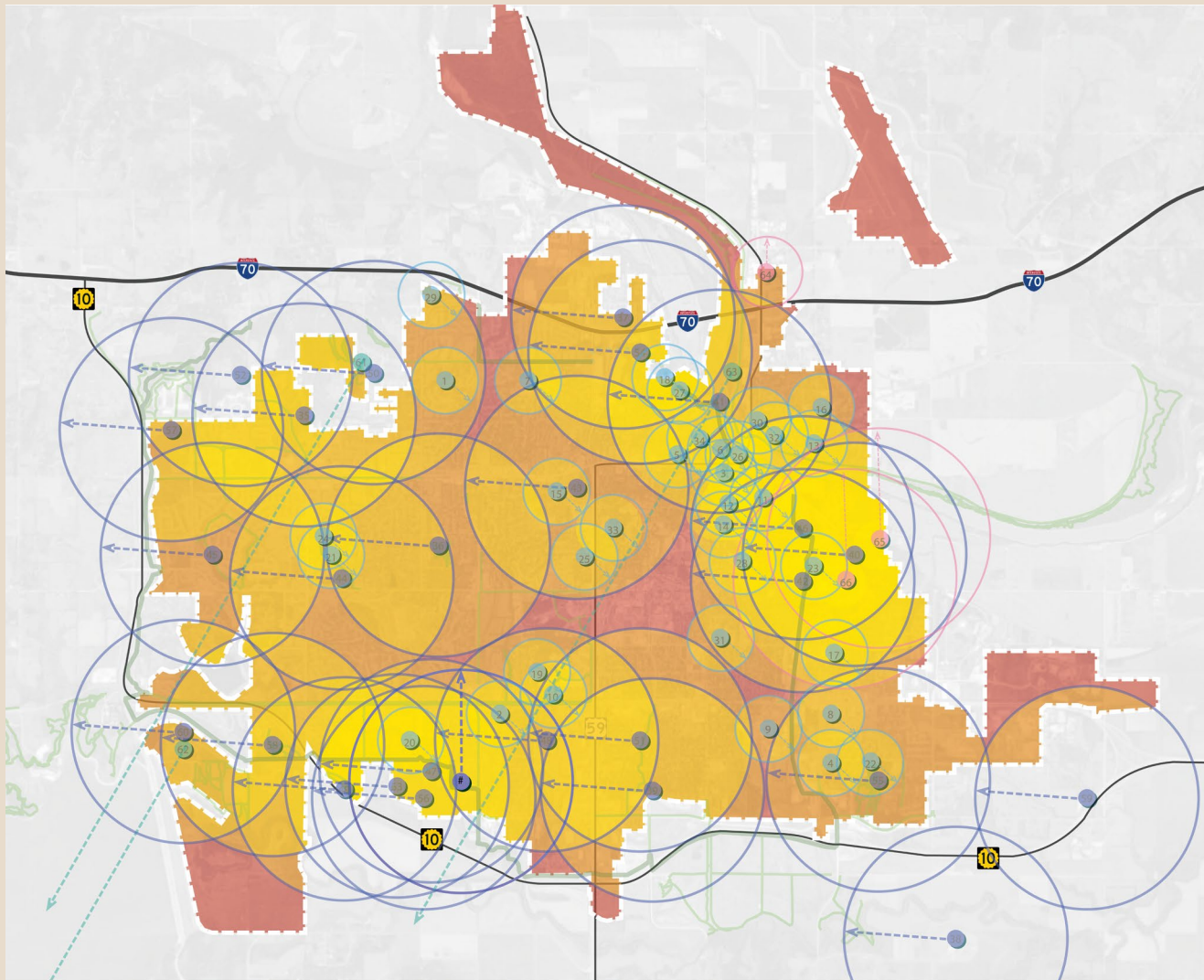


TIMELINE



KEY MEETING: ● TASK PROGRESS: ■

INVENTORY OF PARK FACILITIES



LEGEND

- Schools
 - The Lawrence Loop
 - Future Addition to the Lawrence Loop
 - Designated Bike Paths
 - Neighborhood Parks
 - Regional Parks
 - Community Parks
 - Cemeteries
- LOW HIGH Levels of Service

NEIGHBORHOOD PARKS (<15 ACRES)

1. 104 STONECREST PLACE (.25 ACRES)
2. 2300 SEQUOIA PKWY (6 ACRES)
3. BUFORD M. WATSON, JR. PARK (7 ACRES)
4. CHAPARRAL PARK (2 ACRES)
5. CLINTON PARK (4.5 ACRES)
6. CONSTANT PARK (2.45 ACRES)
7. DEERFIELD PARK (10 ACRES)
8. HAND PARK (1 ACRE)
9. HASKELL RAIL TRAIL PARK (7 ACRES)
10. HEATHERWOOD TRAIL PARK AREA (3.8 ACRES)
11. HOBBS PARKS (4.6 ACRES)
12. JAPANESE GARDEN PARK (1 ACRE)
13. JOHN TAYLOR PARK (3 ACRES)
14. LIBRARY PLAZA PARK AREA (.5 ACRES)
15. LUDLAM PARK (1.5 ACRES)
16. LYON STREET PARK (8.7 ACRES)
17. MCSWAIN PARK (2.8 ACRES)
18. NATURE AREA BEHIND SANDRA SHAW PARK (14 ACRES)
19. NATURE AREA NORTH OF SANTA FE STATION (6.3 ACRES)
20. NW of 27th & CROSGATE (14.6 ACRES)
21. PARK AREA AROUND POLICE FACILITY (6.8 ACRES)
22. PARK HILLS PARKS (4 ACRES)
23. PARNELL PARK (2.7 ACRES)
24. QUAIL RUN PARK (5 ACRES)
25. QUARRY PARK (2.4 ACRES)
26. ROBINSON PARK (1 ACRE)
27. SANDRA J. SHAW COMMUNITY HEALTH PARK (8 ACRES)
28. SOUTH PARK (13 ACRES)
29. STONEGATE PARK (4 ACRES)
30. UNION PACIFIC DEPOT PARK AREA (3.8 ACRES)
31. VETERANS PARK (3 ACRES)
32. WALNUT PARK (1/3 ACRE)
33. WATER TOWER PARK (2 ACRES)
34. WOODY PARK (4 ACRES)

COMMUNITY PARKS (15-100 ACRES)

35. EISENHOWER DRIVE PARK (20 ACRES)
36. "DAD" PERRY PARK (41. ACRES)
37. ALONG TURNPIKE - N1750 ROAD (40 ACRES)
38. BEHIND WAKARUSA WATER TREAT (30 ACRES)
39. BROKEN ARROW PARK (20 ACRES)
40. BROOK CREEK PARK (43 ACRES)
41. BURCHAM PARK (70 ACRES)
42. BURROUGHS CREEK TRAIL & LINEAR PARK (36 ACRES)
43. CENTENNIAL PARK (35 ACRES)
44. CONRAD & VIOLA MCGRE NATURE PRESERVE (15 ACRES)
45. DEVICTOR PARK (40 ACRES)
46. EDGEWOOD PARK (18 ACRES)
47. GREEN MEADOWS PARK (18 ACRES)
48. HOLCOM PARK (31 ACRES)
49. KANZA SOUTHWIND NATURE PRESERVE (19 ACRES)
50. MARTIN PARK (19 ACRES)
51. NAISMITH VALLEY PARK (65 ACRES)
52. NW - N1750 ROAD (40 ACRES)
53. PAT DAWSON BILLINGS (42 ACRES)
54. PETERSON PARK (20 ACRES)
55. PRAIRIE PARK (85 ACRES)
56. PUMP STATION SE OF 27TH & CROSGATE (72 ACRES)
57. ROCK CHALK PARK (72 ACRES)
58. ROTARY ARBORETUM (28 ACRES)
59. SE N1300 & E1700 (40 ACRES)
60. SESQUICENTENNIAL POINT (55 ACRES)

REGIONAL PARKS (100+ ACRES)

61. LAWRENCE NATURE PARK (100 ACRES)
62. MUTT RUN DOG PARK (130 ACRES)
63. RIVERFRONT PARK (994 ACRES)

CEMETERIES (VARIOUS RADIUS)

64. MAPLE GROVE CEMETERY (10 ACRES)
65. MEMORIAL PARK CEMETERY (25 ACRES)
66. OAK HILL CEMETERY (65 ACRES)

LEVEL OF SERVICE

Level of Service Standards

Current Inventory		Current LOS			Metrics			Recommended Standard		Current Needs		5-Year Forecasted Needs					
Item	PUBLIC AGENCIES	Service Level Based on Current Population			NRPA Park Metrics Median Metric by Jurisdiction Population 50,000 to 99,999			Survey Needs Assessment Priority	Recommended Service Levels for Study Area		Assessment	Additional Need	Assessment	Additional Need			
	Lawrence																
PARKLAND (ACRES)																	
Neighborhood Parks	272.35	2.83	acres per	1,000					3.00	acres per	1,000	Need Exists	16	Acres	Need Exists	21	Acres
Community Parks	1,372.60	30.89	acres per	1,000					31.00	acres per	1,000	Need Exists	10	Acres	Need Exists	56	Acres
Special-Use Parks/Facilities	16.10	0.17	acres per	1,000					0.20	acres per	1,000	Need Exists	3	Acres	Need Exists	3	Acres
Greenways/Preserve Areas	280.12	2.91	acres per	1,000				High	3.00	acres per	1,000	Need Exists	8	Acres	Need Exists	13	Acres
Total Developed Park Acres	1,941.17	36.80	acres per	1,000					37.20	acres per	1,000	Need Exists	38	Acres	Need Exists	93	Acres
Undeveloped Parkland	259.85	2.70	acres per	1,000					0.00	acres per	1,000	Meets Standard	-	Acres	Meets Standard	-	Acres
Total Park Acres	2,201.02	39.51	acres per	1,000	11.2	acres per	1,000		37.20	acres per	1,000	Meets Standard	-	Acres	Meets Standard	-	Acres
TRAILS (MILES)																	
Park Paved & Unpaved Trails	27.16	0.28	miles per	1,000	19 miles of trails			High	0.25	miles per	1,000	Meets Standard	-	Miles	Meets Standard	-	Miles
OUTDOOR FACILITIES																	
Shelter	21	1	site per	3,562				High	1	site per	4,000	Meets Standard	-	Sites	Meets Standard	-	Sites
Rectangular Fields (Football, Soccer, Multipurpose)	2	1	field per	3,206	1	field per	Multipurpose - 13,244 Youth Soccer - 7,207 Adult Soccer - 17,741 Field Hockey - 44,292 Football Field - 29,374 Lacrosse Field - 49,348 Cricket Field - 62,943	Low	1	field per	4,000	Meets Standard	-	Fields	Meets Standard	-	Fields
Baseball Diamond	5	1	field per	10,686	1	field per	Youth Baseball - 7,237 Adult Baseball - 27,566	Low	1	field per	10,000	Need Exists	1	Fields	Need Exists	1	Fields
Softball Diamond	7	1	field per	8,743	1	field per	Youth Softball - 12,716 Adult Softball - 17,078	Low	1	field per	10,000	Meets Standard	-	Fields	Meets Standard	-	Fields
Basketball Courts	11	1	court per	8,743	1	court per	8,790	Low	1	court per	8,000	Need Exists	1	Courts	Need Exists	1	Courts
Tennis Courts	4	1	court per	24,043	1	court per	5,577	Low	1	court per	12,000	Need Exists	4	Courts	Need Exists	4	Courts
Pickleball Courts	8	1	court per	12,022	1	court per	11,150	Medium	1	court per	10,000	Need Exists	2	Courts	Need Exists	2	Courts
Sand Volleyball	2	1	court per	48,086				Low	1	court per	45,000	Need Exists	0	Courts	Need Exists	0	Courts
Playgrounds	33	1	site per	2,748	1	site per	3,779	Medium	1	site per	2,500	Meets Standard	-	Sites	Need Exists	4	Sites
Dog Parks	1	1	site per	48,086	1	site per	54,119	Medium	1	site per	35,000	Need Exists	1	Sites	Need Exists	1	Sites
Skateboard Park	4	1	site per	24,043	1	site per	62,927	Low	1	site per	50,000	Meets Standard	-	Sites	Meets Standard	-	Sites
Splash Pad	2	1	site per	48,086				Medium	1	site per	30,000	Need Exists	1	Sites	Need Exists	1	Sites
Outdoor Pool	2	1	site per	48,086	1	site per	43,100	High	1	site per	35,000	Need Exists	1	Sites	Need Exists	1	Sites
INDOOR RECREATION SPACE (SQ. FT.)																	
Indoor Aquatic Space	45,000	0.47	SF per	person	1	site per	Aquatic Center - 60,116		0.50	SF per	person	Need Exists	3,086	Sq. Ft.	Need Exists	3,824	Sq. Ft.
Indoor Recreation Space	253,700	2.64	SF per	person	1	site per	Community Center - 53,331 Recreation Center - 38,018	High	1.50	SF per	person	Meets Standard	-	Sq. Ft.	Meets Standard	-	Sq. Ft.
Special Use Facilities	9,500	0.10	SF per	person	1	site per			0.50	SF per	person	Need Exists	38,586	Sq. Ft.	Need Exists	39,324	Sq. Ft.

2022 Estimated Population	96,172
2027 Estimated Population	97,648

DEMOGRAPHICS AND TRENDS

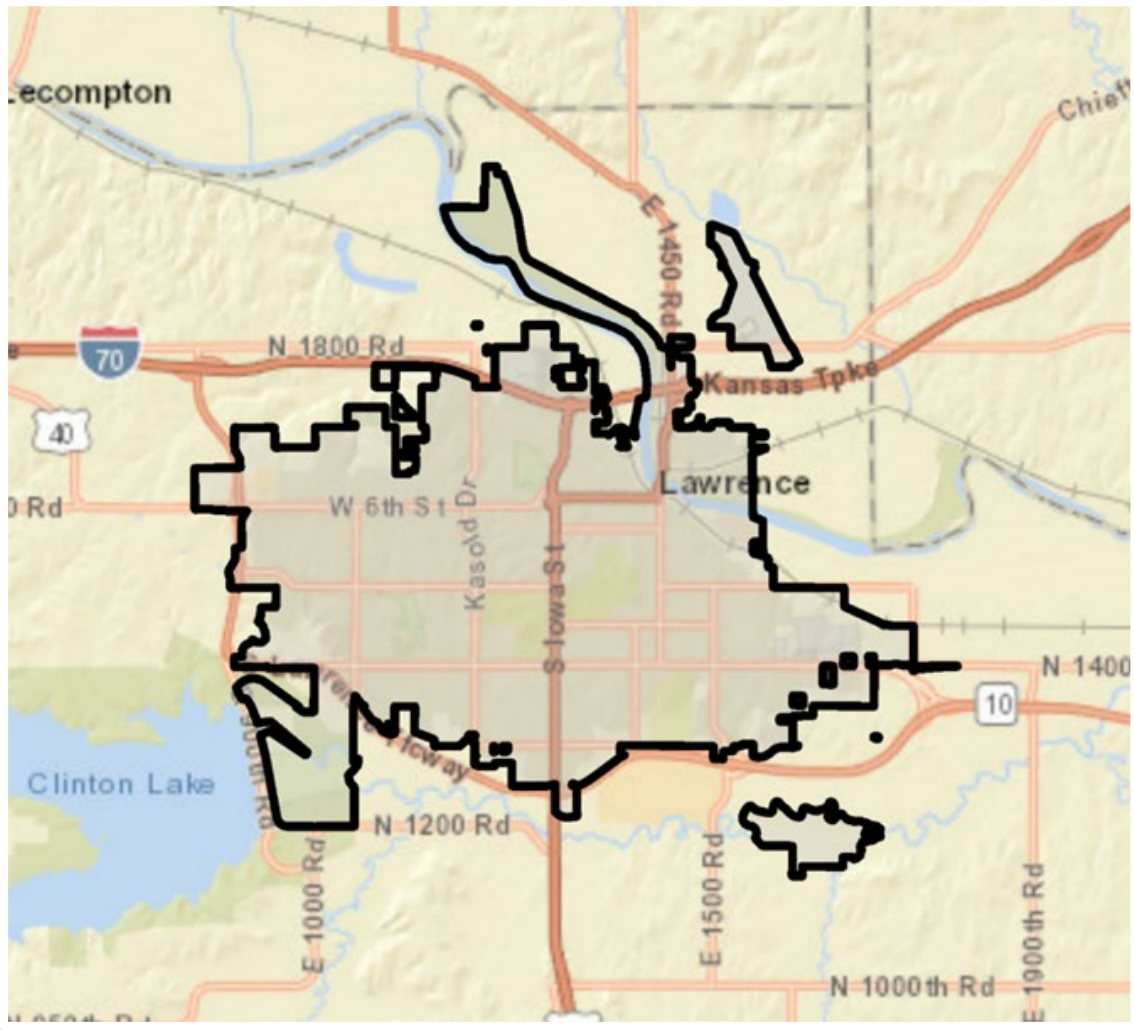
The purpose of the Demographics and Trends Analysis is to provide insight for the Lawrence Parks and Recreation Department into the general makeup of the population they serve and identify market trends in recreation.

The Analysis will:

- *Assess* the demographic characteristics and population projections of Lawrence residents to understand who the city serves.
- *Examine* recreational trends on national and local levels to understand what the population of Lawrence wants in recreation.
- *Establish* a fundamental understanding that provides a basis for prioritizing the community needs for parks, trails, facilities, and recreation programs.

DEMOGRAPHICS AND TRENDS

These are the boundaries used in the Analysis Report to identify the community and learn what residents want and the park system to provide.



DEMOGRAPHICS AND TRENDS



- 2022 Population 96,172
- Annual Growth Rate 0.56%
- Total Households 40,350



- Median Age 29.6 years
- Largest Age Segment 18 – 34 years
- Continued Growth of 55+ years through 2037



- 75% White Alone
- 5% Black Alone
- 8% Hispanic
- 12% Combination of Races

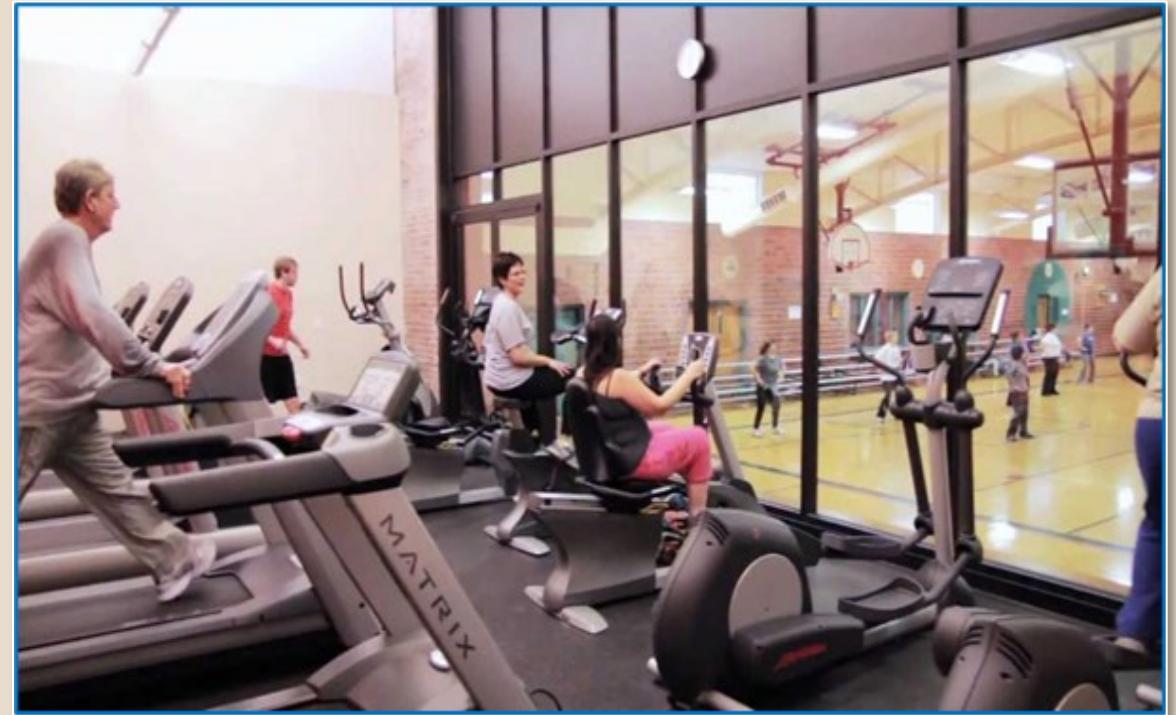


- Median Household Income \$62,062
- Per Capita Income \$39,772

DEMOGRAPHICS AND TRENDS

Potential Implications about Recreation

1. Population increases steadily until 2022. There is only a small need to build new parks. Updating and repairing existing parks is sufficient for the near future.
2. The young population is minimally decreasing and is nearly the same as the increase of Active Adults.
3. Household income suggests a potential lack in disposable income. Lawrence Parks and Recreation should be mindful of this with their pricing.
4. The population is diversifying, and Lawrence Parks and Recreation should offer programs to increase use and attendance of all ethnic groups.
5. With the unhoused population posing a significant challenge to Lawrence Parks and Recreation, by affecting its ability to provide services to the community, it's recommended to initiate a comprehensive policy/study that will help contribute to a safer, more inclusive community.



BENCHMARK ANALYSIS

The agencies were selected for benchmarking because they are communities of similar size, that have colleges or universities in the city, and that have similar socioeconomic characteristics.

Information used in this analysis was obtained directly from each participating benchmark agency or from their website.

The benchmarked agencies are:

- **Bloomington Parks and Recreation, Bloomington, IN**
- **Columbia Parks and Recreation, Columbia, MO**
- **Corvallis Parks and Recreation, OR**

A look at Parks and Trails

PARK ACRES					
Agency	Population	Total Park Acres	Total Developed Acres	TOTAL acres per 1,000 Residents	Total Developed Acres per 1,000 Residents
Lawrence Parks and Recreation	95,256	3,799	3,539	39.9	37.2
Columbia Parks and Recreation	126,853	3,754	2,129	29.6	16.8
Corvallis Parks and Recreation	59,922	1,800	560	30.0	9.3
Bloomington Parks and Recreation	79,968	2,622	1,888	32.8	23.6
2022 NRPA Median = 11.2 acres per 1,000 Residents for populations between 50,000 to 99,999					

TRAIL MILES					
Agency	Population	Soft Trail Miles	Paved Trail Miles	Total Trail Miles	Trail Miles per 1,000 Residents
Lawrence Parks and Recreation	95,256	35.0	45.0	80.0	0.8
Bloomington Parks and Recreation	79,968	34.0	20.2	13.9	0.2
Columbia Parks and Recreation	126,853	43.8	18.8	62.6	0.5
Corvallis Parks and Recreation	59,922	14.9	7.1	22.0	0.4
2022 NRPA Median = 19.0 Miles of trail for populations 50,000 to 99,999					

PROGRAM PARTICIPATION

PROGRAM PARTICIPATIONS		
Agency	Population	Total Program Participations
Columbia Parks and Recreation	126,853	591,398
Lawrence Parks and Recreation	95,256	373,784
Bloomington Parks and Recreation	79,968	1,034,705
Corvallis Parks and Recreation	59,922	101,985

According to NRPA Metrics, these are the most common programs that are offered by agencies that serve populations between 50,000 to 99,999 community members:

- Themed special events (95%)
- Social recreation events (93%)
- Team sports (93%)
- Fitness enhancement classes (93%)
- Health and wellness education (91%)

The ratio for number of program participants to population increases with larger communities for two similar providers and Lawrence Parks and Recreation (3.29 to 1). Bloomington has the largest ratio (12.93 to 1) of program participants to population.

Full-Time Equivalents (FTEs)			
Agency	Population	Total FTEs	FTEs per 10,000 Residents
Columbia Parks and Recreation	126,853	82	6.5
Corvallis Parks and Recreation	59,922	40	6.8
Bloomington Parks and Recreation	79,968	57	7.2
Lawrence Parks and Recreation	95,256	78	8.2
2022 NRPA Median FTEs per 10,000 Residents for populations 50,000 to 99,999 = 11.1			

Staff

Lawrence Parks and Recreation has the highest number of FTEs per 10,000 residents and is well above the NRPA Median.

BENCHMARK OBSERVATIONS

- ❖ The peer agencies selected are comparable in size in population and population per square mile.
- ❖ Each city has a major college or university in the community.
- ❖ Specific areas where Lawrence P&R's level of service is higher than the communities compared for park acres developed and trail miles per 1,000 residents.
- ❖ Lawrence's Level of Service is higher in the number of FTEs per 10,000 residents.
- ❖ Level of service areas where Lawrence comes in the lowest include; operating expense per acre and per FTE.
- ❖ The agencies that oversee their community's public art initiatives have an established art commission, board, or advisory group.
- ❖ Only Columbia, MO Parks and Recreation implements a public art program.

Recreation Program Assessment

The goal of this analysis;

- Understand current recreation programs and activity offerings at Lawrence Parks and Recreation.
- Provide recommendations for additional programming to meet community needs and priorities identified in the community needs assessment.

This analysis helps identify **strengths, challenges,** and **opportunities** regarding programming. The assessment also assists in **identifying core programs and program gaps in future programs and services** within the community, **key system-wide issues, areas of improvement** for residents and visitors.

Areas are considered as Core Programs if they meet most of the following criteria:

- The program area has been provided for an extended period (over 4-5 years) and/or is expected by the community.
- The program area consumes a relatively sizable portion (5% or more) of the agency's overall budget.
- The program area is offered 3-4 seasons per year.
- The program area has wide demographic appeal.
- There is a tiered level of skill development available within the program area's offerings.
- There is full-time staff responsible for the program area.
- There are facilities designed specifically to support the program area.
- The agency controls a significant percentage (20% or more) of the local market.

FRAMEWORK OF THE ASSESSMENT

- Recreation programming is a critical part of the exceptional services that the Lawrence Parks and Recreation Department provides its community and are also essential to the overall Vision, Mission, and Values of the City of Lawrence to create a vibrant community.
- A diverse amount of program offerings are present for a broad range of age groups.
- Programs and activities are supported by several facilities including:
 - Two aquatic centers (Indoor and Outdoor Aquatic Center)
 - Eagle Bend Golf Course
 - Prairie Park Nature Center
 - Community Building
 - East Lawrence Recreation Center
 - Holcom Park Recreation Center
 - Sports Pavilion Lawrence
 - Clinton Lake Sports Complex
 - Youth Sports Complex
 - Municipal Stadium

Core Programs at Lawrence Parks and Recreation

Adult Sports
Aquatics
Camps
Gymnastics
Golf
Lifelong Recreation

Nature
Special Events
Youth Special Interest
Youth Sports
Unified Recreation

Additional programming staff and community partnerships can increase the capacity to take on more programs to meet demand.

Arts and Culture / Community Celebrations

Lawrence Parks and Recreation should continue to focus on cultural programming to celebrate the diversity of its residents.

There is support from the community for more art programming as a part of the City of Lawrence's Strategic Plan which will be a large contributor to its vision to be a vibrant community known as an art destination within the state.

Community events are the highest priority for residents according to the statistically valid needs assessment and are a great way to celebrate the uniqueness of Lawrence.

Most prominent age segments of Core Programs

Age Segment Analysis								
Core Program Area	Preschool (5 and Under)	Elementary (6-12)	Teens (13-17)	Adult (18-34)	Adult (35-50)	Adult (51-69)	Adult (70+)	All Ages Programs
Adult Sports				P	P	S		
Aquatics	P	P	P	P	P	P	S	
Camps	P	P						
Golf	S	P/S	P/S	P	P/S	P/S	S	P
Gymnastics	P	P	P	S	S	S	S	S
Lifelong Recreation				S	S	P	P	
Nature	P	P	S	S	S	S	S	P
Special Events	P	P	S	P	P	P	P	P/S
Youth Special Interest		P	P					
Youth Sports	P	P	S					
Unified Recreation		P	P	P	P	P/S	P/S	

Prominent

Secondary

Program Lifecycle

Reviews each program offered by the Department to determine the stage of growth or decline for each program.

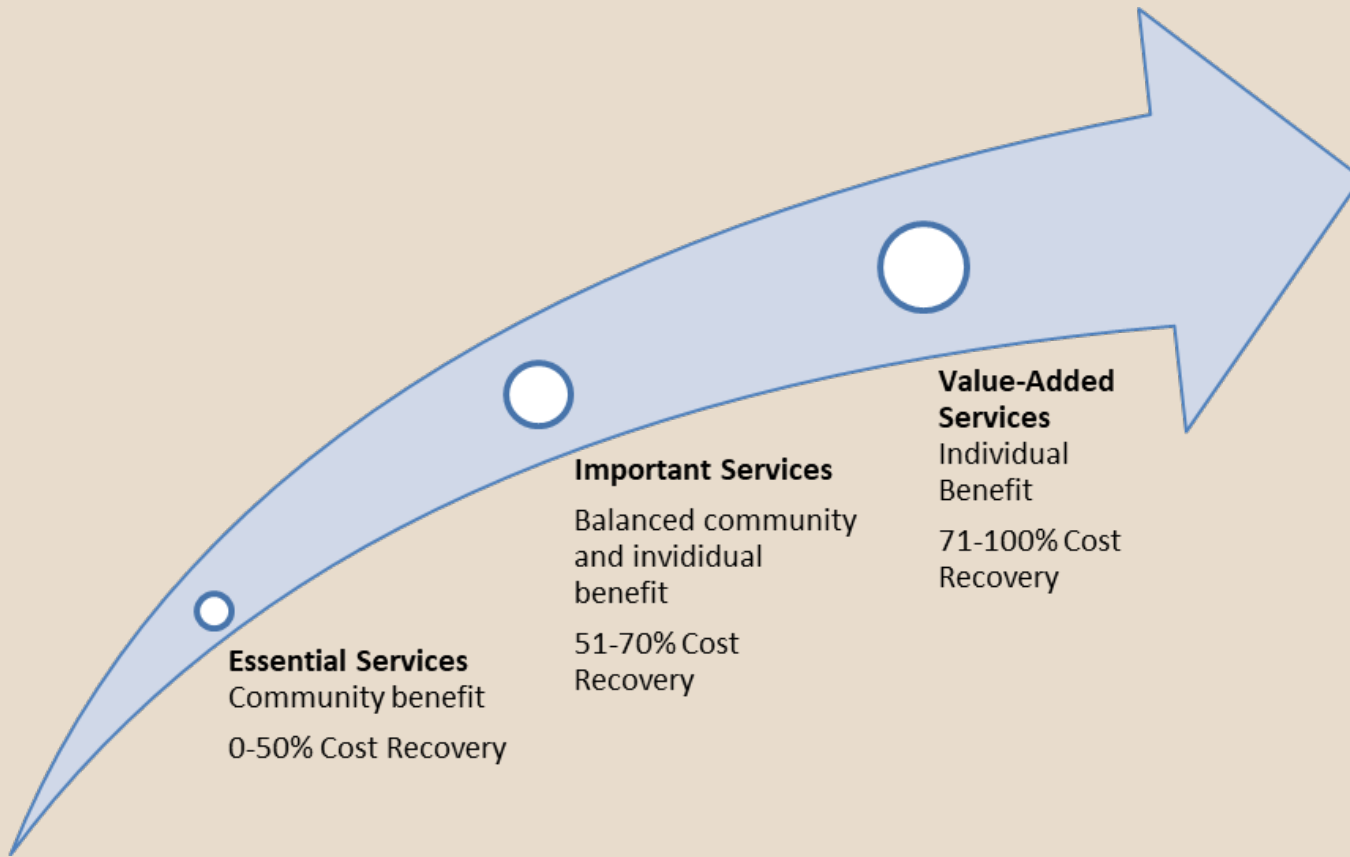
Lifecycle Analysis				
Stages	Description	Actual Programs Distribution		Recommended Distribution
Introduction	New Programs ; modest participation	9%	59%	50%-60% Total
Take-Off	Rapid participation growth	10%		
Growth	Moderate, but consistent participation growth	36%		
Mature	Slow participation growth	20%	20%	40%
Saturated	Minimal to no participation growth; extreme competition	8%	11%	0%-10% Total
Decline	Declining participation	3%		

Observations from Program Assessment

- Descriptions and goals in each core program area effectively communicate the key benefits and desired outcome for the participants.
- Age segments are represented among various core program areas.
- 59% of programs are categorized in the Introduction, Take-Off, or Growth stages.
- Pricing strategies are used consistently across all Core Program Areas.
- Only a few core program areas are operating at or above established cost recovery goals.
- A variety of methods to track program performance are used: (customer satisfaction levels through surveys, program cancellation rates, and participation levels)
- Methods for marketing and promotions rely heavily on technology: (website, social media, and video creation, as well as print advertisements).

Program classifications

Help determine the most appropriate management, funding, and marketing strategies.



Program Classification Distribution		
Essential	Important	Value-Added
29%	38%	33%

Cost of Service



Social Media

Social media strategies play a critical role in telling the story of a parks and recreation agency. The right content can increase program participation and overall community awareness of Lawrence Parks and Recreation services.

The Department currently uses several platforms to promote programs and events, update the community on park planning efforts, and highlight volunteer initiatives.



Arts & Culture Portion Agenda

- Engagement to Date | Findings Report
- Case Study Update | Percent for Art in Peer Cities
- What does Lawrence aspire to be?

Stakeholder Report

Community Sentiments

12

Hours of
1-on-1 Conversations

67

Focus Group
Attendees

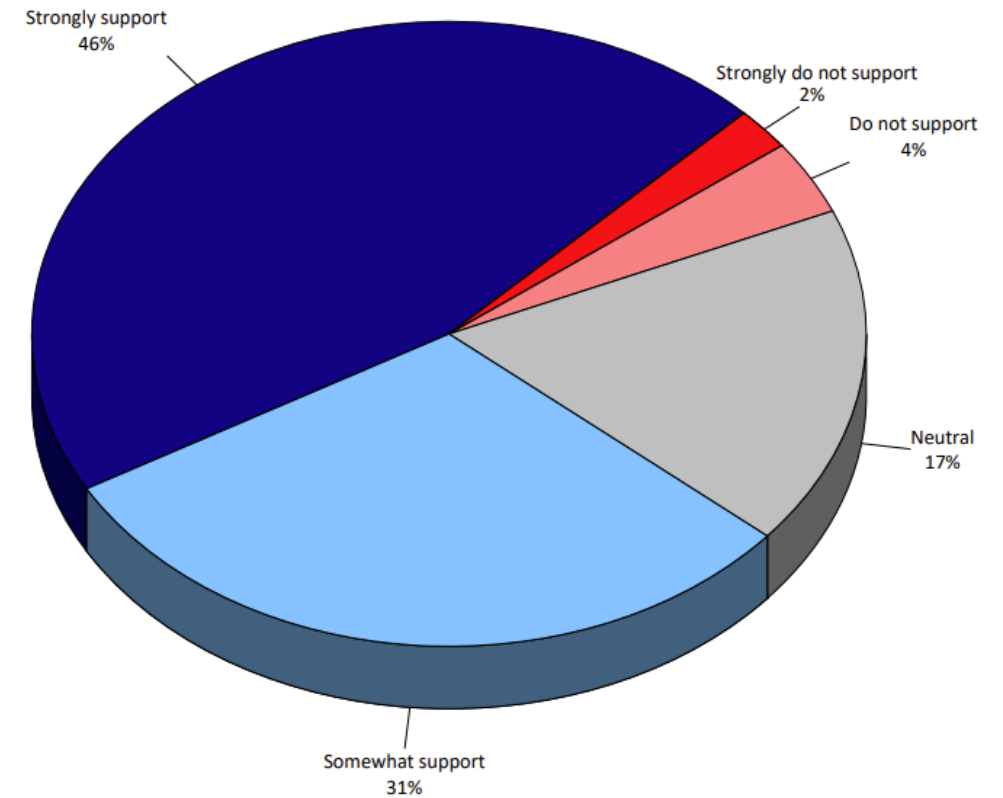
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Survey Respondents

Survey Findings

- Bloomington, IN
 - ✓ Percent for art est. 1997
 - ✓ Public art master plan 2023-2027
- Columbia, MO
 - ✓ Percent for art est. 1997
- Corvallis, OR
 - ✓ Arts and culture strategic plan, 2015- present
- Norman, OK
- Burlington, VT
 - ✓ Percent for art, est. 2021
- Iowa City, IA
- Redmond, WA
 - ✓ Percent for art, est ?
 - ✓ Public art plan, 2016- present

Lawrence, KS 2023 Survey
Q16. Do you support a Public Art Program in Lawrence?
by percentage of respondents (excluding "don't know")



ETC Institute (2023)

38

Community Sentiments

Overarching Strategies to explore to reach the Vision

Public Art

- Formalize the public art ordinance with a supportive policy
- Explore temporary public art events in existing parks
- Place new public art in new parks
- Explore the creation of a mural grant program in Lawrence
- A city-wide public art “white rabbit” trail like prior Jayhawks statues

Staffing

- Liaison for Native American Affairs in the Parks Department
- Public Art Coordinator
- A recommendation for the formation of an arts council should be considered:
- Specific Resources desired:
 - ✓ Community calendar
 - ✓ Resource for festivals and events (web presence+human support)
 - ✓ Clearinghouse of contact information for cultural sector in Lawrence
 - ✓ Resource to share events on social channels if on the City calendar
 - ✓ Marketing templates and support materials
 - ✓ Connection with Explore Lawrence metrics for Success
 - ✓ Build connections with KU and Haskell University

Stakeholder Report

Community Sentiments

Overarching Strategies to explore to reach the Vision

Programming and Events

- Provide streamlined process for creating and hosting events in Lawrence
- Expand grant programs to support festivals and events that are focused on cultural exploration and celebration
- Understand overlapping programs provided by Parks and Recreation and other organizations in the City and provide grant support for the program to be free/low cost for participants if happening outside of a parks and recreation facility.
- Explore an artist in residency at the City that could focus on Lawrence storytelling, creating public art, or support for the local music community.

Cultural Spaces

- Consistent mention of incubator spaces and artist studios or live/work spaces (affordable housing for artists/creatives?)
- Some desire for storage space for musicians/bands
- Support expansion of the music scene in Lawrence through a number of strategies:
 - Small stages with access to electricity in parks
 - Grants for businesses to host live music

Funding

- Formalize 2% for Art in Capital Projects
- Explore sustainable funding models for existing cultural organizations
- Explore how to develop more diverse public/private funding methods

General Marketing

- Explore Lawrence Marketing Campaign focused on Lawrence as a City of the Arts

Stakeholder Report

Community Sentiments

Overarching Strategies to explore to reach the Vision

Large projects for Consideration

- Music Festival
- Temporary Public Art Festival
- Large installation at former site of Sacred Rock by indigenous artist
- New Bandshell/Outdoor amphitheater

Signature Events of Lawrence

- Busker Festival
- Juneteenth
- Fiddling and Picking Championship
- Free State Festival
- Art in the Park
- Farmers Market
- Old Fashioned Christmas Parade

Stakeholder Report

Community Sentiments

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Stakeholder Report

Community Sentiments

Community Arts and Culture Programs and Events Participation Overview. Sixty-five percent (65%) of respondents report participating in community arts and culture programs or events in a typical year. Respondents are most often discouraged from participating because they don't know what is offered (43%) or they are too busy/not interested (41%).

Importance of Arts and Culture Programs. Respondents were asked to select the three roles/services provided by the city's arts and culture programs that are most important to their household. Respondents most often selected **supporting local artists and art organizations (48%), preserving and presenting local history (34%), and exposure to local/regional artists and performers (34%).**

Interest in Event Concepts. Respondents were asked to select all the types of event concepts that their household would be interested in. **Art and cultural celebrations (73%), outdoor entertainment (65%), festivals (54%), and food/drink events (54%) were the event concepts with the highest level of interest.**

Awareness of Services/Programs. Respondents were provided with a list of 8 arts and cultural services and programs offered by the City of Lawrence and asked to indicate their familiarity. Respondents were most aware of (selecting "use" or "aware, but do not use") community events (90%), performing arts classes (86%), and public art (85%).

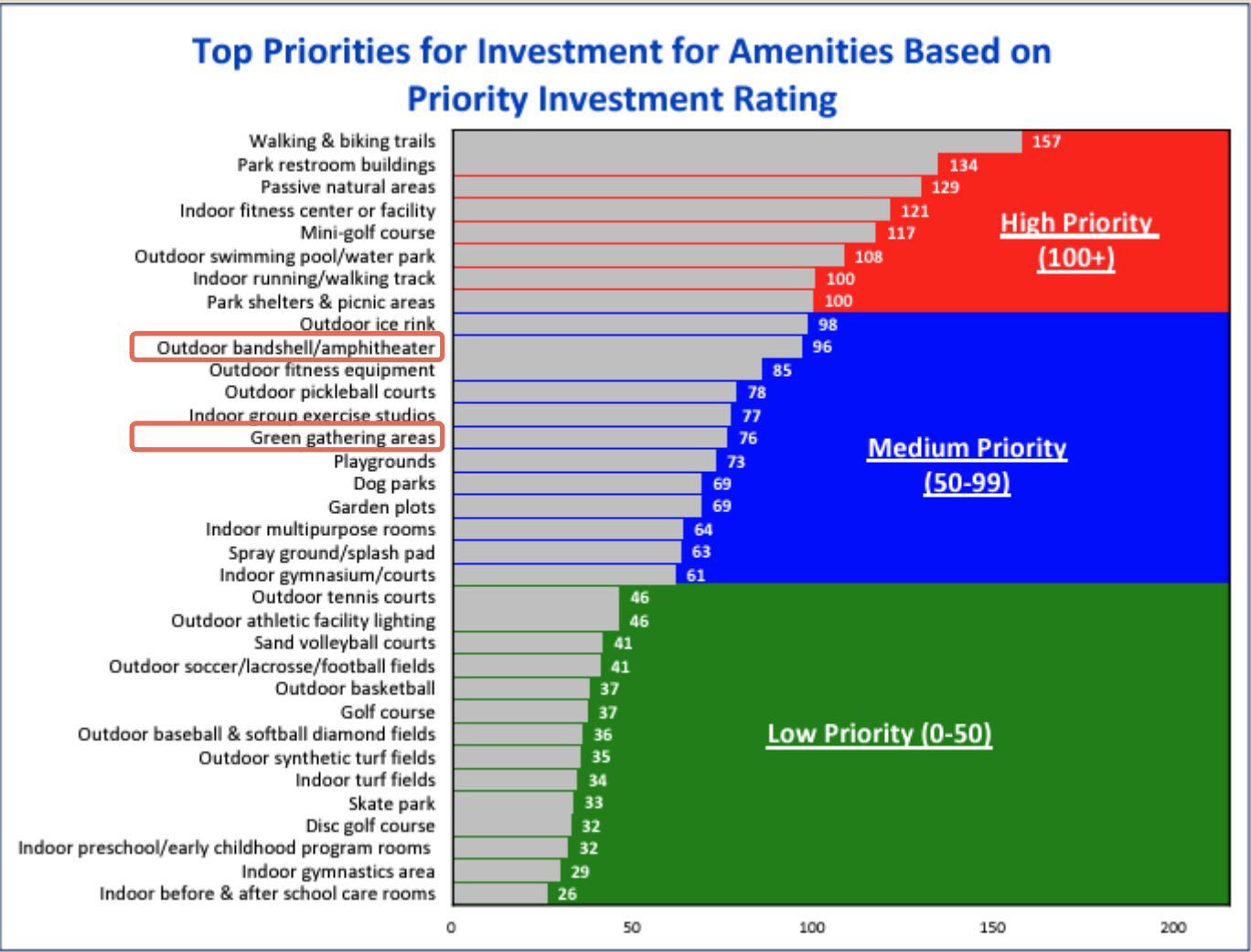
Support for Public Art Programs. Most respondents (77%) either "somewhat support" (31%) or "strongly support" (46%) a public art program in Lawrence.

Support for City Grant Programs. Most respondents (78%) either "somewhat support" (31%) or "strongly support" (47%) city grant programs for arts, culture, and events.

Access to the Arts. Most respondents (52%) either "agree" (31%) or "strongly agree" (21%) that they would like more access to the arts for themselves or their family.

Survey Findings Report

Community Sentiments

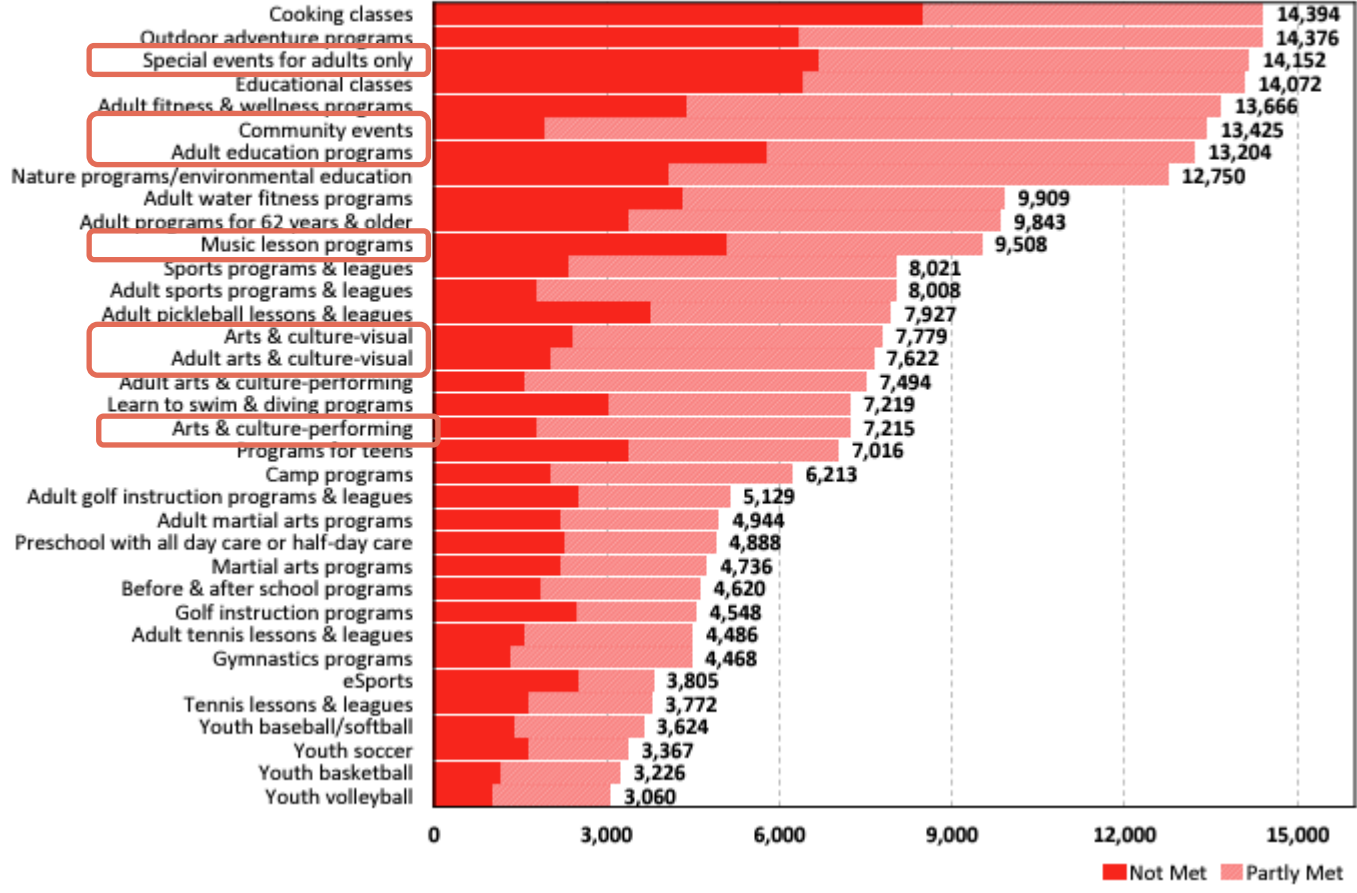


Survey Findings Report

Community Sentiments

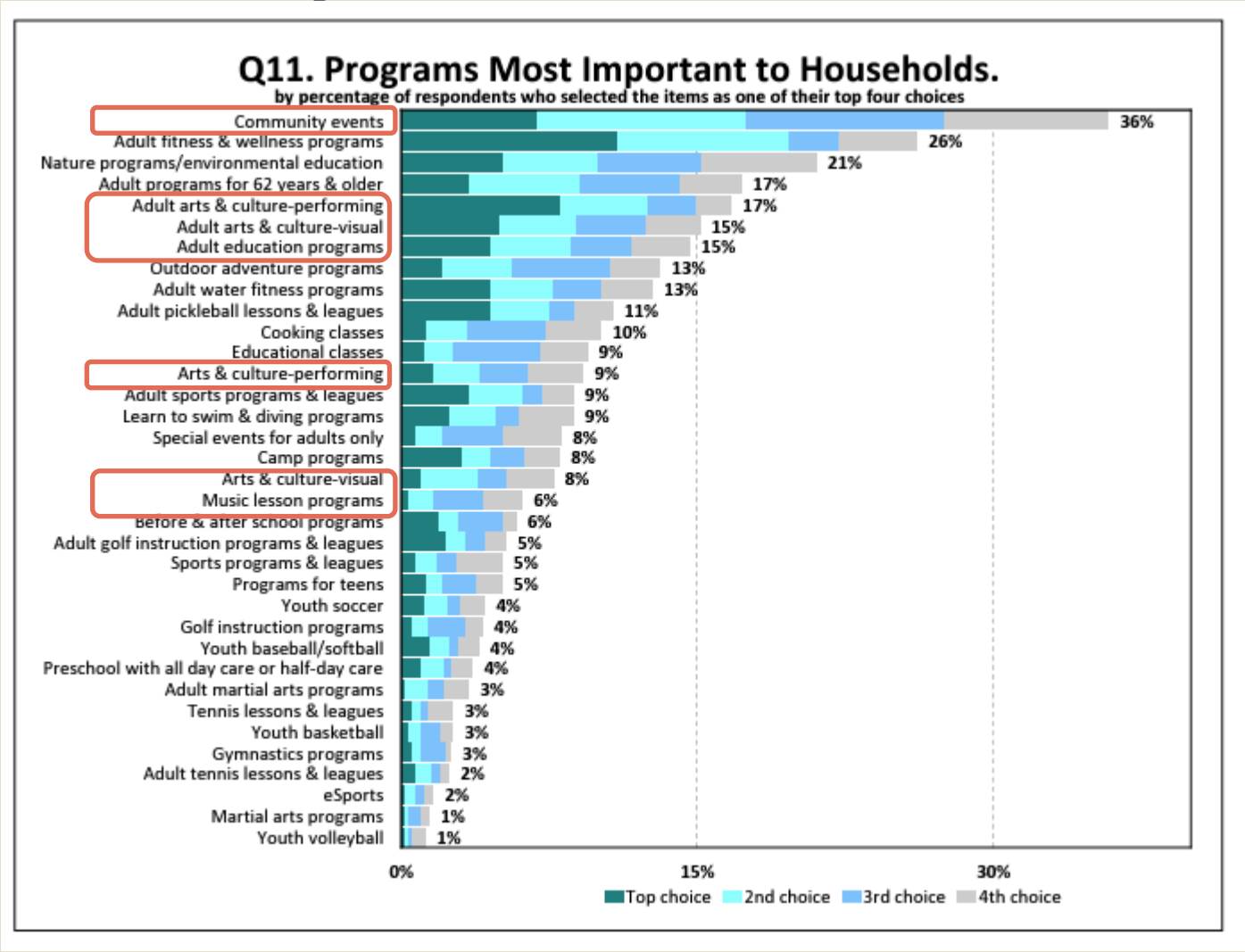
Q10c. Estimated Number of Households Whose Program Needs Are Only "Partly Met" or "Not Met"

by number of households with need based on an estimated 40,786 households



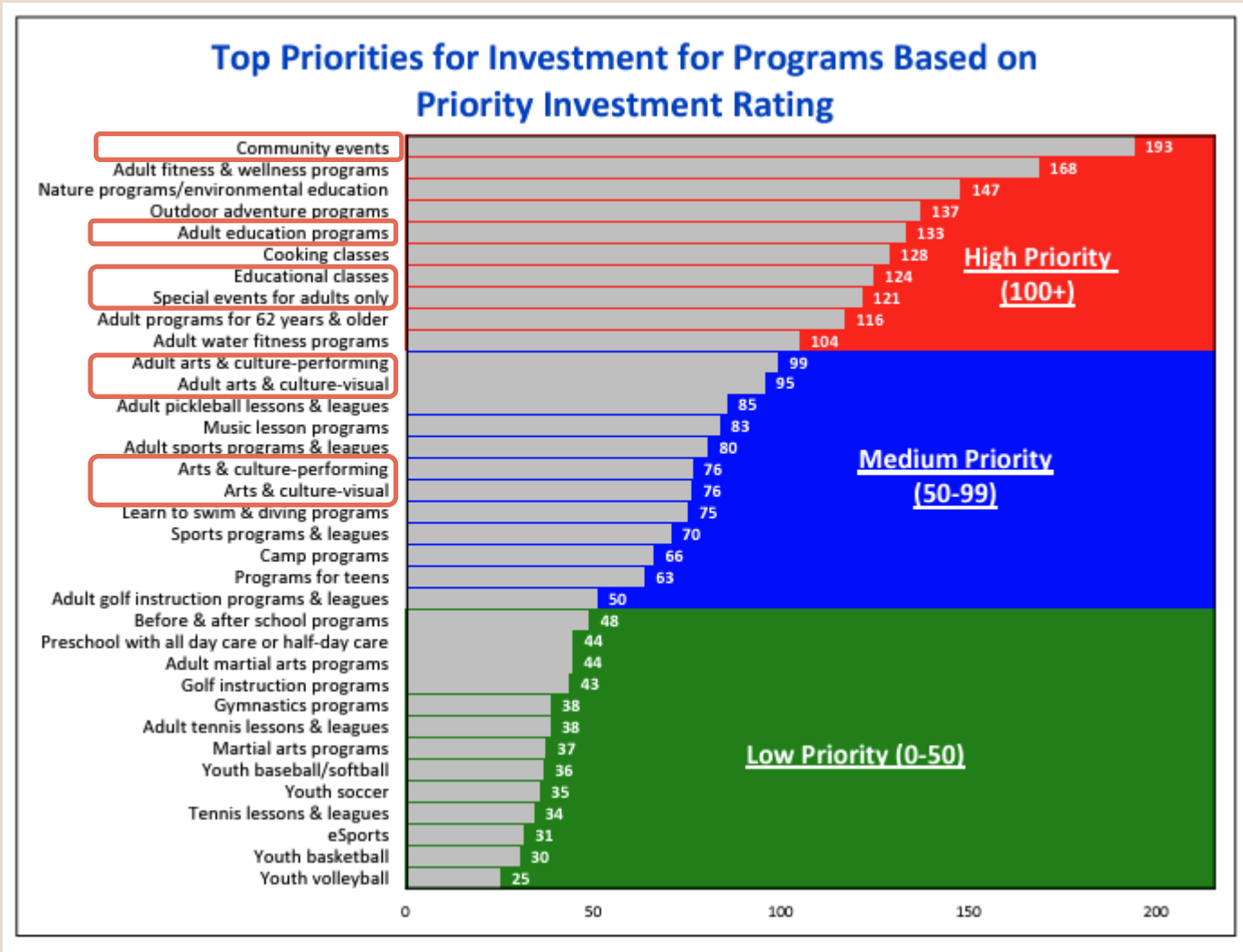
Survey Findings Report

Community Sentiments



Survey Findings Report

Community Sentiments



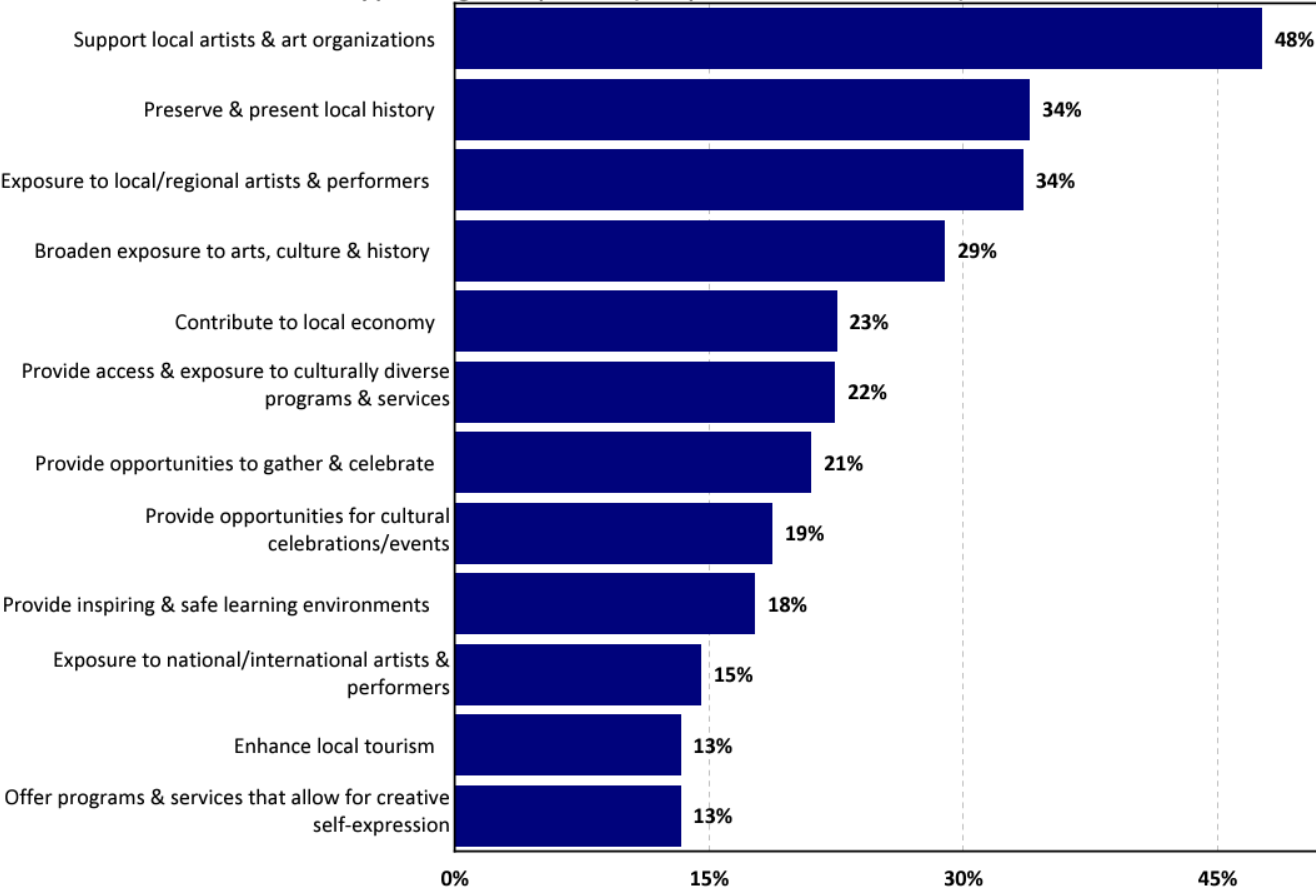
Survey Findings Report

Community Sentiments

Lawrence, KS 2023 Survey

Q5. Which THREE of the following roles and services of the city's arts and culture programs are MOST IMPORTANT to you/your household?

by percentage of respondents (multiple selections could be made)



ETC Institute (2023)

21

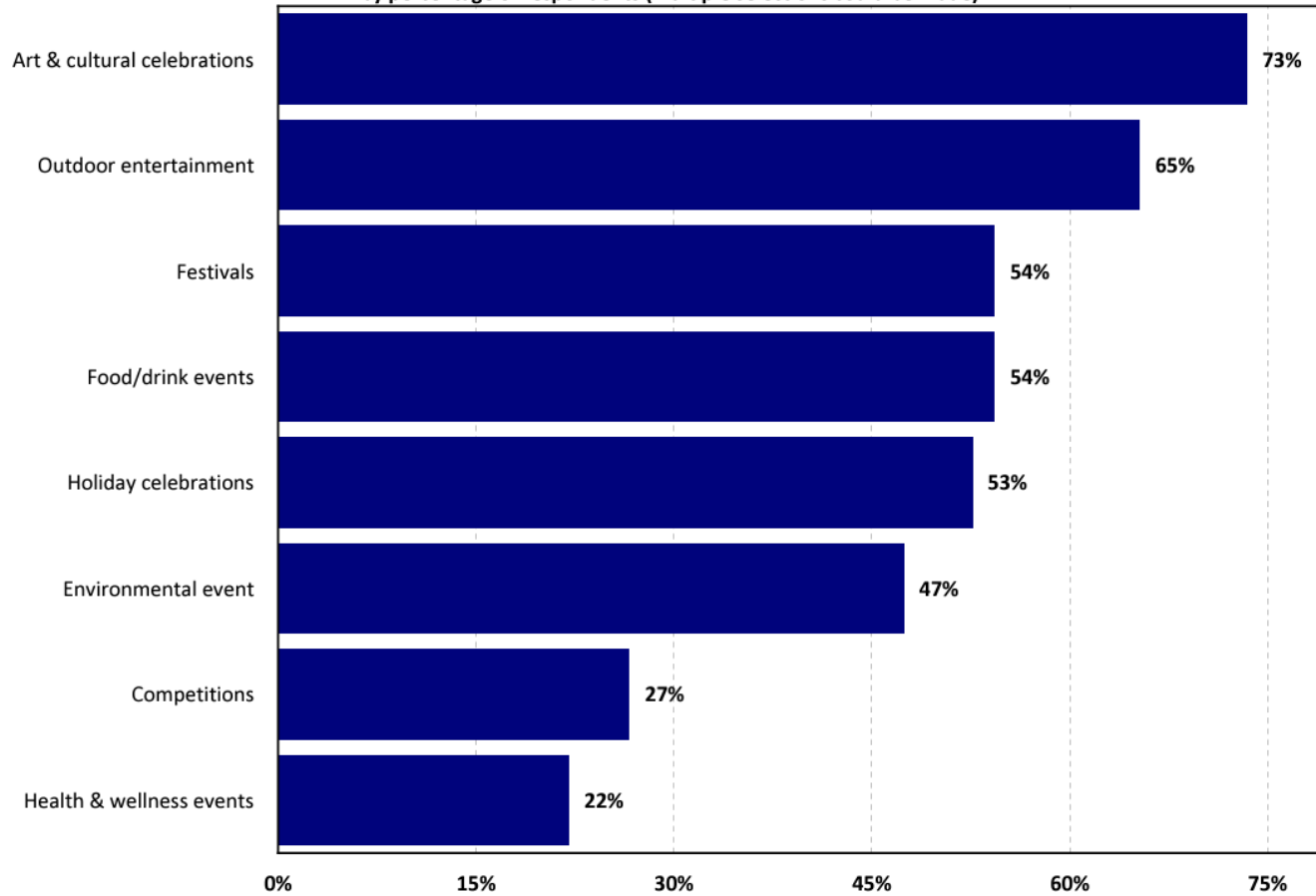
Survey Findings Report

Community Sentiments

Lawrence, KS 2023 Survey

Q6. Please check the event concepts in which you/your household most enjoy or are interested in.

by percentage of respondents (multiple selections could be made)



ETC Institute (2023)

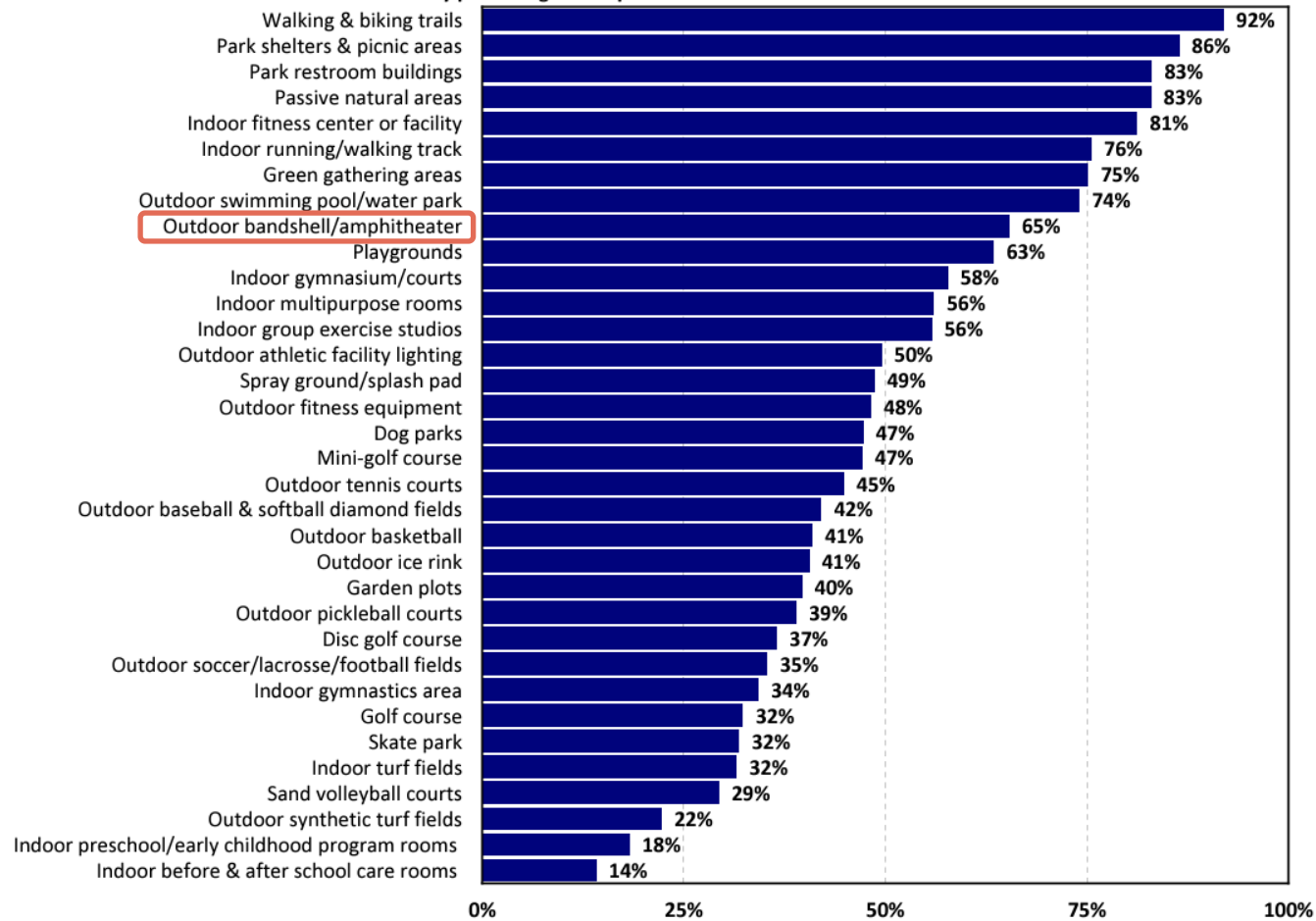
22

Survey Findings Report

Community Sentiments

Lawrence, KS 2023 Survey

Q8. Need for Recreation Amenities. by percentage of respondents who indicated need



ETC Institute (2023)

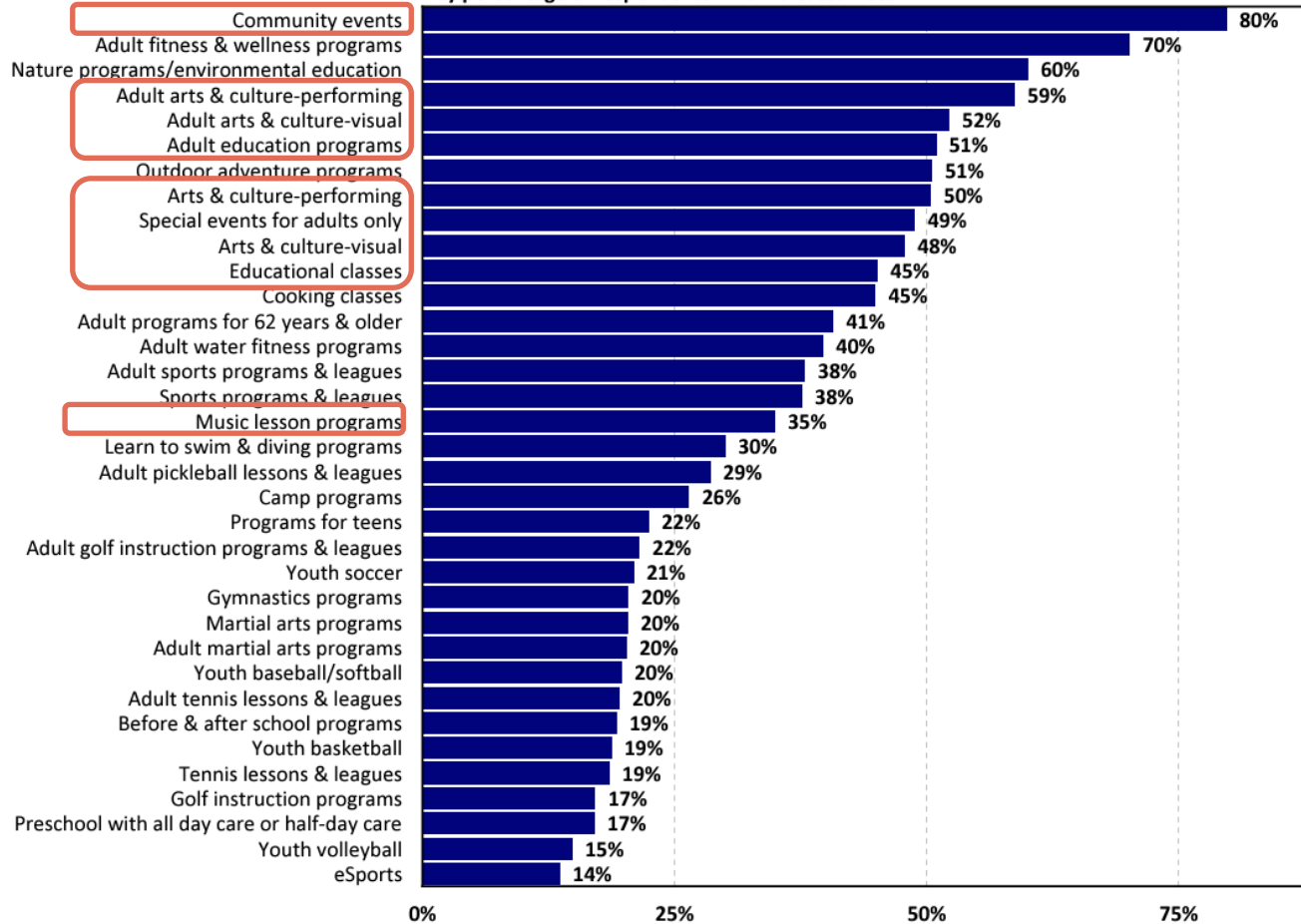
24

Survey Findings Report

Community Sentiments

Lawrence, KS 2023 Survey

Q10. Need for Recreation Programs. by percentage of respondents who indicated need



ETC Institute (2023)

29

Survey Findings Report

Bloomington, Indiana

- 11-member Bloomington Arts Commission (BAC), established in 1980
- BAC oversees (atleast) 1% for art ordinance, established in 1997
- Public Art Master Plan adopted in 2023 through 2027
- Strategic Plan in-place for 2021-2025



Columbia, Missouri

- 5-member Standing Committee on Public Art, within Office of Cultural Affairs (not Parks and Rec)
- OCA oversees 1% for art, established in 1997
- No formal public art plan



Corvallis, Oregon

- Nine-member Arts and Culture Advisory Board established in 2010
- Arts and Culture Strategic Plan adopted in 2015
- Percent for Art Policy (ordinance) passed in 2015
- State mandated 1% for art in construction projects over \$100,000 since 1975



Norman, Oklahoma

- The City of Norman contracts public art services through Norman Arts Council, dissolving the city's formal facilitation of public art in the city.
- This organization manages the Norman Forward 1% program and markets and manages the percent for art program.



Burlington, Vermont

- Burlington City Arts (BCA)
 - 30 person team to facilitate public art
- Percent for art, enacted in 2021



Iowa City, Iowa

- 9-member Public Art Advisory Committee
- Strategic Art Plan 2020,
- Has a 1% consideration for public art as part of the strategy.



STRATEGIC PLAN

1. Preliminary Key Issues

→ Address and promote Unmistakable Identity

- Improve safety in parks.
- Improve on the lack of restrooms in parks.
- Continually enhancing existing infrastructure to support a stronger level of use.
- Improve access to existing trails and by adding new trails to the system for health and wellness purposes.
- Enhance marketing of services available to areas of the community who are not using parks and recreation services.
- Find dedicated funding for local artist and art related organizations as well as preserving local history.
- Support local art and culture celebrations via entertainment, creating festivals and supporting food and drink events.
- Balance fulltime staff with part-time staff and seasonals that promote the right person with the right skill set, to achieve the right outcome for the right pay.
- Bolster existing policy to make the city's public art program more proactive and to enhance new infrastructure projects

STRATEGIC PLAN

2. Updating and Developing Additional Facilities + Amenities



Provide greater equitable access to residents of the parks and services providing Strong Welcoming Neighborhoods

- Develop strategies to acquire future park land and trail corridors in the urban growth area surrounding the City, ahead of development
- Continue to develop and create a connected trail system for health and wellness purposes that connects neighborhoods to citywide attractions and support a 10-minute walk.
- Reprogram existing indoor and outdoor city facilities that are not used to their full level of capacity by offering wider levels of program services.
- Enhance the access and use of natural areas for recreation use.
- Create another outdoor water park experience in underserved areas of the city with adequate parking.
- Add restrooms in highly used parks to extend the experience available.
- Increase pickleball courts in areas underserved by courts now in the city.
- Develop an outdoor performing arts venue that can support special events in the city near downtown.

STRATEGIC PLAN

3. Develop More Equitable Programs and Events

↪ That support life skills classes, wellness and fitness, outdoor adventure, nature education and special events to form Prosperity and Economic Security

- Create health and wellness programs and events for teens and adults in the city.
- Increase outdoor recreation activities in parks as it applies to kayaking, fishing, adventure sports, flag football, pickleball and fitness related events for people of all ages.
- Develop programs that promote good mental health and wellness and fitness combined.

STRATEGIC PLAN

4. Provide Multimodal Connectivity



Trails for pedestrian and bicycle use as well as ensuring all parks and recreation facilities are barrier free to form Connected Cities

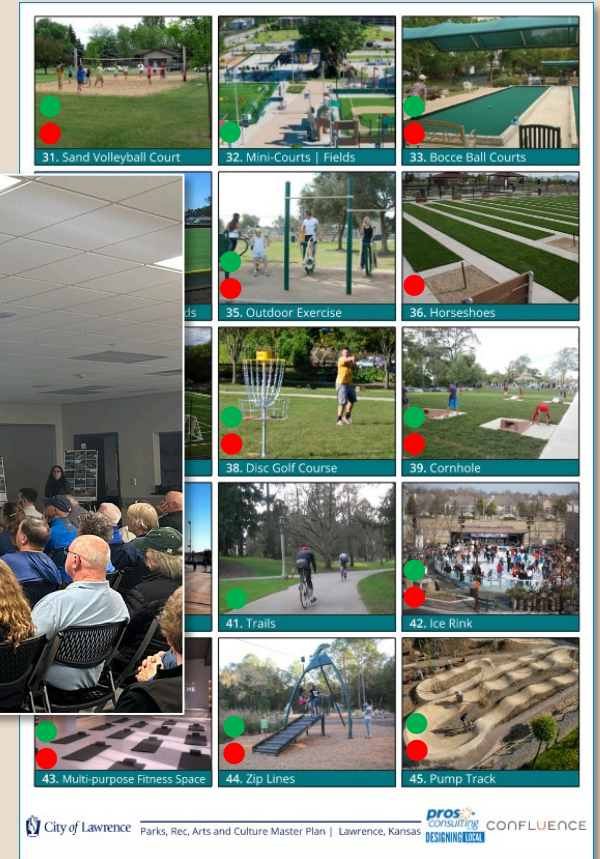
- Improve multimodal connectivity for disadvantaged populations through additional trails and key connection point through the system
- Develop a plan to address barriers that exist within the current park and recreation facilities to provide full access for all users.

COMMUNITY ENGAGEMENT

In-Person Public Meeting // Presentation


« Approximately 70 people attended the public meeting in October, which included, a presentation and discussion on city needs and project goals, image board dotting activity, for attendees to vote on programming they would prefer to see for Lawrence in the future.

« Feedback was collected to get more comprehensive understanding of preferences.



COMMUNITY ENGAGEMENT

Online Interactive Website // SOCIAL PINPOINT

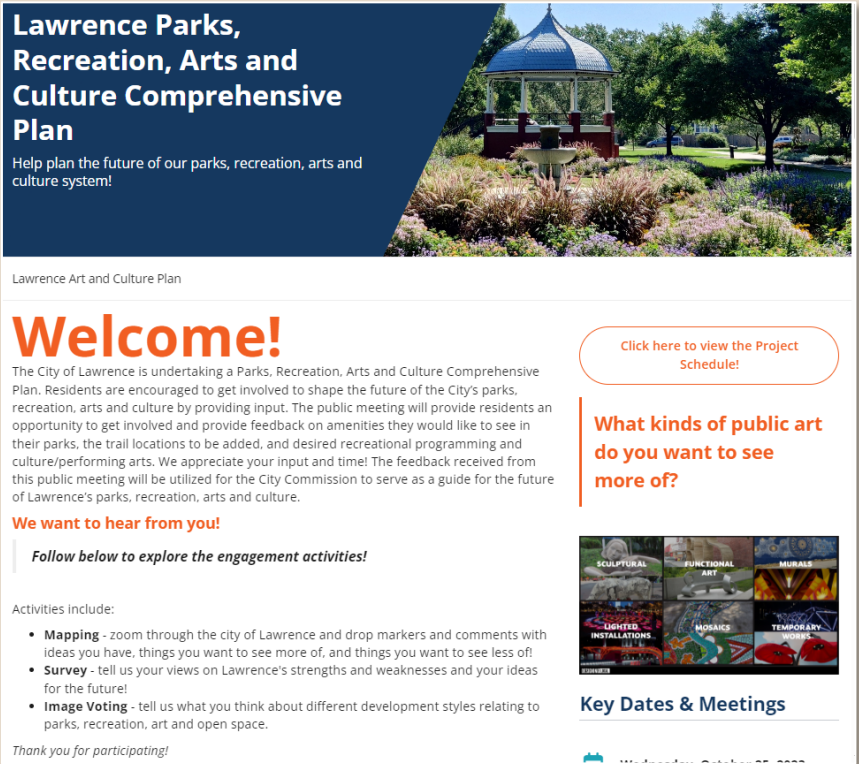
2,249 views 

1,414 visits 

953 visitors 

342 contributions  from 179 contributors

« Launched mid October 2023
« 3 activities + ways to connect / learn



Lawrence Parks, Recreation, Arts and Culture Comprehensive Plan

Help plan the future of our parks, recreation, arts and culture system!

Lawrence Art and Culture Plan

Welcome!

The City of Lawrence is undertaking a Parks, Recreation, Arts and Culture Comprehensive Plan. Residents are encouraged to get involved to shape the future of the City's parks, recreation, arts and culture by providing input. The public meeting will provide residents an opportunity to get involved and provide feedback on amenities they would like to see in their parks, the trail locations to be added, and desired recreational programming and culture/performing arts. We appreciate your input and time! The feedback received from this public meeting will be utilized for the City Commission to serve as a guide for the future of Lawrence's parks, recreation, arts and culture.

We want to hear from you!

Follow below to explore the engagement activities!

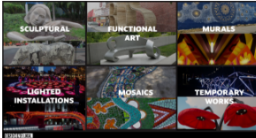
Activities include:

- **Mapping** - zoom through the city of Lawrence and drop markers and comments with ideas you have, things you want to see more of, and things you want to see less of!
- **Survey** - tell us your views on Lawrence's strengths and weaknesses and your ideas for the future!
- **Image Voting** - tell us what you think about different development styles relating to parks, recreation, art and open space.

Thank you for participating!

[Click here to view the Project Schedule!](#)

What kinds of public art do you want to see more of?



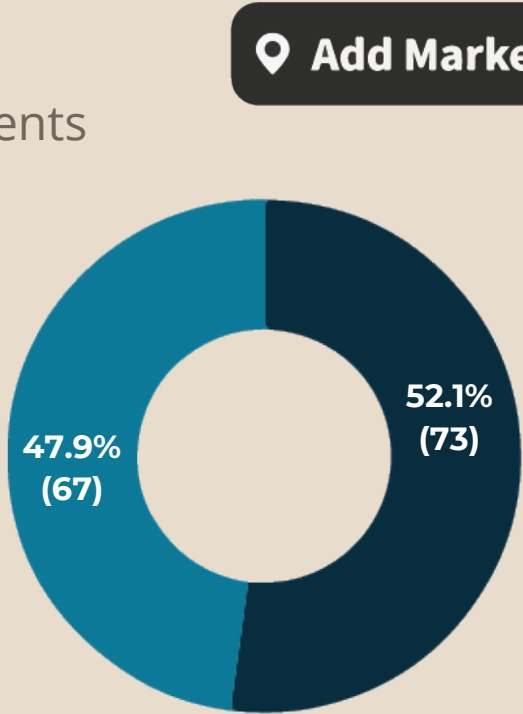
Key Dates & Meetings

COMMUNITY ENGAGEMENT

Online Interactive Website // SOCIAL PINPOINT

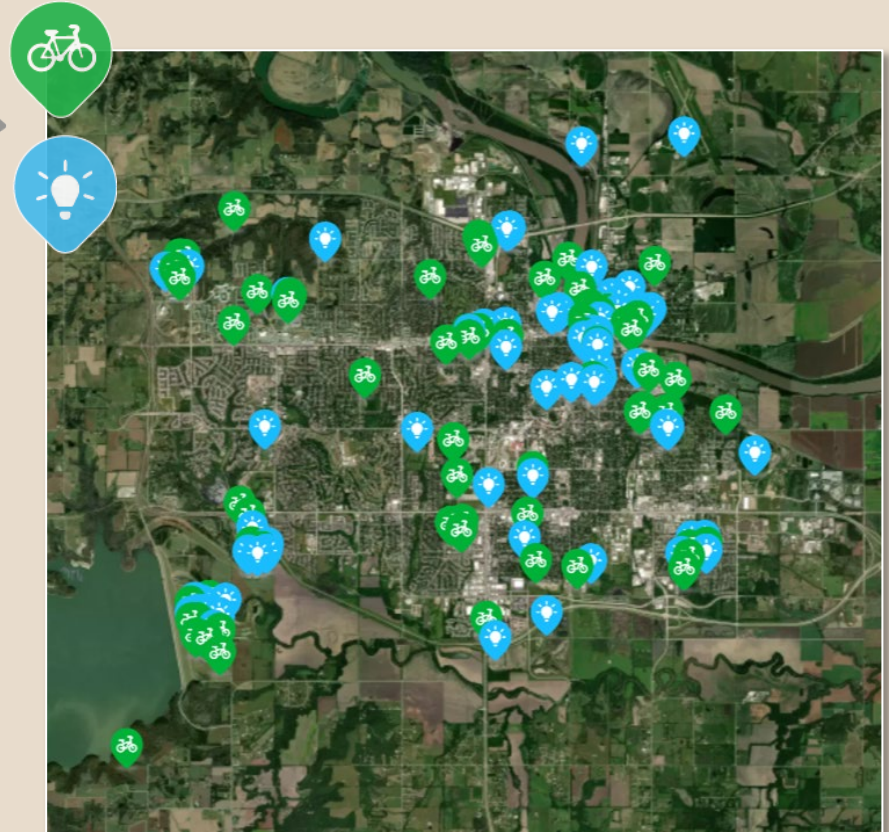
Mapping Activity

- « 140 map comments / engagements
- « 71 contributors
- « Idea! & Recreation Idea



- Recreation Idea
- Idea!

 **Add Marker**



COMMUNITY ENGAGEMENT

Online Interactive Website // SOCIAL PINPOINT

Survey

« 111 contributors

Selected survey questions were used at public in-person meetings in addition to online survey. Feed was collected across both engagement forms to create a more comprehensive understanding of comments and suggestions.

Lawrence Parks and Recreation: Arts & Culture Program Survey

How strongly do you support these programs?
Please provide your level of support (0 do not support to 5 strongly support) for each program managed by Parks and Recreation.

Survey Questions:

Name / Contact Information (Optional)

What do you see as the biggest opportunity for the Lawrence Parks, Recreation, Arts and Culture over the next 10 years? Required

Are there any facilities or programs you have seen in other cities that you think need to be explored for Lawrence? Required

What is your vision for Arts and Culture in Lawrence? Required

1) TRANSIENT GUEST TAX GRANT PROGRAM Required
As part of the 2023 budget, the City Commission approved a \$150,000 grant program to encourage, promote and strengthen events and programs that benefit the Lawrence community and/or enhance the visitor experience in Lawrence.

0 5 [Reset](#)

2) COMMUNITY ARTS GRANT Required
Mini Grant: Community Arts Mini Grants will provide up to five grants of up to \$500 each to help support artists with start-up costs for equipment specifically aligned with their art practice. Community Arts Grants range between \$500 to \$10,000 per project. Community Arts Grants awards will equal no more than 50% of the total project or activity cost. Cost-share may be cash and/or in-kind. Fifty percent match funds must be clearly shown in the budget proposal on the grant application. Only one grant is allowed per project.

0 5 [Reset](#)

3) OUTDOOR DOWNTOWN SCULPTURE EXHIBIT Required
The Lawrence Cultural Arts Commission's Outdoor Downtown Sculpture Exhibition has a proud tradition. The exhibition was founded by Jim Patti in 1987 and is sponsored by the Lawrence Cultural Arts Commission, which receives financial and staff support from the City of Lawrence. Artworks are displayed in downtown Lawrence, along Massachusetts Street, at Theatre Lawrence and in other areas.

0 5 [Reset](#)

4) PHOENIX AWARDS Required
The Phoenix Awards honor and celebrate outstanding artistic achievement in the Lawrence community. Since the inception of the Phoenix Awards, more than 100 local artists, sculptors, photographers, dancers, musicians, vocalists, educators, writers and literary supporters, administrators, and volunteers have been recognized by their peers and fellow Lawrenceans. There are 10 categories for five awards: Arts Advocate, Arts Administrator, Arts Education, Design Arts, Literary Arts, Musical Arts, Performing Arts, Visual Arts, Volunteer in the Arts, and the Phoenix Award for Exceptional Artistic Achievement. There is also a "Creative Spaces" Award category which recognizes outstanding achievement in imaginative and environmentally forward-thinking place-making.

0 5 [Reset](#)

General Comments:

You have 1,000 characters left

COMMUNITY ENGAGEMENT

Online Interactive Website // SOCIAL PINPOINT

Image Voting

« 109 contributors

« 126 contributions

« 45 programming images

Selected programming images were used at public in-person meetings in addition to online voting. Feed was collected across both engagement forms to create a more comprehensive understanding of preferences.

31. Sand Volleyball Court

32. Mini-Courts | Fields

33. Bocce Ball Courts

34. Baseball / Softball Fields

35. Outdoor Exercise

36. Horseshoes

37. Multi-Use Fields

38. Disc Golf Course

39. Cornhole

40. Skate Park

41. Trails

42. Ice Rink

43. Multi-purpose Fitness Space

44. Zip Lines

45. Pump Track

26. Spray Park

21. Outdoor Aquatics Facilities

Yes
 No

Yes
 No

City of Lawrence Parks, Rec, Arts and Culture Master Plan | Lawrence, Kansas

pros consulting CONFLUENCE

ETC RESULTS

Potential Implications about Recreation



To gather objective feedback from residents on Parks, Recreation, Arts & Culture programs, facilities, and services



To help guide the direction of the City's facilities, programs, and enhancements for the next 10 years



To compare your results with national benchmarks



To develop priorities for investment based on our Priority Investment Ratings Analysis

ETC RESULTS

What to Know

- 92% of respondents visit a City park or facility in a typical year
 - *Nationally, 76% of respondents visit parks or facilities*
- 64% of respondents participate in a City program/event in a typical year
 - *Nationally, 32% of respondents participate in programs*
- 65% of respondents participate in a community arts and culture programs or events in a typical year
- Improving existing infrastructure including the trail system, restrooms, and playgrounds are among the actions that are most supported by respondents

ETC RESULTS

Top Priorities Based on PIR Analysis

AMENITIES

1. Walking and biking trails
2. Park restroom buildings
3. Passive natural areas
4. Indoor fitness center or facility
5. Mini-golf course
6. Outdoor swimming pool/water park
7. Indoor running/walking track
8. Park Shelters and picnic areas

PROGRAMS

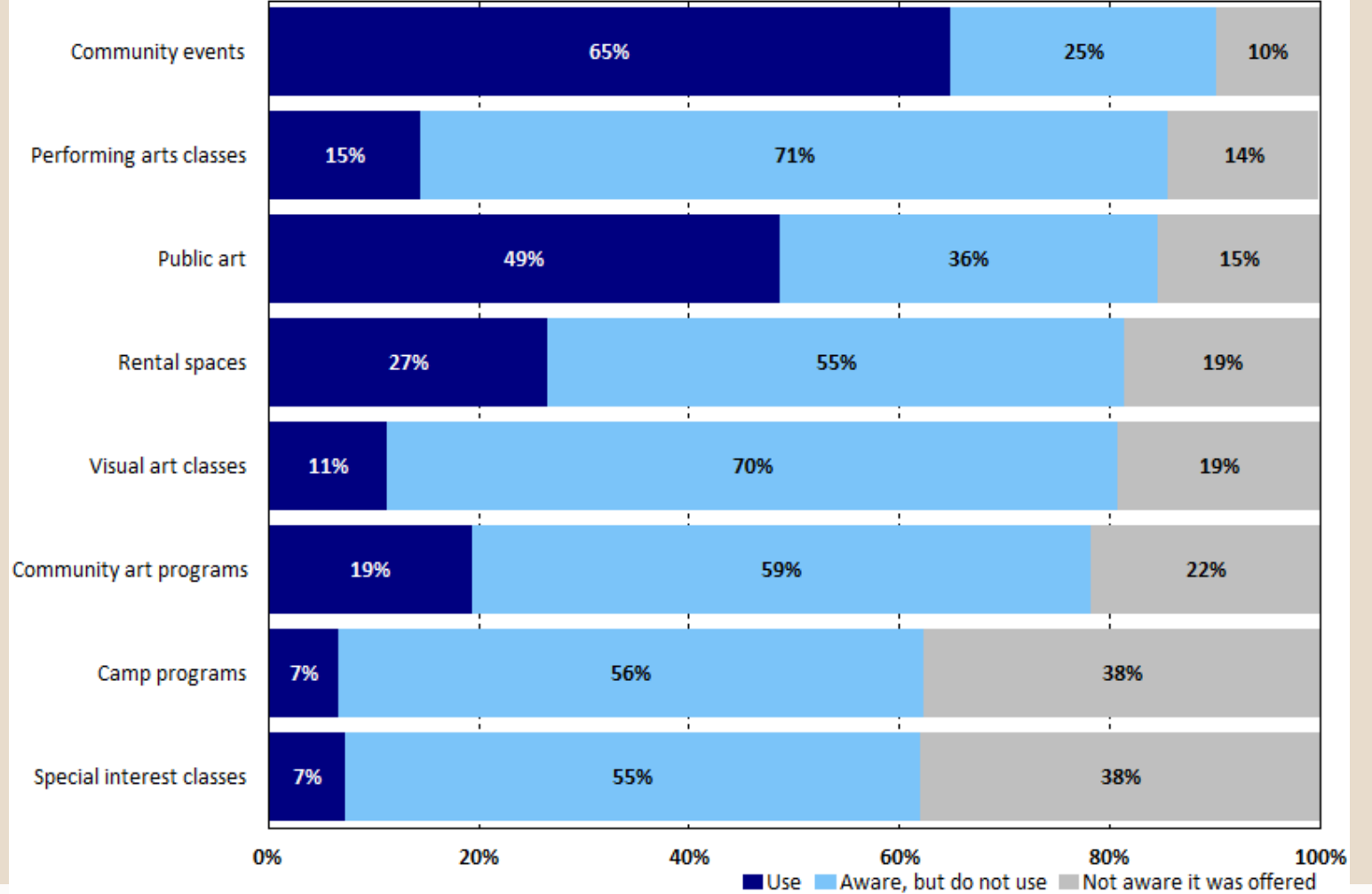
1. Community events
2. Adult fitness and wellness programs
3. Nature programs/env. education
4. Outdoor adventure programs
5. Adult education programs
6. Cooking classes
7. Educational classes
8. Special events for adults only
9. Adult programs for 62+
10. Adult water fitness programs

These items were determined to be high priorities based on the Priority Investment Ratings Analysis

ETC RESULTS

Usage of the System

Q12. Please indicate whether you/your household use or are aware of each of the following arts and cultural services and programs offered by the city.
by percentage of respondents (excluding "not provided")



Some usage/participation numbers seem to suggest that respondents were not as aware as they indicated they are

ETC RESULTS

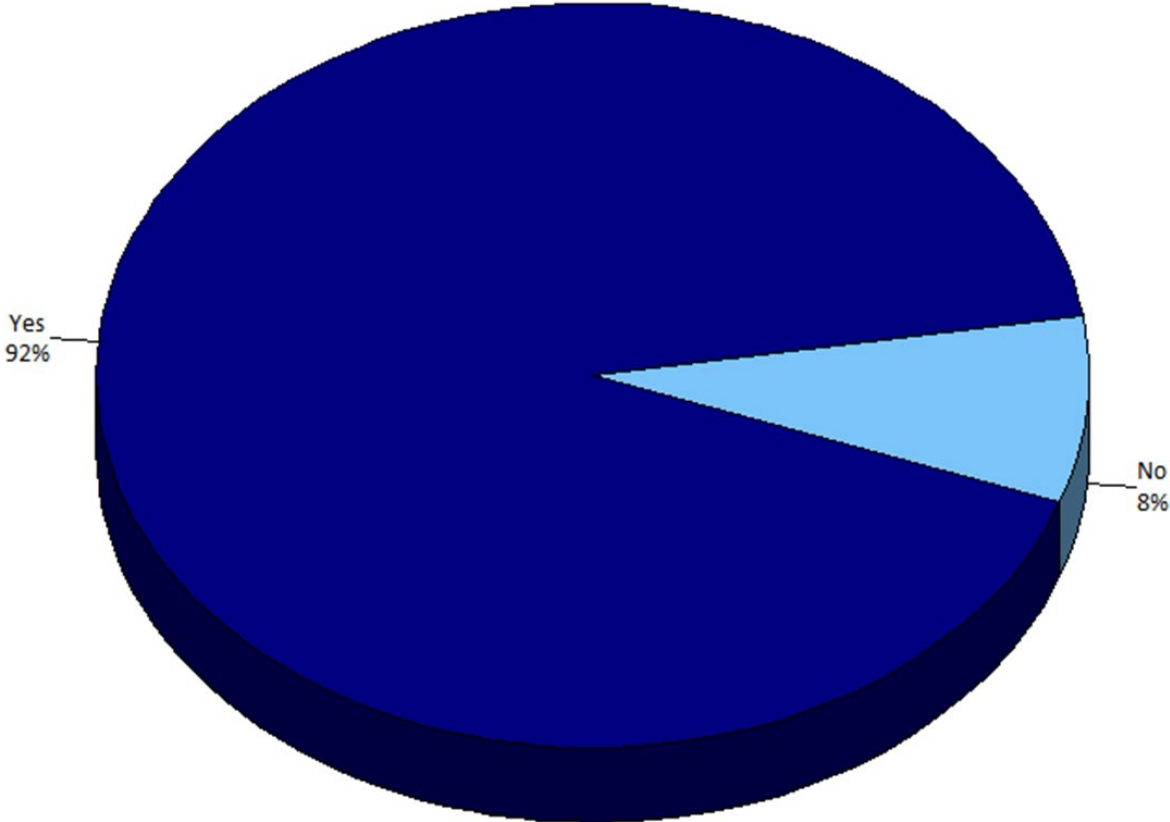
Usage of the System

Barriers to Visiting (Number of Respondents)

- Do not feel safe using parks/facilities (12)
- Use other providers (7)
- Lack of restrooms (7)
- Old/outdated facilities (6)
- Lack of features we want to use (6)
- Facility equipment does not meet needs (6)
- Fees too high/lack of financial assistance (6)

Nationally, 76% of households have visited a recreation facility in the past year

Q2. During a typical year, do you/your household visit any city of Lawrence parks and recreation facilities?
by percentage of respondents



ETC RESULTS

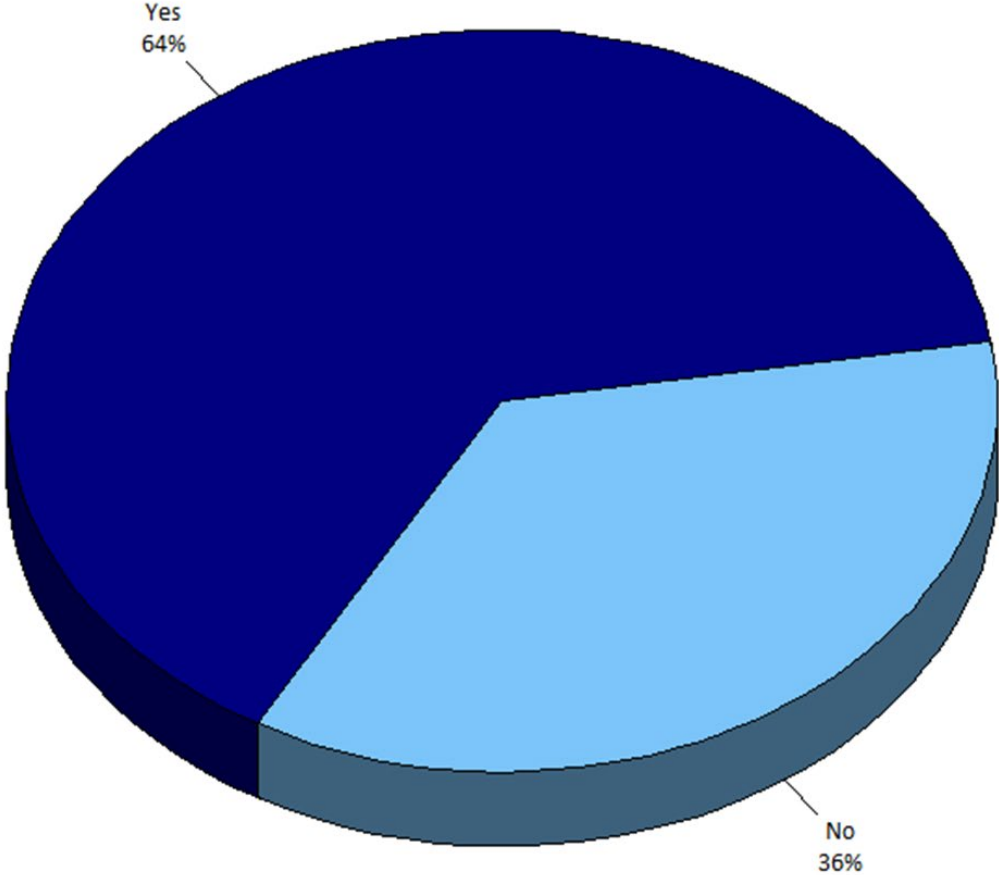
Usage of the System

Barriers to Participation (Number of Respondents)

- Too busy/not interested (66)
- I don't know what is offered (61)
- Prefer individual activities (36)
- Program times are not convenient (34)
- Fees too high/lack of financial assistance (25)

Nationally, 32% of households have participated in a program during the past year

Q3. During a typical year, do you/your household participate in any recreation programs or events offered and/or hosted by the city of Lawrence?
by percentage of respondents



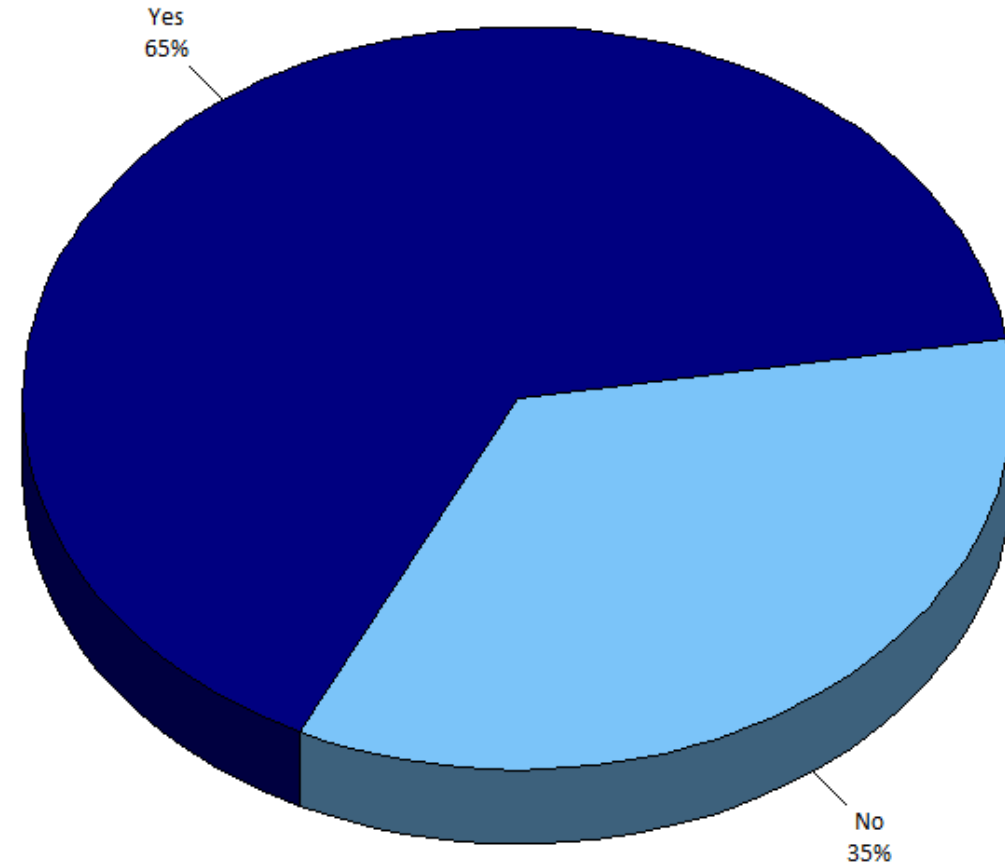
ETC RESULTS

Usage of the System

Barriers to Participation (Number of Respondents)

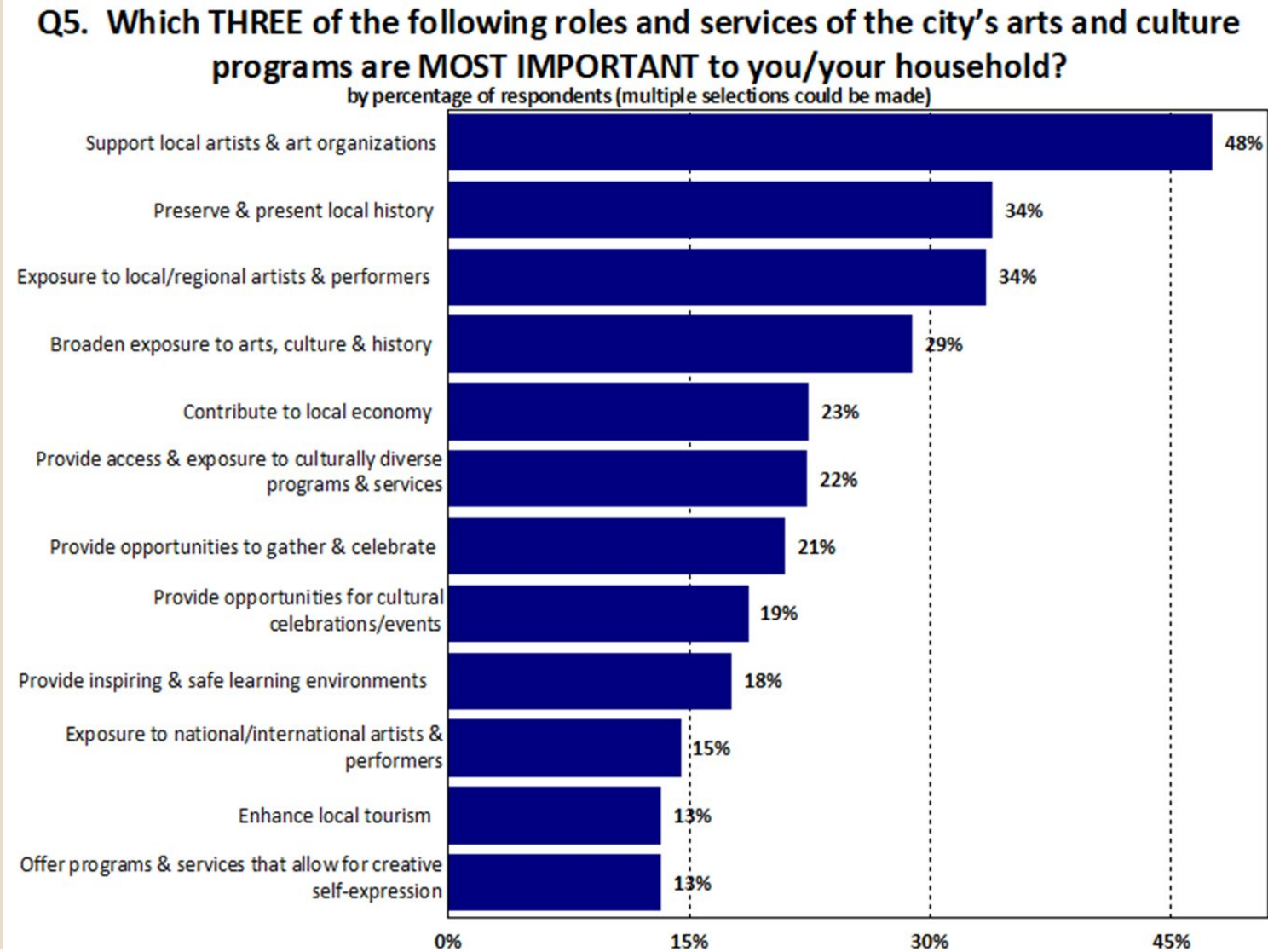
- I don't know what is offered (77)
- Too busy/not interested (74)
- Fees too high/lack of financial assistance (26)

Q4. During a typical year, do you/your household participate in any community arts and culture programs or events?
by percentage of respondents



ETC RESULTS

Usage of the System

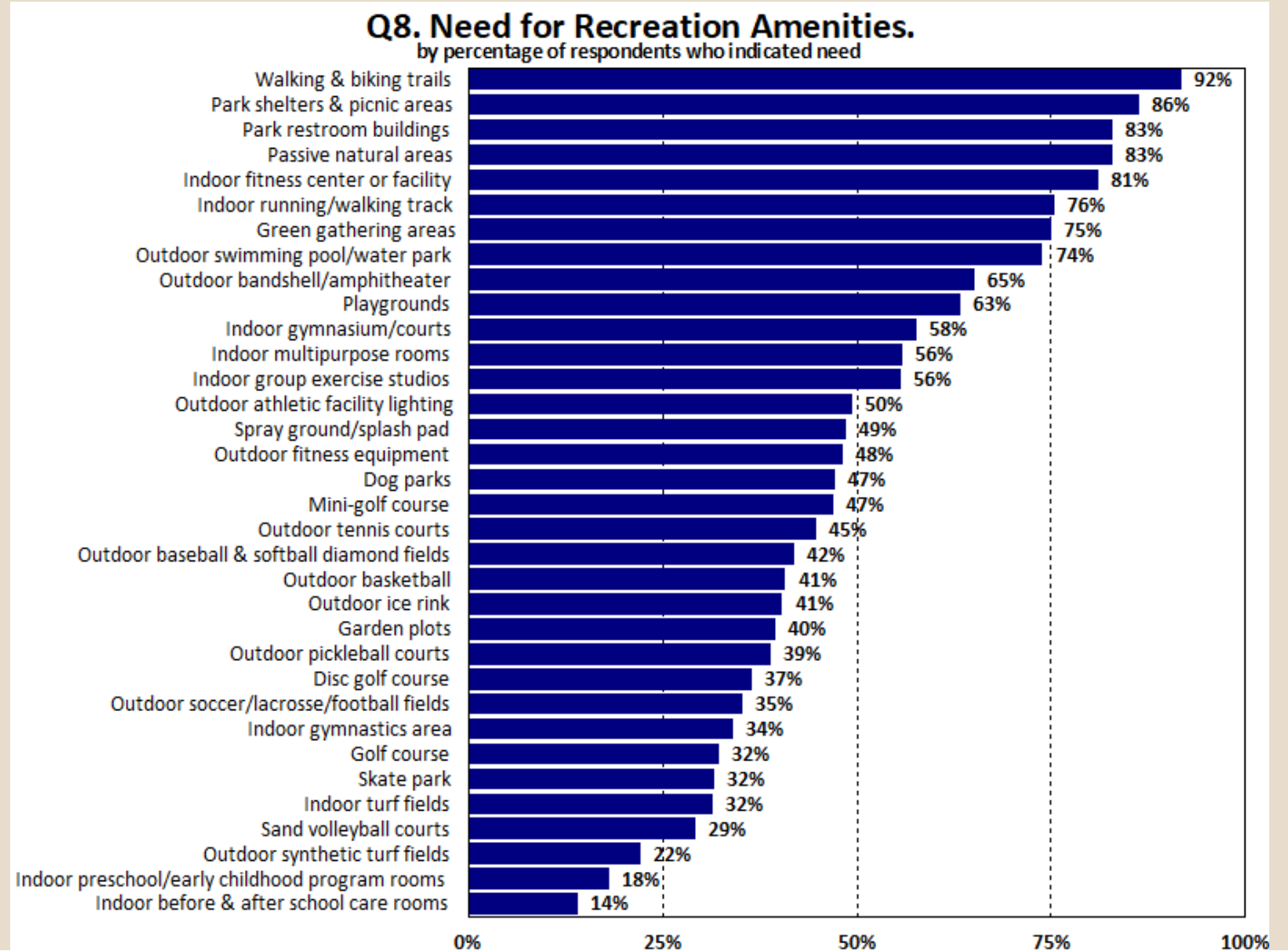


ETC RESULTS

Amenity Priorities

Unmet Needs and Priorities for Amenities

First, we determine the overall need for the amenities listed

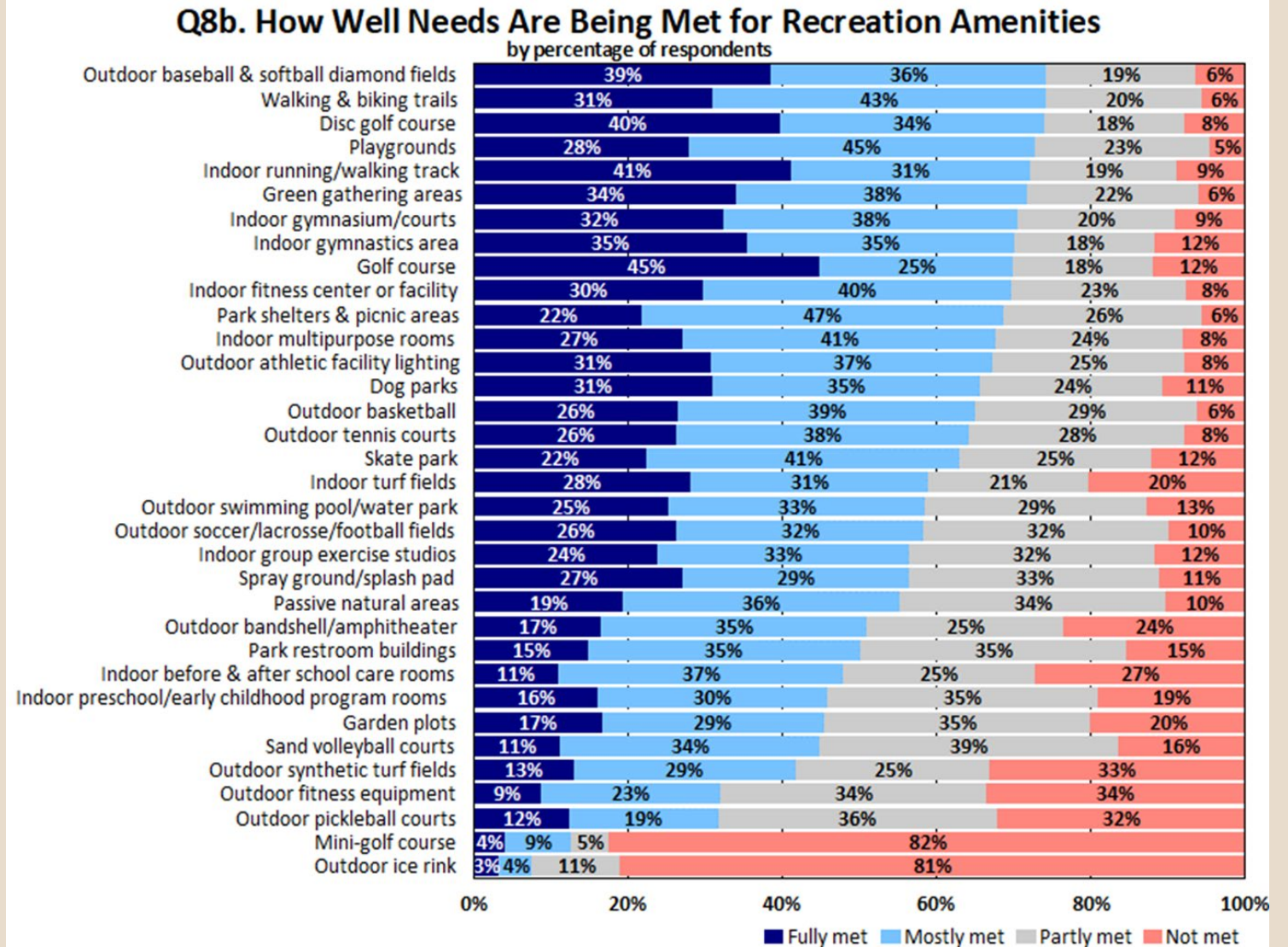


ETC RESULTS

Amenity Priorities

Unmet Needs and Priorities for Amenities

Those respondents who have a need are asked to indicate how well their needs are currently being met

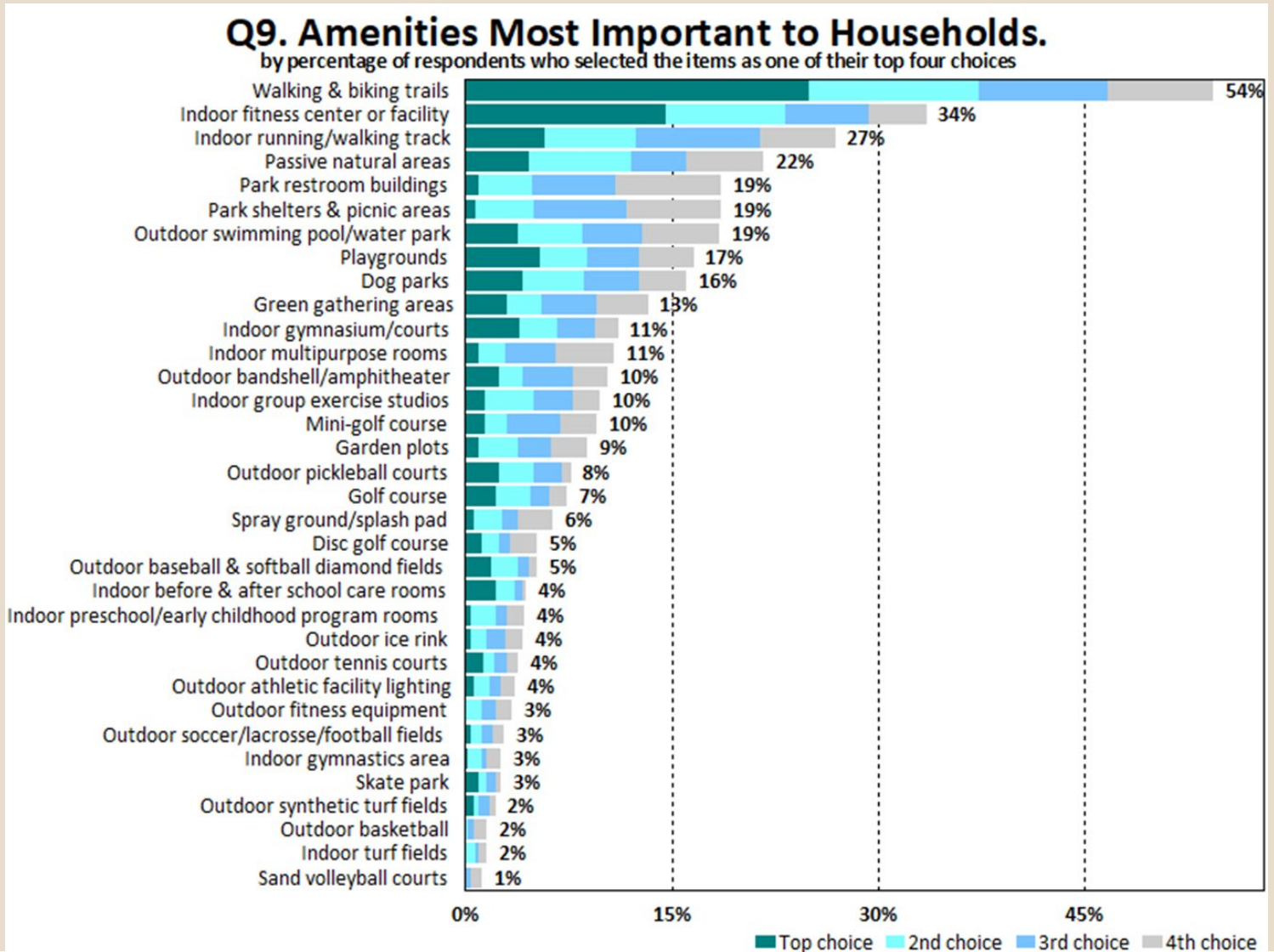


ETC RESULTS

Amenity Priorities

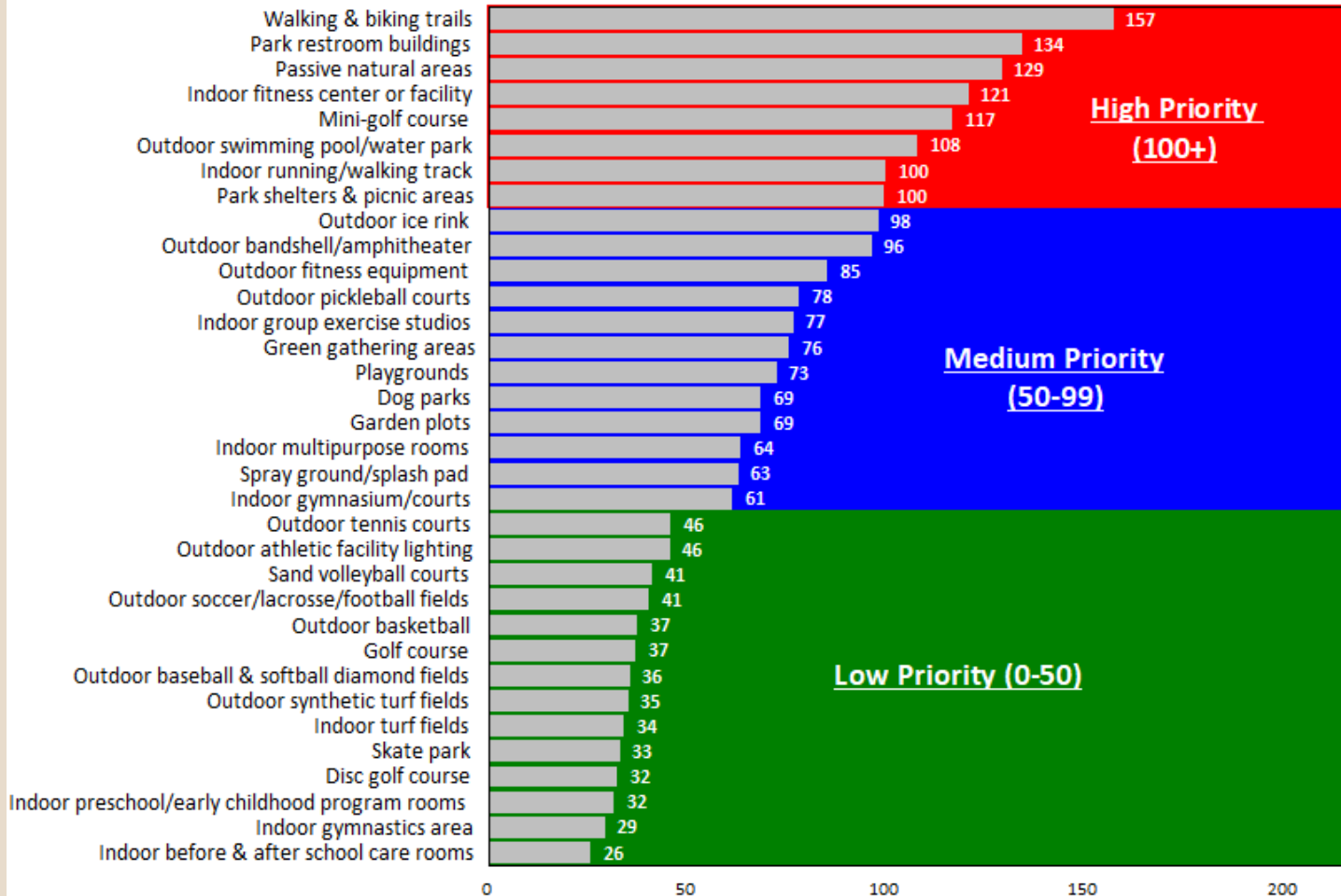
Unmet Needs and Priorities for Amenities

The final piece of the Priority Investment Ratings is the important of the amenities to households



ETC RESULTS

Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



Top Priorities
(high importance/higher unmet need)

Continued Emphasis
(high importance/lower unmet need)

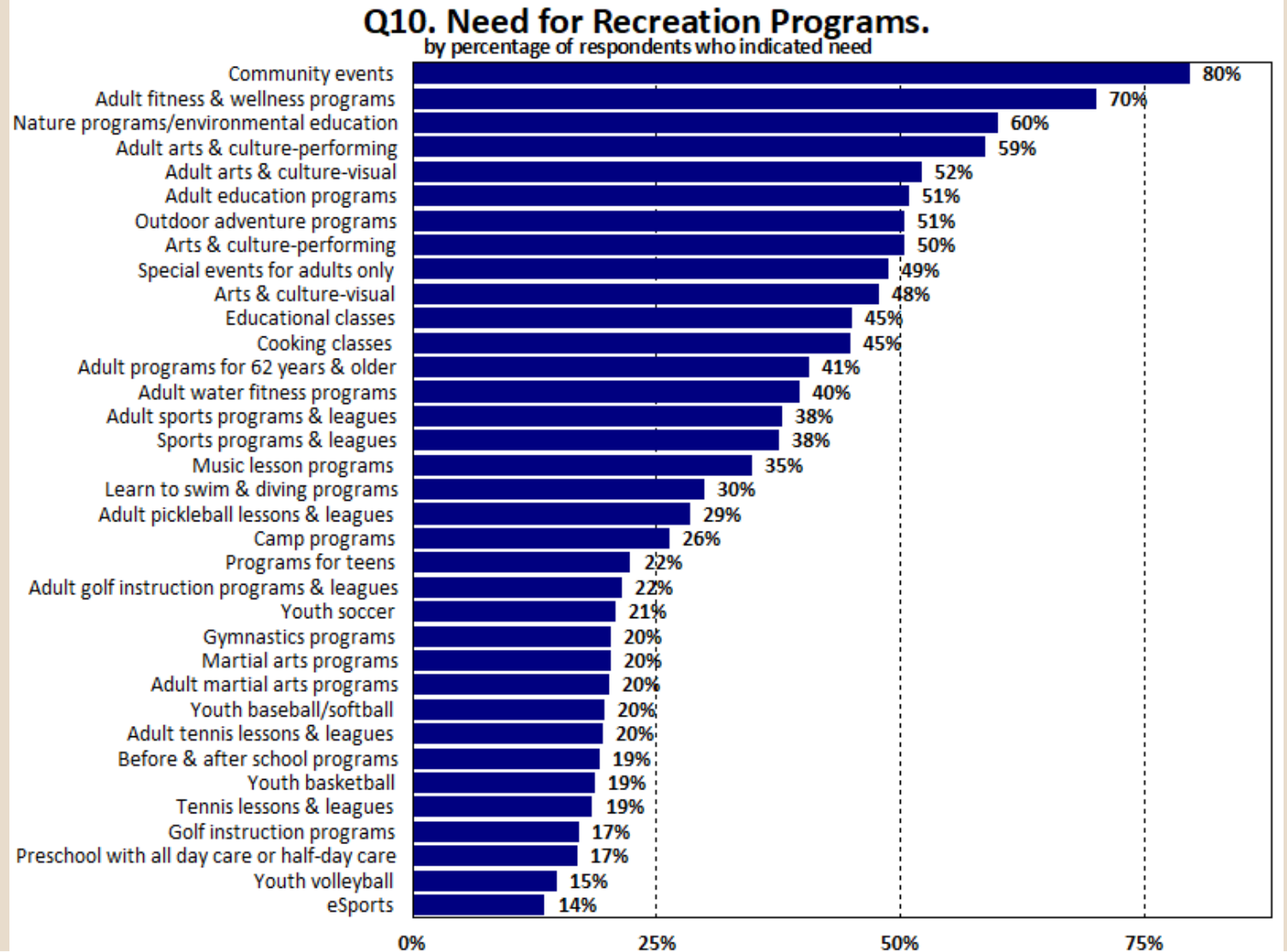
Lower Need
(lower importance/lower unmet need)

ETC RESULTS

Program Priorities

Unmet Needs and Priorities for Programs

First, we determine the overall need for the programs listed



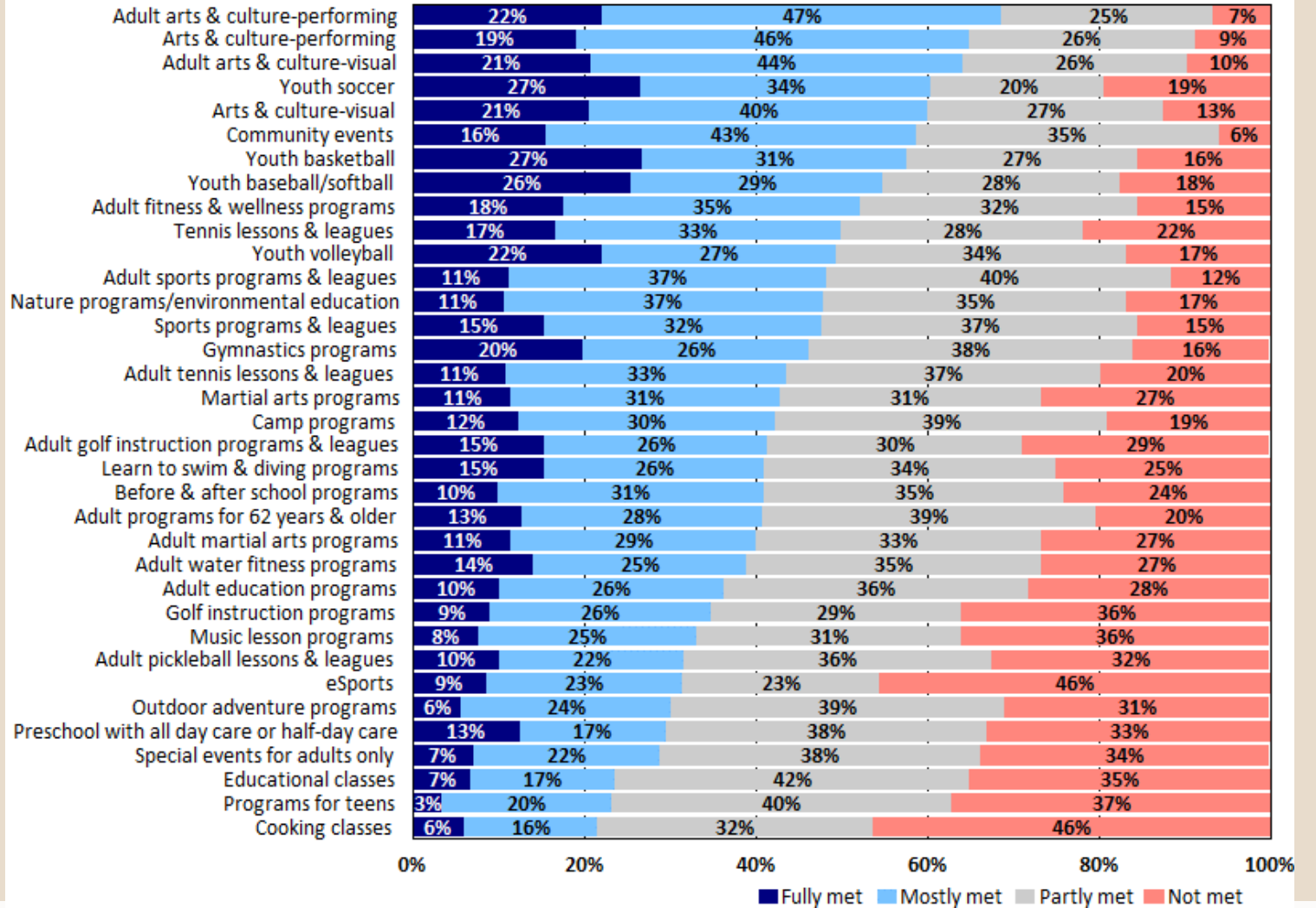
ETC RESULTS

Program Priorities

Unmet Needs and Priorities for Programs

Q10b. How Well Needs Are Being Met for Recreation Programs

by percentage of respondents



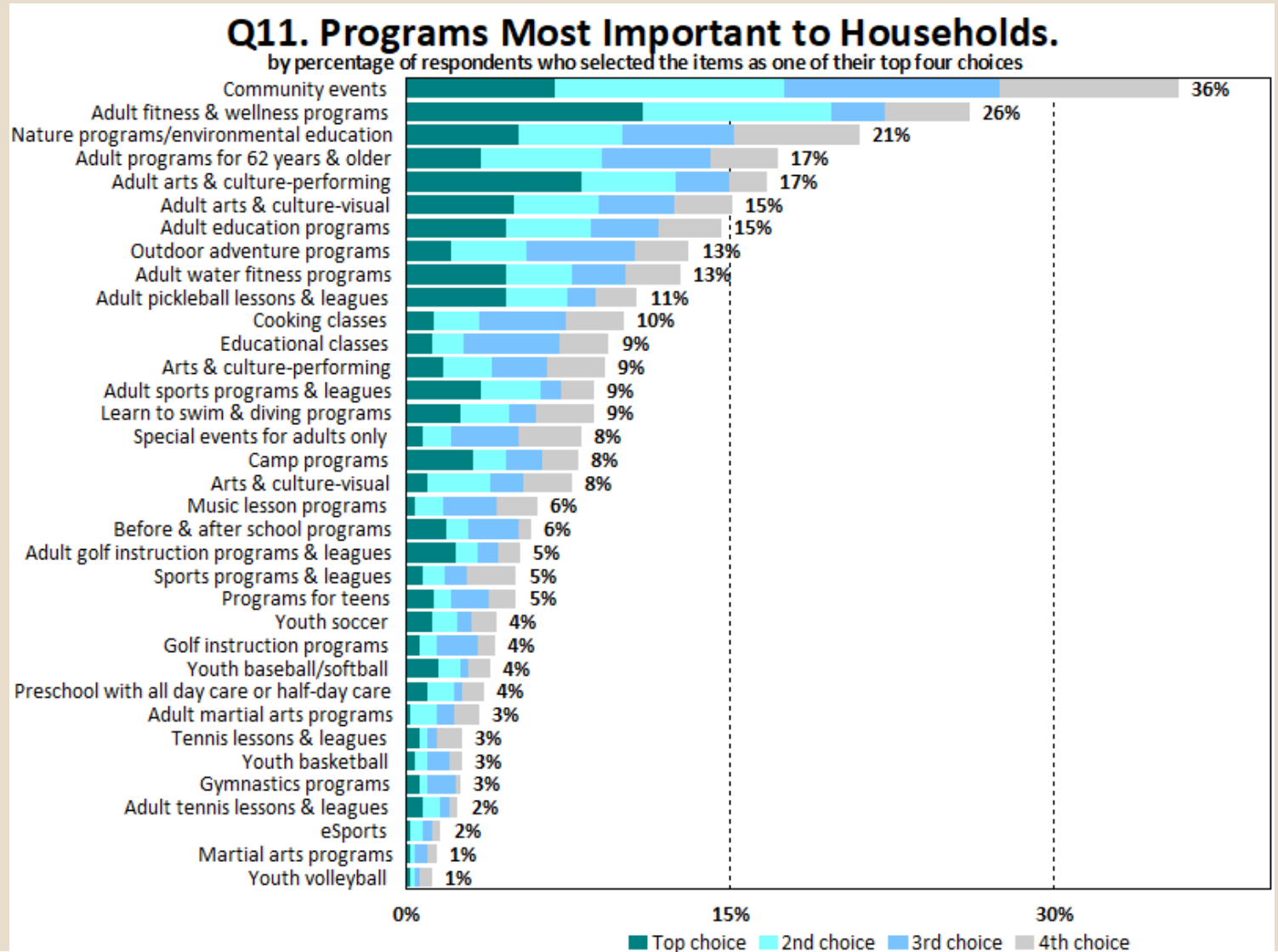
Those respondents who have a need are asked to indicate how well their needs are currently being met

ETC RESULTS

Program Priorities

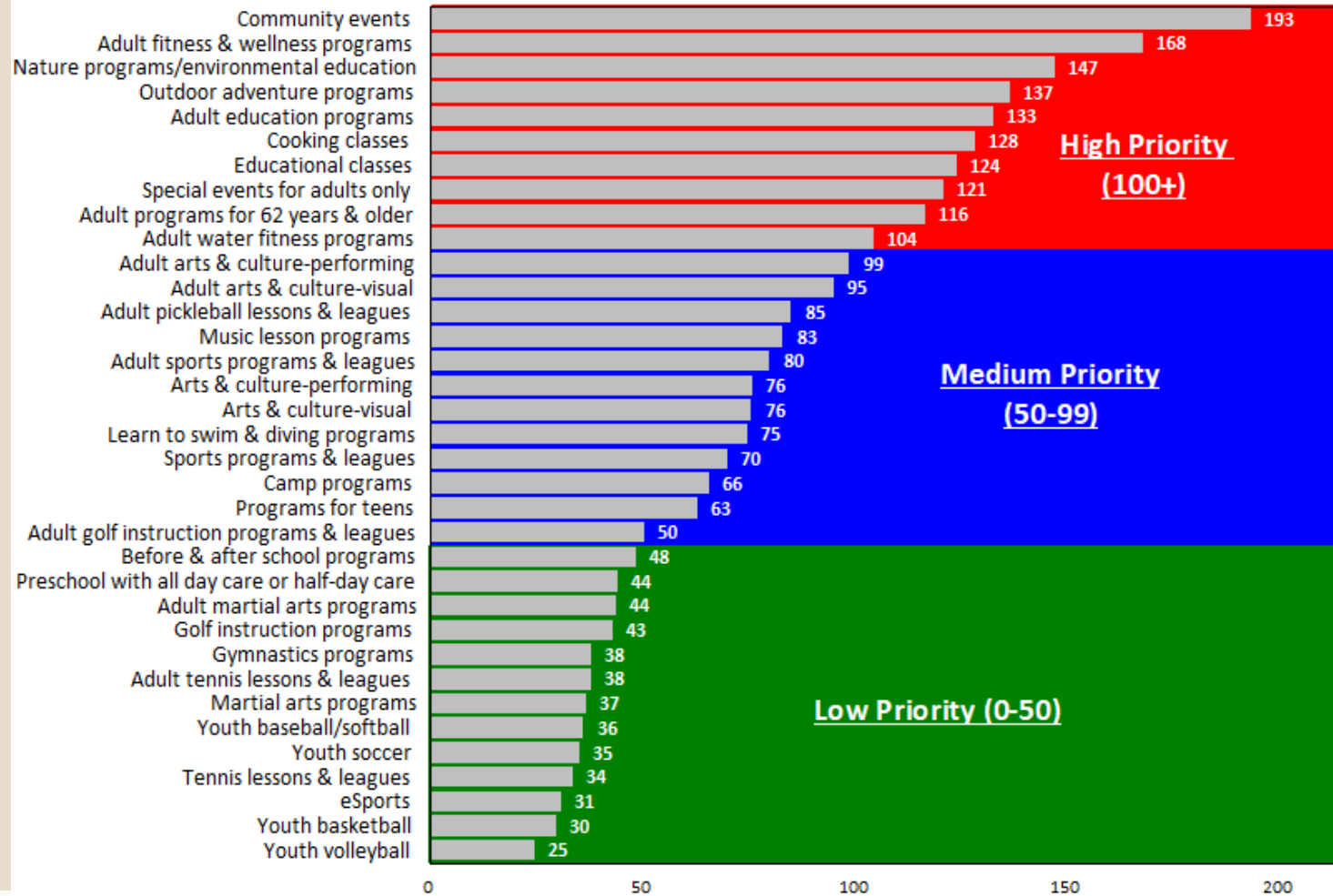
Unmet Needs and Priorities for Programs

The final piece of the Priority Investment Ratings is the important of the programs to households



ETC RESULTS

Top Priorities for Investment for Programs Based on Priority Investment Rating



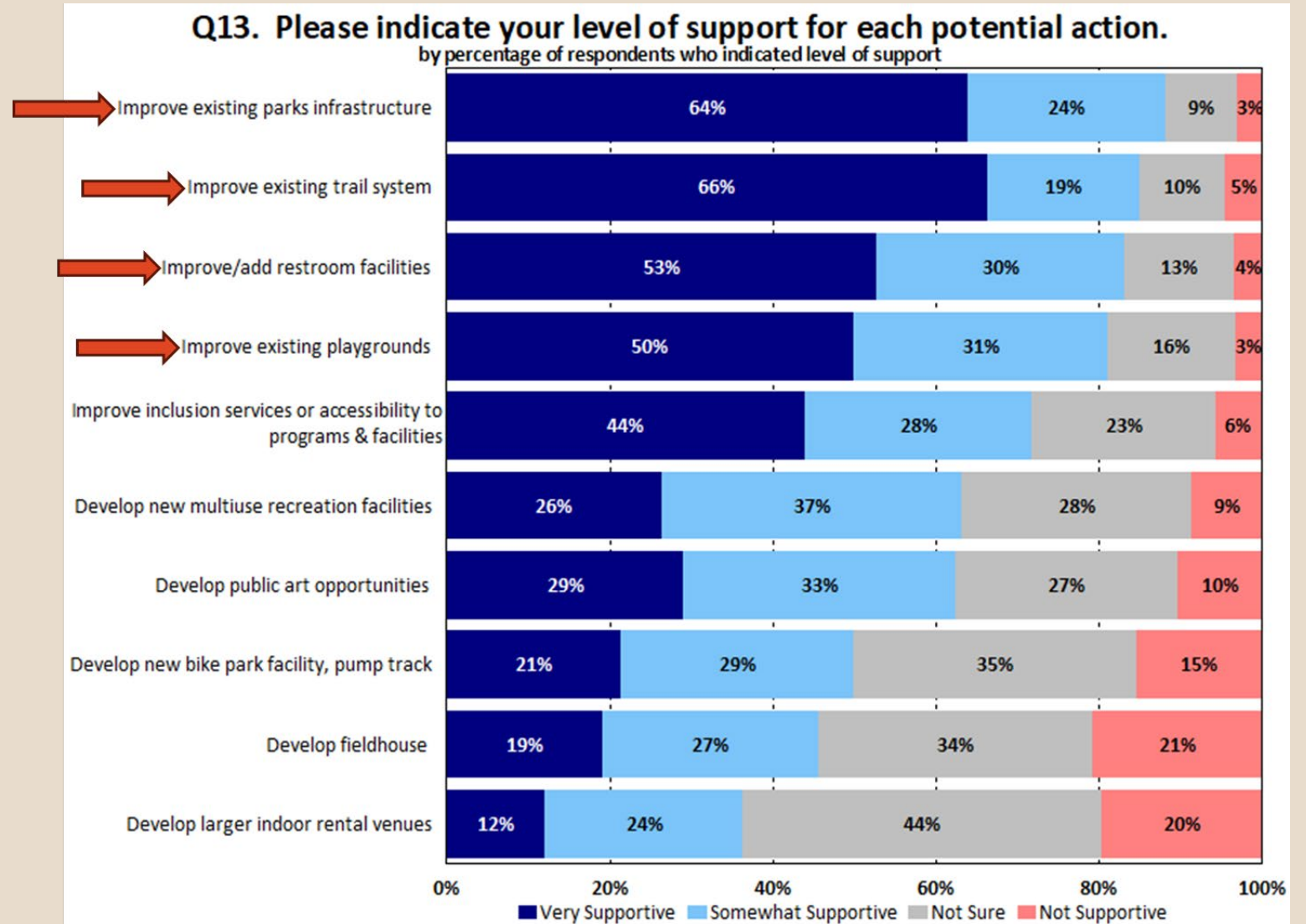
Top Priorities
(high importance/higher unmet need)

Continued Emphasis
(high importance/lower unmet need)

Lower Need
(lower importance/lower unmet need)

ETC RESULTS

Support for Potential Action

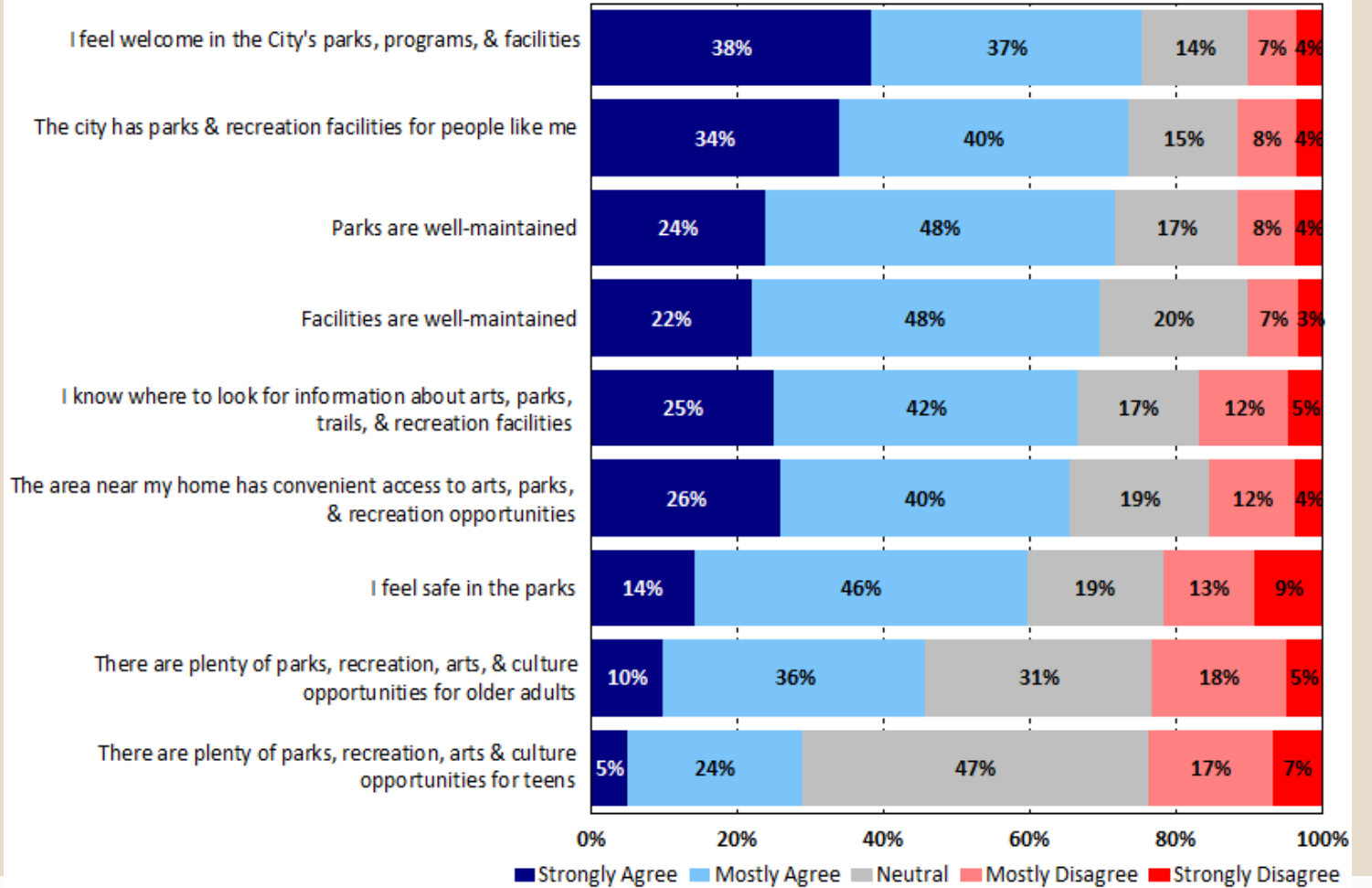


ETC RESULTS

Additional Findings

Q15. Please indicate your level of agreement with each of the following statements about parks, recreation, arts and culture in the city of Lawrence.

by percentage of respondents who indicated level of agreement

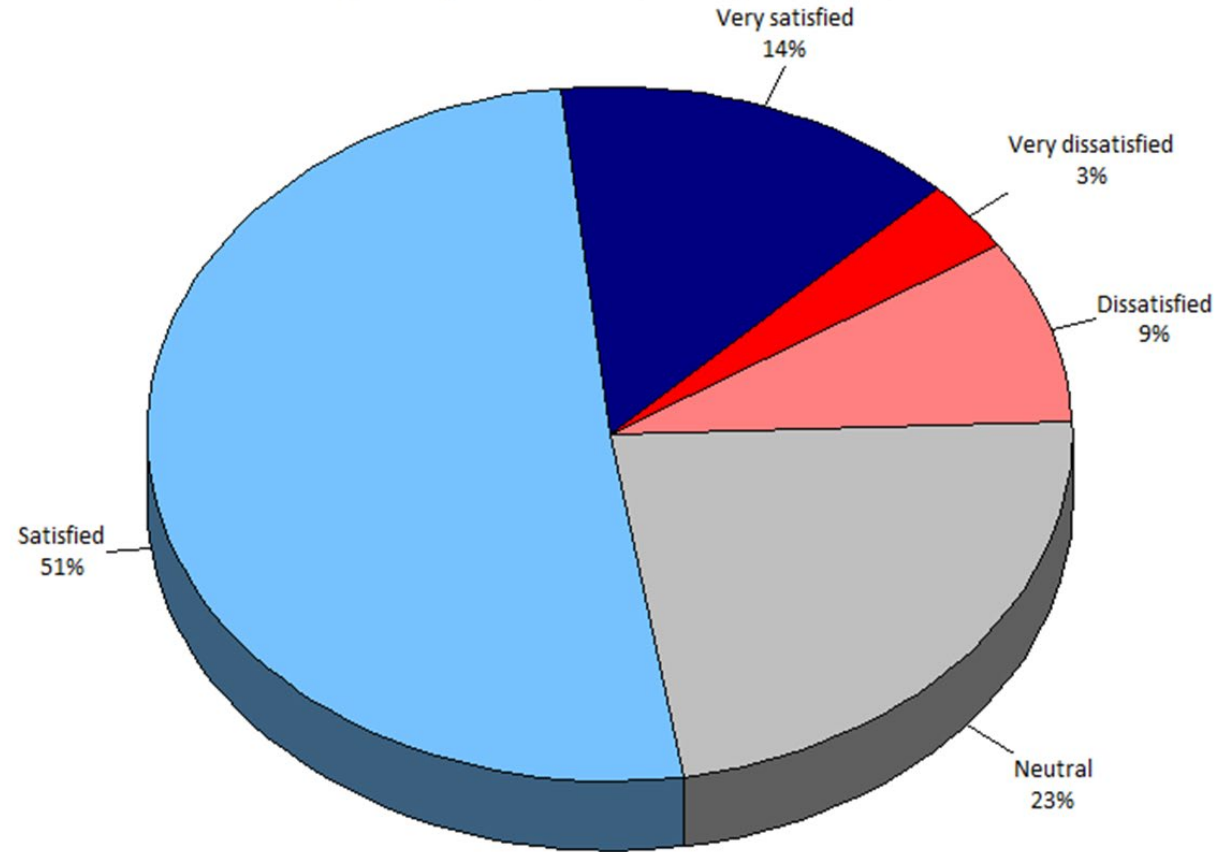


ETC RESULTS

Additional Findings

Q19. Please rate your level of satisfaction with the overall value that your household receives from the City of Lawrence parks, facilities, programs, and services.

by percentage of respondents (excluding "don't know")



CONTACT INFORMATION

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Leon Younger – President

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Designing Local

Amanda Golden – President

amanda@designinglocal.com



Thank you.

QUESTIONS / COMMENTS



1. Based on the results of the initial public meeting and survey results what do you feel are some visionary recommendations the master plan should address for:

- a. Outdoor Park and Recreation Facilities/Programs
- b. Indoor Recreation Facilities/Programs
- c. Pedestrian and Bicycle Trails
- d. Aquatic Facilities
- e. Arts and Cultural Facilities and Programming



2. What is the one key big visionary project that needs to come from this process?