CITY COMMISSION MEETING

# PARKS, RECREATION, ARTS AND CULTURE COMPREHENSIVE PLAN

LAWRENCE, KANSAS

MARCH 19, 2024



CONFLUENCE

IN ASSOCIATION WITH

PROS CONSULTING | DESIGNING LOCAL



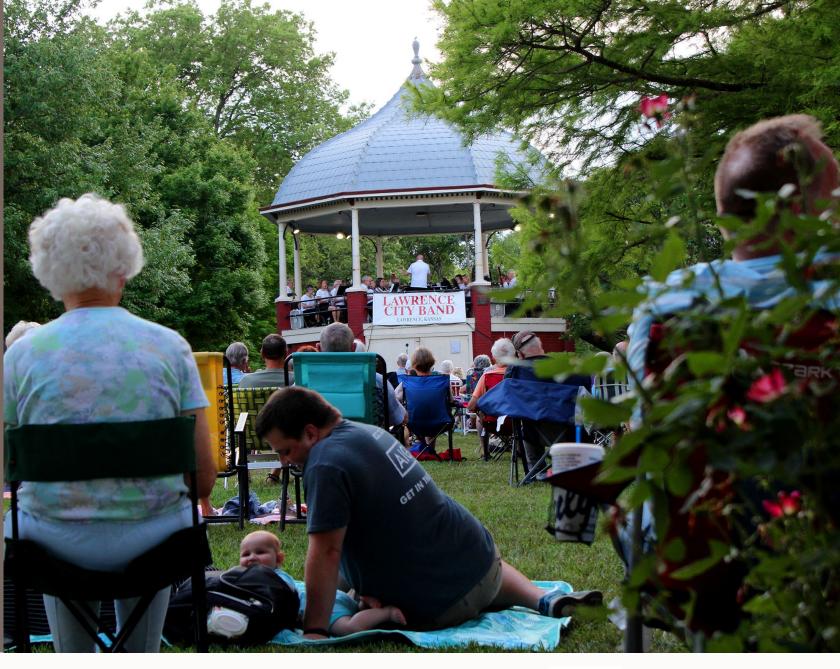
# **AGENDA**

Introductions

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









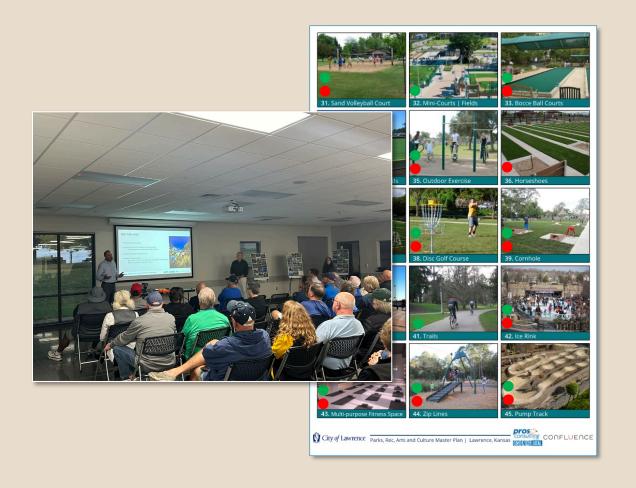




### In-Person Public Meeting // Presentation

« 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.













Online Interactive Website / / SOCIAL PINPOINT

2,249 views | | | | | | | |

1,414 visits

953 visitors



342 from 179 contributors

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



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 includ

- 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** 











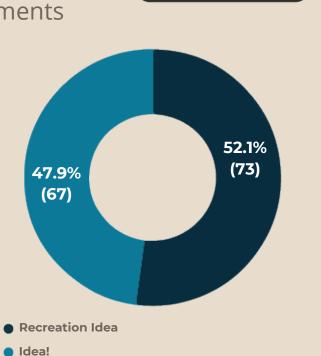
Online Interactive Website / / SOCIAL PINPOINT

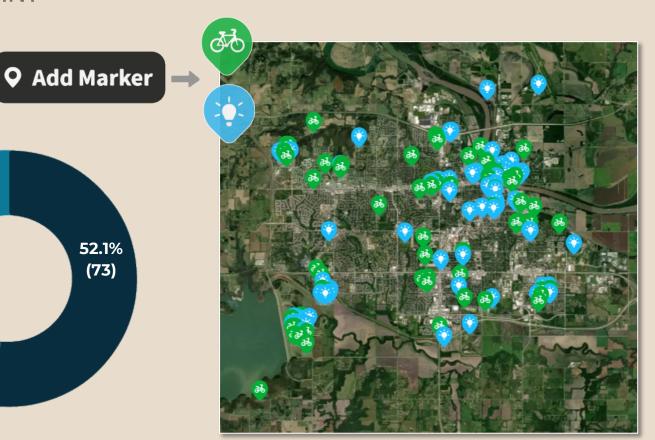
### **Mapping Activity**

« 140 map comments / engagements

« 71 contributors

« Idea! & Recreation Idea











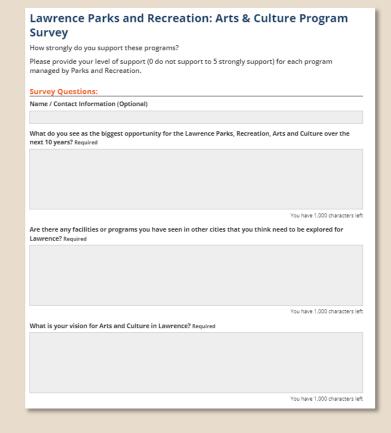


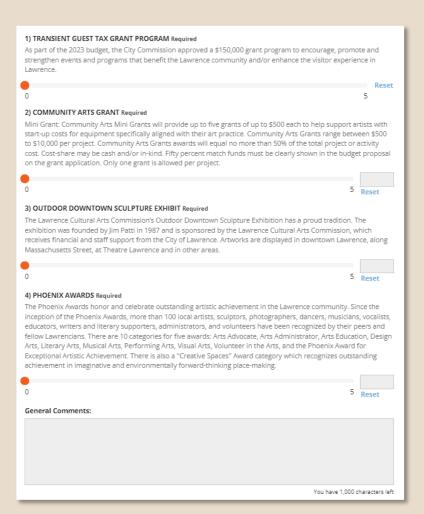
### Online Interactive Website / / SOCIAL PINPOINT

### 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.













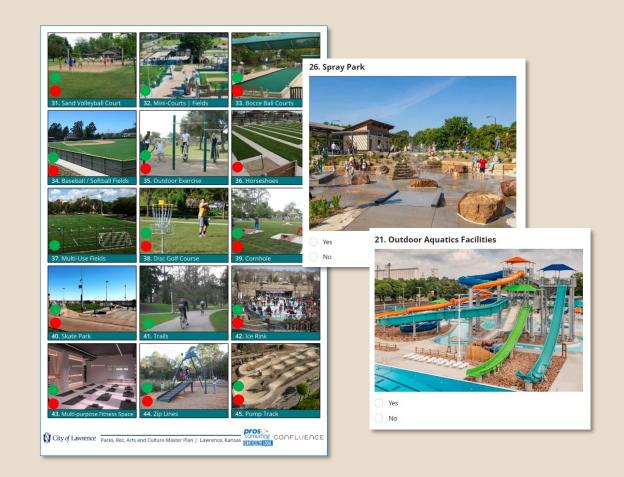


Online Interactive Website / / SOCIAL PINPOINT

### **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.













# **Arts & Culture Summary**

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



Hours of 1-on-1 Conversations



Focus Group
Attendees



**Survey Respondents** 













# Survey Methodology – Random Sample

### **Survey Description**

Six-page survey

### Method of Administration

- By mail and online to a random sample of households in the City
- Each survey took approximately 16-18 minutes to complete

### Sample Size

519 completed surveys

### Margin of Error

• +/- 4.3% at the 95% level of confidence









# Survey Methodology – Non-Random Sample

In addition to the random sample survey, an online-only version of the survey was promoted in the community by the City.

Anyone who was not selected for the random sample but still participated online were included in a secondary set of data labeled the "non-random sample."

In total, 521 responses were collected as a part of the "non-random sample." Overall, the results are similar, but the overall representation of the results does not match the overall demographic composition of the City.

These results should be secondary to the findings in this presentation because they do not accurately reflect the makeup of the City.









# **Survey Methodology – Sample Comparisons**

 Comparing the Race/Ethnicity Features of Random and Non-Random Sample Respondents

Q23. Hispanic, Latino, or Spanish Ancestry	Random Sample	Non-Random Sample	Census
Yes	7.1%	7.0%	7.3%
Q24. Race/Ethnic Background	Random Sample	Non-Random Sample	Census
Asian or Asian Indian	5.2%	1.9%	5.9%
Black or African American	5.0%	3.5%	4.9%
American Indian or Alaska Native	2.1%	2.7%	2.0%
White or Caucasian	78.0%	89.4%	77.2%
Native Hawaiian or Other Pacific Islander	0.2%	0.2%	0.0%
Middle Eastern or North African	0.6%	0.2%	N/A

 While some categories are closely aligned – the random sample results more closely align with Census estimates for the City's population









### 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









### 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









# 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 the highest priorities based on the \*Priority Investment Ratings (PIR) Analysis







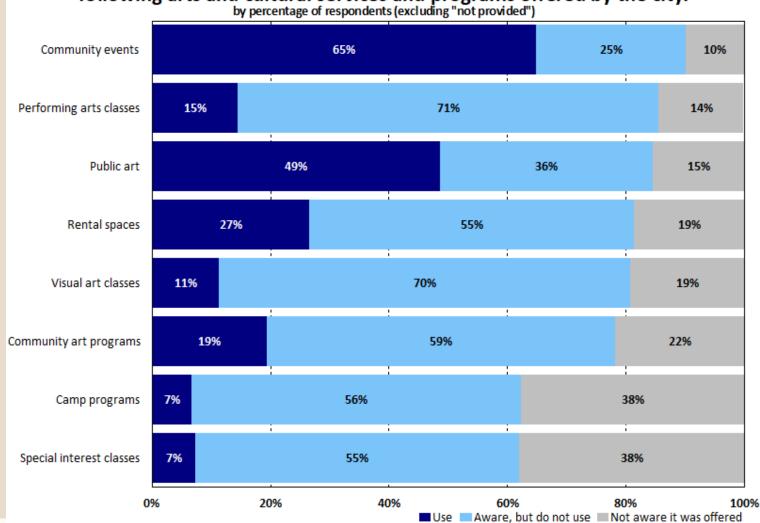




# Usage of the System

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

# 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")













## Usage of the System

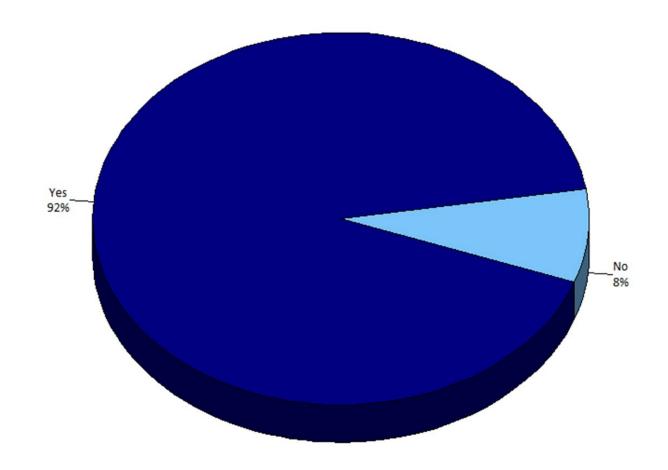
#### **Barriers to Visiting (Number of Respondents)**

- 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













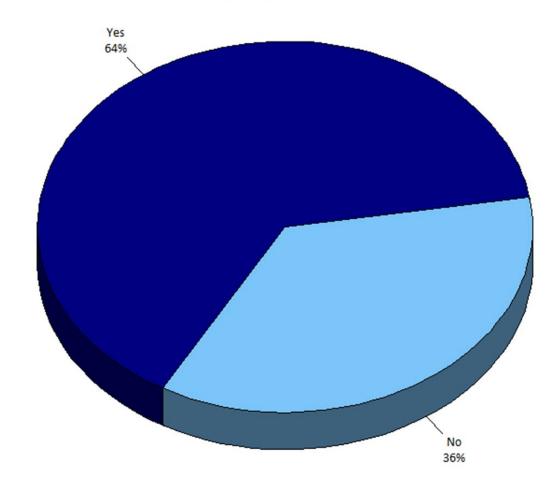
# Usage of the System

#### **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











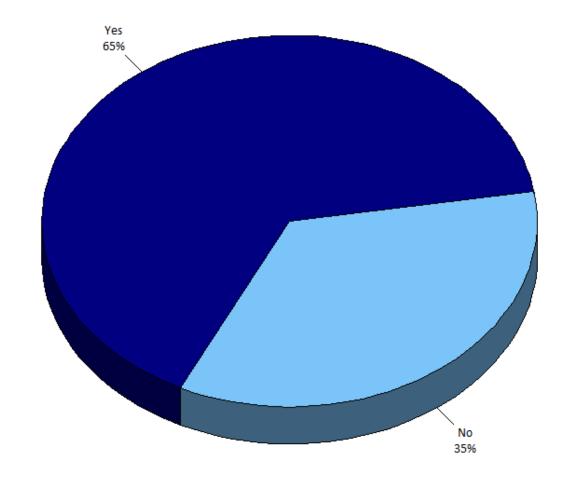


# Usage of the System

#### **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





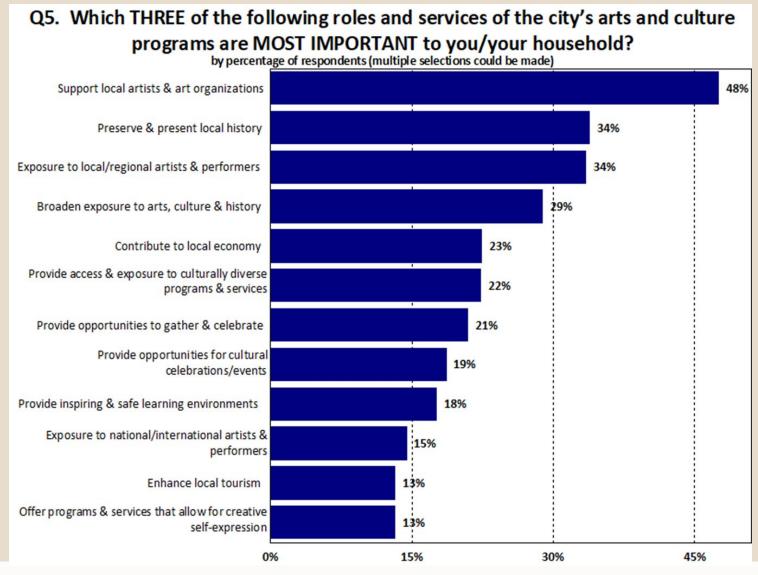








### Usage of the System









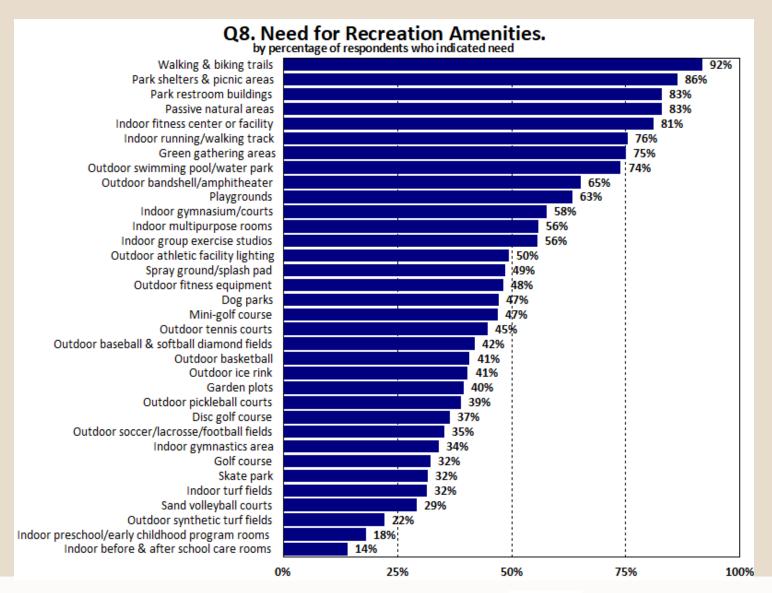




## **Amenity Priorities**

Unmet Needs and Priorities for Amenities

First, we determine the overall need for the amenities listed









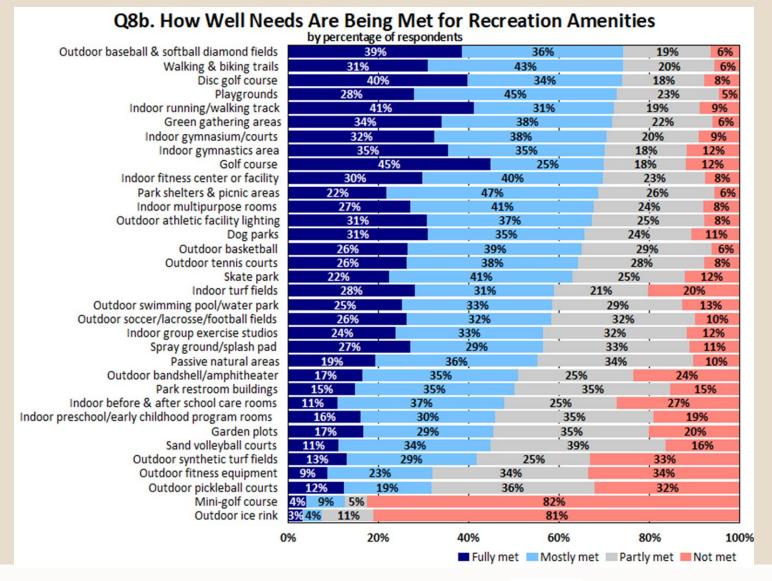




### **Amenity Priorities**

Unmet Needs and Priorities for Amenities

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









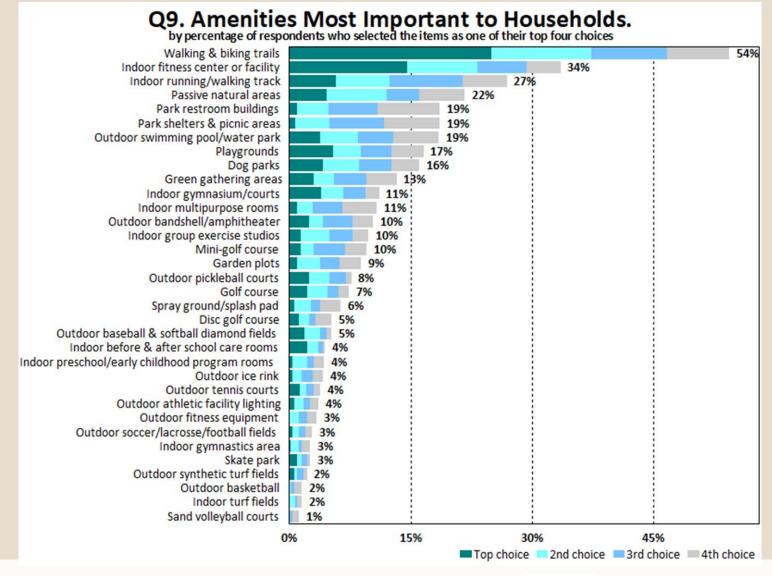




## **Amenity Priorities**

Unmet Needs and Priorities for Amenities

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





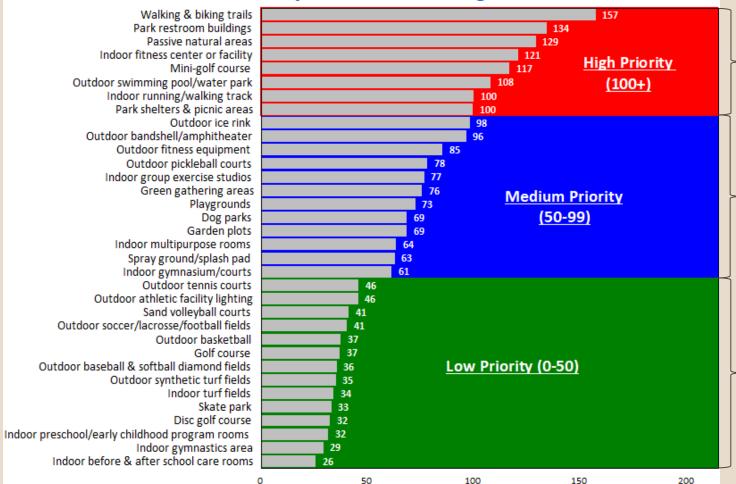








### Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



### **Top Priorities**

(high importance/higher unmet need)

# **Continued Emphasis**

(high importance/lower unmet need)

### **Lower Need**

(lower importance/lower unmet need)









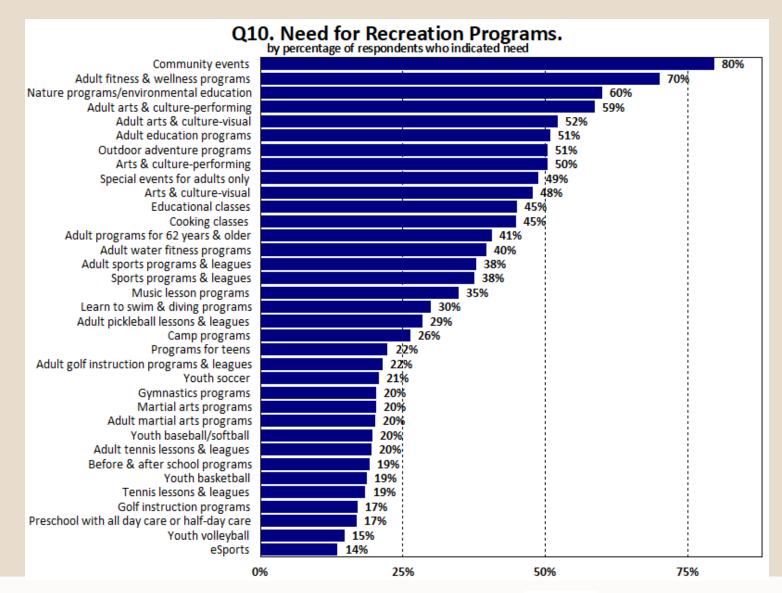


Random Sample PIR Results		Non-Random Sample PIR Results			
Facilities/Amenities	Rank	Facilities/Amenities	Rank		
Walking & biking trails	1	Indoor fitness center or facility	1		
Park restroom buildings	2	Walking & biking trails	2		
Passive natural areas	3	Mini-golf course	3		
Indoor fitness center or facility	4	Outdoor swimming pool/water park	4		
Mini-golf course	5	Park restroom buildings	5		
Outdoor swimming pool/water park	6	Passive natural areas	6		
Indoor running/walking track	7	Indoor running/walking track	7		
Park shelters & picnic areas	8	Outdoor ice rink	8		
Outdoor ice rink	9	Indoor gymnasium/courts	9		
Outdoor bandshell/amphitheater	10	Outdoor pickleball courts	10		
Outdoor fitness equipment	11	Outdoor bandshell/amphitheater	11		
Outdoor pickleball courts	12	Playgrounds	12		
Indoor group exercise studios	13	Indoor group exercise studios	13		
Green gathering areas	14	Park shelters & picnic areas	14		
Playgrounds	15	Indoor multipurpose rooms	15		
Dog parks	16	Outdoor fitness equipment	16		
Garden plots	17	Green gathering areas	17		
Indoor multipurpose rooms	18	Dog parks	18		
Spray ground/splash pad	19	Spray ground/splash pad	19		
Indoor gymnasium/courts	20	Garden plots	20		
Lawrence PARKS, RECREATION, ARTS AND CULTURE COMPREHENSIVE PLAN - LAWRENCE, KANSAS    PARKS, RECREATION, ARTS AND CULTURE COMPREHENSIVE PLAN - LAWRENCE, KANSAS					

### Program Priorities

Unmet Needs and Priorities for Programs

First, we determine the overall need for the programs listed









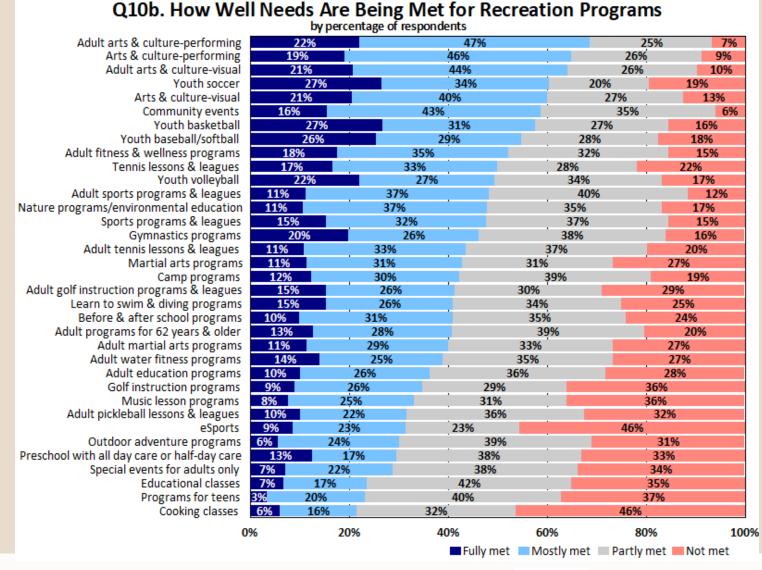




### **Program Priorities**

Unmet Needs and Priorities for Programs

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









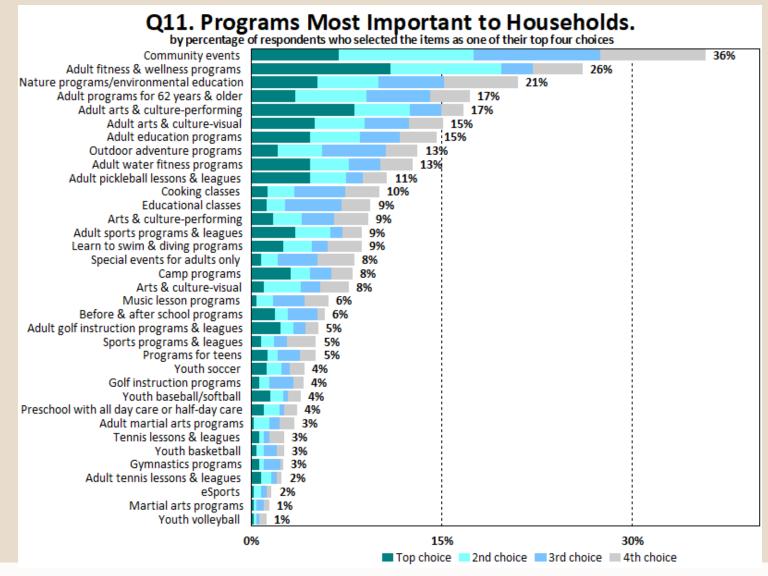




### **Program Priorities**

Unmet Needs and Priorities for Programs

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





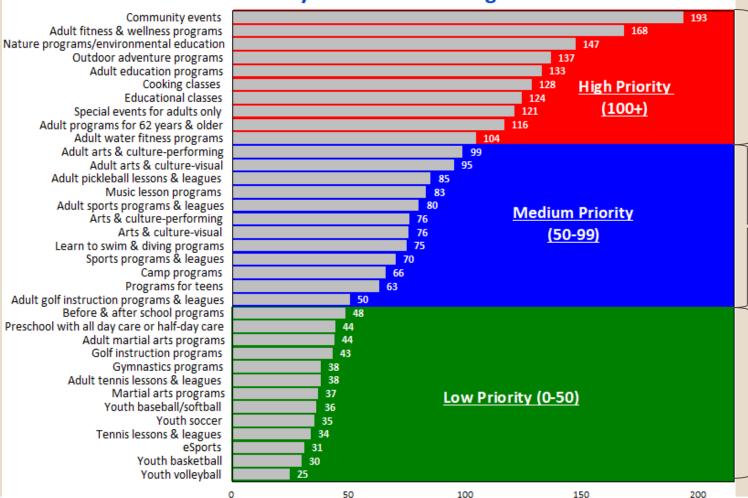








### Top Priorities for Investment for Programs Based on Priority Investment Rating



# **Top Priorities**

(high importance/higher unmet need)

# **Continued Emphasis**

(high importance/lower unmet need)

### **Lower Need**

(lower importance/lower unmet need)











### Non-Random Sample PIR Results

Program	Rank	Program	Rank
Community events	1	Adult fitness & wellness programs	1
Adult fitness & wellness programs	2	Community events	2
Nature programs/environmental education	3	Outdoor adventure programs	3
Outdoor adventure programs	4	Nature programs/environmental education	4
Adult education programs	5	Cooking classes	5
Cooking classes	6	Special events for adults only	6
Educational classes	7	<b>Educational classes</b>	7
Special events for adults only	8	Adult education programs	8
Adult programs for 62 years & older	9	Adult pickleball lessons & leagues	9
Adult water fitness programs	10	Learn to swim & diving programs	10
Adult arts & culture-performing	11	Adult programs for 62 years & older	11
Adult arts & culture-visual	12	Adult water fitness programs	12
Adult pickleball lessons & leagues	13	Music lesson programs	13
Music lesson programs	14	Adult arts & culture-visual	14
Adult sports programs & leagues	15	Adult arts & culture-performing	15
Arts & culture-performing	16	Adult sports programs & leagues	16
Arts & culture-visual	17	Arts & culture-performing	17
Learn to swim & diving programs	18	Arts & culture-visual	18

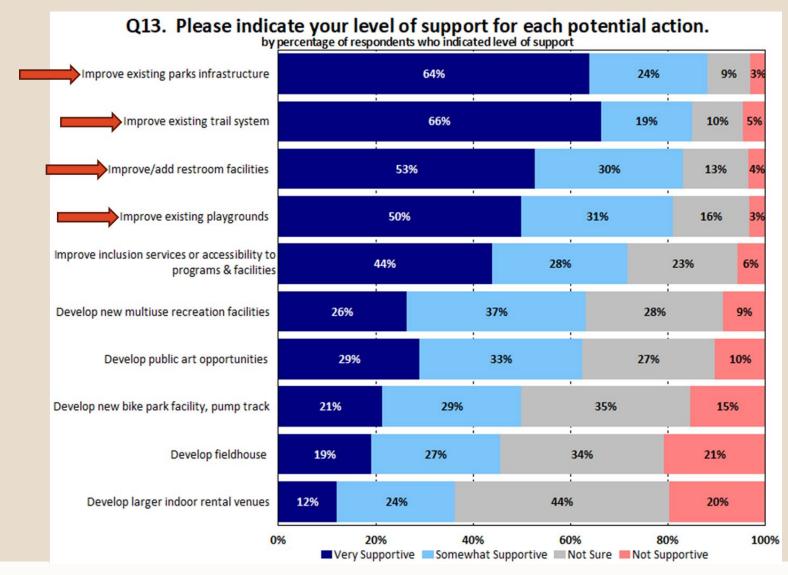








# Support for Potential Action









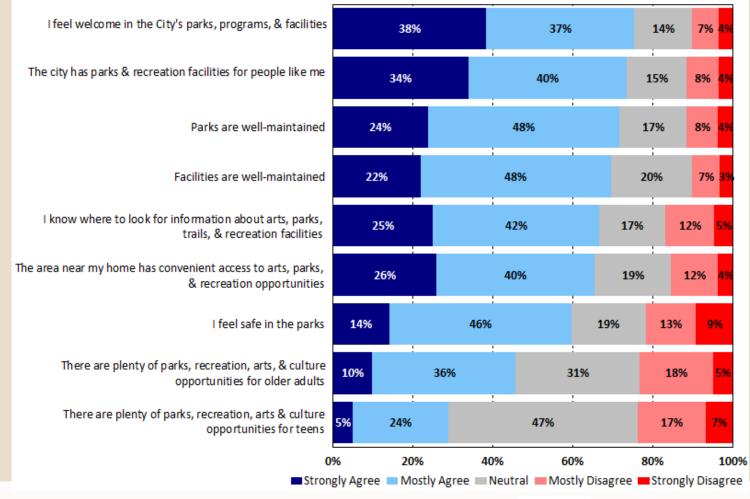




# Additional Findings

# 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







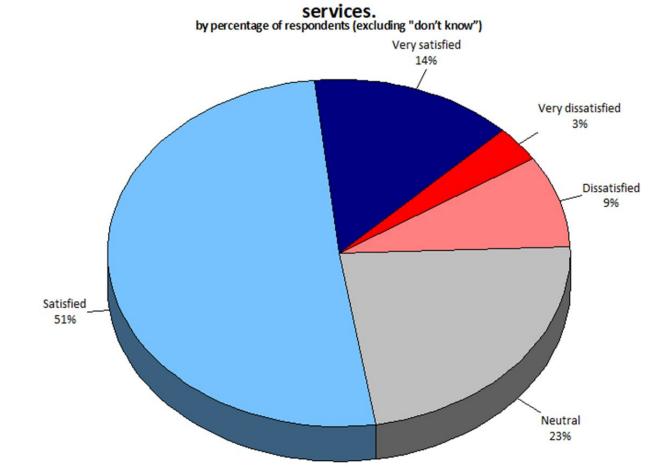






## Additional Findings

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













### **CONTACT INFORMATION**

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