PARKS, RECREATION, ARTS AND CULTURE COMPREHENSIVE PLAN

LAWRENCE, KANSAS

February 20, 2024
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
<table>
<thead>
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<td>Community Context and Resource Inventory</td>
<td></td>
<td></td>
<td>Public Input</td>
<td></td>
<td></td>
<td></td>
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<td>Master Planning</td>
<td>Committee Mtg #1</td>
<td></td>
<td></td>
<td>Committee Mtg #2</td>
<td></td>
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<td>Operational and Maintenance Planning</td>
<td></td>
<td>Facilities Rec.</td>
<td></td>
<td>Rec. Review</td>
<td></td>
<td></td>
<td>Final</td>
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<td>Master Plan Development</td>
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<td></td>
<td>City Review</td>
<td>Adoption</td>
<td></td>
<td></td>
<td>Presentation</td>
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</table>

**Draft Review**

**KEY MEETING:**

**TASK PROGRESS:**
## Level of Service Standards

<table>
<thead>
<tr>
<th>Current Inventory</th>
<th>Current LOS</th>
<th>Metrics</th>
<th>Recommended Standard</th>
<th>Current Needs</th>
<th>5-Year Forecasted Needs</th>
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<tbody>
<tr>
<td>Item</td>
<td></td>
<td></td>
<td>Service Level Based on Current Population</td>
<td>Service Level Based on Current Population</td>
<td>NRPARKA Park Metrics</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Survey Needs Assessment Priority</td>
<td>Recommended Service Levels for Study Area</td>
<td>Assessment</td>
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<tr>
<td>Neighborhood Parks</td>
<td>272.39</td>
<td>2.83 ac/acre</td>
<td>1,000</td>
<td>3.00 ac/acre</td>
<td>Need Exists 16 Acres</td>
</tr>
<tr>
<td>Community Parks</td>
<td>1,372.66</td>
<td>30.89 ac/acre</td>
<td>1,000</td>
<td>31.00 ac/acre</td>
<td>Need Exists 10 Acres</td>
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<tr>
<td>Special Use Parks/Facilities</td>
<td>16.15</td>
<td>0.17 ac/acre</td>
<td>1,000</td>
<td>0.20 ac/acre</td>
<td>Need Exists 3 Acres</td>
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<tr>
<td>Greenways/Preserve Areas</td>
<td>280.12</td>
<td>2.91 ac/acre</td>
<td>1,000</td>
<td>3.00 ac/acre</td>
<td>Need Exists 8 Acres</td>
</tr>
<tr>
<td>Total Developed Park Acres</td>
<td>1,941.17</td>
<td>36.80 ac/acre</td>
<td>1,000</td>
<td>37.20 ac/acre</td>
<td>Need Exists 38 Acres</td>
</tr>
<tr>
<td>Undeveloped Parkland</td>
<td>259.86</td>
<td>2.70 ac/acre</td>
<td>1,000</td>
<td>0.00 ac/acre</td>
<td>Meets Standard - Acres</td>
</tr>
<tr>
<td>Total Park Acres</td>
<td>2,201.02</td>
<td>39.51 ac/acre</td>
<td>1,000</td>
<td>37.20 ac/acre</td>
<td>Meets Standard - Acres</td>
</tr>
</tbody>
</table>

### TRAILS (MILES)

<table>
<thead>
<tr>
<th>Item</th>
<th>2022 Estimated Population</th>
<th>2027 Estimated Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park Paved/Unpaved Trails</td>
<td>27.16</td>
<td>0.28 miles per 1,000</td>
</tr>
</tbody>
</table>

### OUTDOOR FACILITIES

<table>
<thead>
<tr>
<th>Item</th>
<th>2022 Estimated Population</th>
<th>2027 Estimated Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelter</td>
<td>21</td>
<td>1 site per 3,562</td>
</tr>
<tr>
<td>Rectangular Fields (Football, Soccer, Multipurpose)</td>
<td>2</td>
<td>1 field per 3,208</td>
</tr>
<tr>
<td>Baseball Diamond</td>
<td>5</td>
<td>1 field per 10,486</td>
</tr>
<tr>
<td>Softball Diamond</td>
<td>7</td>
<td>1 field per 8,743</td>
</tr>
<tr>
<td>Basketball Courts</td>
<td>11</td>
<td>1 court per 8,244</td>
</tr>
<tr>
<td>Tennis Courts</td>
<td>4</td>
<td>1 court per 20,483</td>
</tr>
<tr>
<td>Pickleball Courts</td>
<td>8</td>
<td>1 court per 12,022</td>
</tr>
<tr>
<td>Sand Volleyball Courts</td>
<td>2</td>
<td>1 court per 48,069</td>
</tr>
<tr>
<td>Playgrounds</td>
<td>33</td>
<td>1 site per 3,776</td>
</tr>
<tr>
<td>Dog Parks</td>
<td>1</td>
<td>1 site per 48,069</td>
</tr>
<tr>
<td>Skateboard Park</td>
<td>4</td>
<td>1 site per 24,043</td>
</tr>
<tr>
<td>Splash Pad</td>
<td>2</td>
<td>1 site per 48,069</td>
</tr>
<tr>
<td>Outdoor Pool</td>
<td>2</td>
<td>1 site per 48,069</td>
</tr>
</tbody>
</table>

### INDOOR RECREATION SPACE (SQ. FT.)

<table>
<thead>
<tr>
<th>Item</th>
<th>2022 Estimated Population</th>
<th>2027 Estimated Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor Aquatic Space</td>
<td>45,000</td>
<td>0.47 SF per person</td>
</tr>
<tr>
<td>Indoor Recreation Space</td>
<td>253,700</td>
<td>2.64 SF per person</td>
</tr>
<tr>
<td>Special Use Facilities</td>
<td>8,950</td>
<td>0.01 SF per person</td>
</tr>
</tbody>
</table>
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.
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
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 the community demographics

<table>
<thead>
<tr>
<th>Agency</th>
<th>State</th>
<th>Jurisdiction Type</th>
<th>Population</th>
<th>Jurisdiction Size (Sq. Mi.)</th>
<th>Population per Sq. Mi.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lawrence Parks and Recreation</td>
<td>KS</td>
<td>City</td>
<td>95,126</td>
<td>35</td>
<td>2,779</td>
</tr>
<tr>
<td>Bloomington Parks and Recreation</td>
<td>IN</td>
<td>City</td>
<td>79,968</td>
<td>23.42</td>
<td>3,407</td>
</tr>
<tr>
<td>Columbia Parks and Recreation</td>
<td>MO</td>
<td>City</td>
<td>126,853</td>
<td>67.45</td>
<td>1,898</td>
</tr>
<tr>
<td>Corvallis Parks and Recreation</td>
<td>OR</td>
<td>City</td>
<td>59,922</td>
<td>14.13</td>
<td>4,200</td>
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</table>
A look at Parks and Trails

### PARK ACRES

<table>
<thead>
<tr>
<th>Agency</th>
<th>Population</th>
<th>Total Park Acres</th>
<th>Total Developed Acres</th>
<th>TOTAL acres per 1,000 Residents</th>
<th>Total Developed Acres per 1,000 Residents</th>
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<tr>
<td>Lawrence Parks and Recreation</td>
<td>95,256</td>
<td>3,799</td>
<td>3,539</td>
<td>39.9</td>
<td>37.2</td>
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<tr>
<td>Columbia Parks and Recreation</td>
<td>126,853</td>
<td>3,754</td>
<td>2,129</td>
<td>29.6</td>
<td>16.8</td>
</tr>
<tr>
<td>Corvallis Parks and Recreation</td>
<td>59,922</td>
<td>1,800</td>
<td>560</td>
<td>30.0</td>
<td>9.3</td>
</tr>
<tr>
<td>Bloomington Parks and Recreation</td>
<td>79,968</td>
<td>2,622</td>
<td>1,888</td>
<td>32.8</td>
<td>23.6</td>
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</table>

2022 NRPA Median = 11.2 acres per 1,000 Residents for populations between 50,000 to 99,999

### TRAIL MILES

<table>
<thead>
<tr>
<th>Agency</th>
<th>Population</th>
<th>Soft Trail Miles</th>
<th>Paved Trail Miles</th>
<th>Total Trail Miles</th>
<th>Trail Miles per 1,000 Residents</th>
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<td>35.0</td>
<td>45.0</td>
<td>80.0</td>
<td>0.8</td>
</tr>
<tr>
<td>Bloomington Parks and Recreation</td>
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<td>34.0</td>
<td>20.2</td>
<td>13.9</td>
<td>0.2</td>
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<tr>
<td>Columbia Parks and Recreation</td>
<td>126,853</td>
<td>43.8</td>
<td>18.8</td>
<td>62.6</td>
<td>0.5</td>
</tr>
<tr>
<td>Corvallis Parks and Recreation</td>
<td>59,922</td>
<td>14.9</td>
<td>7.1</td>
<td>22.0</td>
<td>0.4</td>
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</table>

2022 NRPA Median = 19.0 Miles of trail for populations 50,000 to 99,999
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%)

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

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.

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

<table>
<thead>
<tr>
<th>Core Program Area</th>
<th>Preschool (3 and Under)</th>
<th>Elementary (6-12)</th>
<th>Teens (13-17)</th>
<th>Adult (18-34)</th>
<th>Adult (35-50)</th>
<th>Adult (51-69)</th>
<th>Adult (70+)</th>
<th>All Ages Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Sports</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aquatics</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>S</td>
<td>P</td>
</tr>
<tr>
<td>Camps</td>
<td>P</td>
<td>P</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Golf</td>
<td>S</td>
<td>P/S</td>
<td>P/S</td>
<td>P</td>
<td>P/S</td>
<td>P/S</td>
<td>S</td>
<td>P</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
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<tr>
<td>Lifelong Recreation</td>
<td>S</td>
<td>S</td>
<td></td>
<td>S</td>
<td>S</td>
<td>P</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Nature</td>
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<td>S</td>
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<td>Special Events</td>
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<td>S</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P/S</td>
</tr>
<tr>
<td>Youth Special Interest</td>
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<td>P</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth Sports</td>
<td>P</td>
<td>P</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unified Recreation</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P/S</td>
<td>P/S</td>
<td></td>
</tr>
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</table>

Prominent | Secondary
Program Lifecycle

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

<table>
<thead>
<tr>
<th>Stages</th>
<th>Description</th>
<th>Actual Programs Distribution</th>
<th>Recommended Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro</td>
<td>New Programs; modest participation</td>
<td>9%</td>
<td>50%-60% Total</td>
</tr>
<tr>
<td>Take-Off</td>
<td>Rapid participation growth</td>
<td>10%</td>
<td>59%</td>
</tr>
<tr>
<td>Growth</td>
<td>Moderate, but consistent participation growth</td>
<td>36%</td>
<td>40%</td>
</tr>
<tr>
<td>Mature</td>
<td>Slow participation growth</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Saturated</td>
<td>Minimal to no participation growth; extreme competition</td>
<td>8%</td>
<td>0%-10% Total</td>
</tr>
<tr>
<td>Decline</td>
<td>Declining participation</td>
<td>3%</td>
<td>11%</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Program Classification Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential</td>
</tr>
<tr>
<td>29%</td>
</tr>
</tbody>
</table>

- **Essential Services**
  - Community benefit
  - 0-50% Cost Recovery

- **Important Services**
  - Balanced community and individual benefit
  - 51-70% Cost Recovery

- **Value-Added Services**
  - Individual Benefit
  - 71-100% Cost Recovery
Cost of Service

Personnel Costs
Indirect Costs
Administrative Cost Allocations
Debt Service Costs
Supply and Material Costs

Building Costs
Vehicle Costs
Contracted Services
Equipment Costs

Total Costs for Programs
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?
Community Sentiments

- **12** Hours of 1-on-1 Conversations
- **67** Focus Group Attendees
- **519** 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
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
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
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
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
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.
Community Sentiments

Top Priorities for Investment for Amenities Based on Priority Investment Rating

- Walking & biking trails: 257 (High Priority)
- Park restroom buildings: 124
- Passive natural areas: 129
- Indoor fitness center or facility: 123
- Mini-golf course: 117
- Outdoor swimming pool/water park: 108
- Indoor running/walking track: 100
- Park shelters & picnic areas: 93
- Outdoor ice rink: 90
- Outdoor bandshell/amphitheater: 85
- Outdoor fitness equipment: 78
- Outdoor pickleball courts: 77
- Indoor group exercise studios: 70
- Green gathering areas: 65
- Playgrounds: 60
- Dog parks: 59
- Garden plots: 56
- Indoor multipurpose rooms: 64
- Spray ground/splash pad: 64
- Indoor gymnasium/courts: 61
- Outdoor tennis courts: 60
- Outdoor athletic facility lighting: 46
- Sand volleyball courts: 41
- Outdoor soccer/soccer/football fields: 41
- Outdoor basketball: 37
- Golf course: 37
- Outdoor baseball & softball diamond fields: 36
- Outdoor synthetic turf fields: 35
- Indoor turf fields: 34
- Skate park: 30
- Disc golf course: 30
- Indoor preschool/early childhood program rooms: 26
- Indoor gymnastics area: 23
- Indoor before & after school care rooms: 26

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 40,785 households

Survey Findings Report
Community Sentiments

Q11. Programs Most Important to Households.
by percentage of respondents who selected the items as one of their top four choices

Survey Findings Report
Community Sentiments

Top Priorities for Investment for Programs Based on Priority Investment Rating

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

- Support local artists & art organizations: 48%
- Preserve & present local history: 34%
- Exposure to local/regional artists & performers: 34%
- Broaden exposure to arts, culture & history: 29%
- Contribute to local economy: 23%
- Provide access & exposure to culturally diverse programs & services: 22%
- Provide opportunities to gather & celebrate: 21%
- Provide opportunities for cultural celebrations/events: 19%
- Provide inspiring & safe learning environments: 18%
- Exposure to national/international artists & performers: 15%
- Enhance local tourism: 13%
- Offer programs & services that allow for creative self-expression: 13%
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)

- Art & cultural celebrations: 73%
- Outdoor entertainment: 65%
- Festivals: 54%
- Food/drink events: 54%
- Holiday celebrations: 53%
- Environmental event: 47%
- Competitions: 27%
- Health & wellness events: 22%
## Community Sentiments

### Q8. Need for Recreation Amenities.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage of Respondents Indicating Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking &amp; biking trails</td>
<td>92%</td>
</tr>
<tr>
<td>Park shelters &amp; picnic areas</td>
<td>86%</td>
</tr>
<tr>
<td>Park restroom buildings</td>
<td>83%</td>
</tr>
<tr>
<td>Passive natural areas</td>
<td>83%</td>
</tr>
<tr>
<td>Indoor fitness center or facility</td>
<td>81%</td>
</tr>
<tr>
<td>Indoor running/walking track</td>
<td>76%</td>
</tr>
<tr>
<td>Green gathering areas</td>
<td>74%</td>
</tr>
<tr>
<td>Outdoor swimming pool/water park</td>
<td>74%</td>
</tr>
<tr>
<td>Outdoor bandshell/amphitheater</td>
<td>65%</td>
</tr>
<tr>
<td>Playgrounds</td>
<td>63%</td>
</tr>
<tr>
<td>Indoor gymnasium/courts</td>
<td>58%</td>
</tr>
<tr>
<td>Indoor multipurpose rooms</td>
<td>56%</td>
</tr>
<tr>
<td>Indoor group exercise studios</td>
<td>56%</td>
</tr>
<tr>
<td>Outdoor athletic facility lighting</td>
<td>50%</td>
</tr>
<tr>
<td>Spray ground/splash pad</td>
<td>49%</td>
</tr>
<tr>
<td>Outdoor fitness equipment</td>
<td>49%</td>
</tr>
<tr>
<td>Dog parks</td>
<td>47%</td>
</tr>
<tr>
<td>Mini-golf course</td>
<td>47%</td>
</tr>
<tr>
<td>Outdoor tennis courts</td>
<td>45%</td>
</tr>
<tr>
<td>Outdoor baseball &amp; softball diamond fields</td>
<td>42%</td>
</tr>
<tr>
<td>Outdoor basketball</td>
<td>41%</td>
</tr>
<tr>
<td>Outdoor ice rink</td>
<td>41%</td>
</tr>
<tr>
<td>Garden plots</td>
<td>40%</td>
</tr>
<tr>
<td>Outdoor pickleball courts</td>
<td>39%</td>
</tr>
<tr>
<td>Disc golf course</td>
<td>37%</td>
</tr>
<tr>
<td>Outdoor soccer/lacrosse/football fields</td>
<td>35%</td>
</tr>
<tr>
<td>Indoor gymnastics area</td>
<td>34%</td>
</tr>
<tr>
<td>Golf course</td>
<td>32%</td>
</tr>
<tr>
<td>Skate park</td>
<td>32%</td>
</tr>
<tr>
<td>Indoor turf fields</td>
<td>32%</td>
</tr>
<tr>
<td>Sand volleyball courts</td>
<td>29%</td>
</tr>
<tr>
<td>Outdoor synthetic turf fields</td>
<td>22%</td>
</tr>
<tr>
<td>Indoor preschool/early childhood program rooms</td>
<td>18%</td>
</tr>
<tr>
<td>Indoor before &amp; after school care rooms</td>
<td>14%</td>
</tr>
</tbody>
</table>
Q10. Need for Recreation Programs.

by percentage of respondents who indicated need

- Community events: 80%
- Adult fitness & wellness programs: 70%
- Nature programs/environmental education: 60%
- Adult arts & culture-performing: 52%
- Adult arts & culture-visual: 51%
- Adult education programs: 51%
- Outdoor adventure programs: 50%
- Arts & culture-performing: 49%
- Special events for adults only: 49%
- Arts & culture-visual: 48%
- Educational classes: 45%
- Cooking classes: 45%
- Adult programs for 62 years & older: 41%
- Adult water fitness programs: 40%
- Adult sports programs & leagues: 38%
- Sports programs & leagues: 38%
- Music lesson programs: 35%
- Learn to swim & diving programs: 30%
- Adult pickleball lessons & leagues: 29%
- Camp programs: 26%
- Programs for teens: 22%
- Adult golf instruction programs & leagues: 22%
- Youth soccer: 22%
- Gymnastics programs: 21%
- Martial arts programs: 20%
- Adult martial arts programs: 20%
- Youth baseball/softball: 20%
- Adult tennis lessons & leagues: 20%
- Before & after school programs: 19%
- Youth basketball: 19%
- Tennis lessons & leagues: 19%
- Golf instruction programs: 17%
- Preschool with all day care or half-day care: 17%
- Youth volleyball: 15%
- eSports: 14%
Bloomington, Indiana

- 11-member Bloomington Arts Commission (BAC), established in 1980
- BAC oversees (at least) 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
• 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.
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.
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.
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 ensuing 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.
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 cultural spaces!

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, 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 by 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.

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

Key Dates & Meetings

Click here to view the project schedule.

Thank you for participating!
COMMUNITY ENGAGEMENT

Online Interactive Website // SOCIAL PINPOINT

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

- 47.9% (67) Recreation Idea
- 52.1% (73) Idea!

Add Marker
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.
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.
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
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 the high priorities based on the Priority Investment Ratings Analysis*
Some usage/participation numbers seem to suggest that respondents were not as aware as they indicated they are.
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
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.
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)
ETC RESULTS

Usage of the System

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

- Support local artists & art organizations: 48%
- Preserve & present local history: 34%
- Exposure to local/regional artists & performers: 34%
- Broaden exposure to arts, culture & history: 29%
- Contribute to local economy: 23%
- Provide access & exposure to culturally diverse programs & services: 22%
- Provide opportunities to gather & celebrate: 21%
- Provide opportunities for cultural celebrations/events: 19%
- Provide inspiring & safe learning environments: 18%
- Exposure to national/international artists & performers: 15%
- Enhance local tourism: 13%
- Offer programs & services that allow for creative self-expression: 13%
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 importance of the amenities to households.
ETC RESULTS

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

- **High Priority (100+)**: Continued Emphasis (high importance/lower unmet need)
- **Low Priority (0-50)**: Lower Need (lower importance/lower unmet need)
- **Medium Priority (50-99)**: (high importance/lower unmet need)
First, we determine the overall need for the programs listed.
ETC RESULTS

Program Priorities

Unmet Needs and Priorities for Programs

Those respondents who have a need are asked to indicate how well their needs are currently being met.
The final piece of the Priority Investment Ratings is the importance of the programs to households.
ETC RESULTS

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

Q13. Please indicate your level of support for each potential action.

- Improve existing parks infrastructure: 64% Very Supportive, 24% Somewhat Supportive, 9% Not Sure, 3% Not Supportive
- Improve existing trail system: 66% Very Supportive, 19% Somewhat Supportive, 10% Not Sure, 5% Not Supportive
- Improve/add restroom facilities: 53% Very Supportive, 30% Somewhat Supportive, 13% Not Sure, 4% Not Supportive
- Improve existing playgrounds: 50% Very Supportive, 31% Somewhat Supportive, 16% Not Sure, 3% Not Supportive
- Improve inclusion services or accessibility to programs & facilities: 44% Very Supportive, 28% Somewhat Supportive, 23% Not Sure, 6% Not Supportive
- Develop new multiuse recreation facilities: 26% Very Supportive, 37% Somewhat Supportive, 28% Not Sure, 9% Not Supportive
- Develop public art opportunities: 29% Very Supportive, 33% Somewhat Supportive, 27% Not Sure, 10% Not Supportive
- Develop new bike park facility, pump track: 21% Very Supportive, 29% Somewhat Supportive, 35% Not Sure, 15% Not Supportive
- Develop fieldhouse: 19% Very Supportive, 27% Somewhat Supportive, 34% Not Sure, 21% Not Supportive
- Develop larger indoor rental venues: 12% Very Supportive, 24% Somewhat Supportive, 44% Not Sure, 20% Not Supportive
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.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Mostly Agree</th>
<th>Neutral</th>
<th>Mostly Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel welcome in the City's parks, programs, &amp; facilities</td>
<td>38%</td>
<td>37%</td>
<td>14%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>The city has parks &amp; recreation facilities for people like me</td>
<td>34%</td>
<td>40%</td>
<td>15%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Parks are well-maintained</td>
<td>24%</td>
<td>48%</td>
<td>17%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Facilities are well-maintained</td>
<td>22%</td>
<td>48%</td>
<td>20%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>I know where to look for information about arts, parks, trails, &amp; facilities</td>
<td>25%</td>
<td>42%</td>
<td>17%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>The area near my home has convenient access to arts, parks, &amp; recreation opportunities</td>
<td>26%</td>
<td>40%</td>
<td>19%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>I feel safe in the parks</td>
<td>14%</td>
<td>46%</td>
<td>19%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>There are plenty of parks, recreation, arts, &amp; culture opportunities for older adults</td>
<td>10%</td>
<td>36%</td>
<td>31%</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>There are plenty of parks, recreation, arts &amp; culture opportunities for teens</td>
<td>5%</td>
<td>24%</td>
<td>47%</td>
<td>17%</td>
<td>7%</td>
</tr>
</tbody>
</table>
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")

- Very satisfied: 14%
- Very dissatisfied: 3%
- Dissatisfied: 9%
- Satisfied: 51%
- Neutral: 23%
CONTACT INFORMATION

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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?