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
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

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

2,249 views

1,414 visits

953 visitors

342 contributions from 179 contributors

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 interest. 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 - journey 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 - let us know what you think about different development styles relating to parks, recreation, arts and open space.

What kinds of public art do you want to see more of?
Key Dates & Meetings

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!
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.
Arts & Culture Summary

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

- 12 Hours of 1-on-1 Conversations
- 67 Focus Group Attendees
- 519 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

<table>
<thead>
<tr>
<th>Q23. Hispanic, Latino, or Spanish Ancestry</th>
<th>Random Sample</th>
<th>Non-Random Sample</th>
<th>Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>7.1%</td>
<td>7.0%</td>
<td>7.3%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Q24. Race/Ethnic Background</th>
<th>Random Sample</th>
<th>Non-Random Sample</th>
<th>Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian or Asian Indian</td>
<td>5.2%</td>
<td>1.9%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>5.0%</td>
<td>3.5%</td>
<td>4.9%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>2.1%</td>
<td>2.7%</td>
<td>2.0%</td>
</tr>
<tr>
<td>White or Caucasian</td>
<td>78.0%</td>
<td>89.4%</td>
<td>77.2%</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Middle Eastern or North African</td>
<td>0.6%</td>
<td>0.2%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

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

Potential Implications about Recreation

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

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

3. To compare your results with national benchmarks

4. 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
These items were determined to be the highest priorities based on the *Priority Investment Ratings (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

*ETC RESULTS*
ETC RESULTS

Usage of the System

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.
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)
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.
**Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating**

- **High Priority (100+)**
  - Walking & biking trails
  - Park restroom buildings
  - Passive natural areas
  - Indoor fitness center or facility
  - Mini-golf course
  - Outdoor swimming pool/water park
  - Indoor running/walking track
  - Park shelters & picnic areas
  - Outdoor ice rink
  - Outdoor shell amphitheater
  - Outdoor fitness equipment
  - Outdoor pickleball courts
  - Indoor group exercise studios
  - Green gathering areas
  - Playgrounds
  - Dog parks
  - Garden plots
  - Indoor multipurpose rooms
  - Spray ground/splash pad
  - Indoor gymnasium/courts
  - Outdoor tennis courts
  - Outdoor athletic facility lighting
  - Sand volleyball courts
  - Outdoor soccer/field hockey/football fields
  - Outdoor basketball
  - Golf course
  - Outdoor baseball & softball diamond fields
  - Outdoor synthetic turf fields
  - Indoor turf fields
  - Skate park
  - Disc golf course
  - Indoor preschool/early childhood program rooms
  - Indoor gymnastics area
  - Indoor before & after school care rooms

- **Medium Priority (50-99)**
  - Etc.

- **Low Priority (0-50)**
  - Etc.

**Top Priorities**
- (high importance/higher unmet need)

**Continued Emphasis**
- (high importance/lower unmet need)

**Lower Need**
- (lower importance/lower unmet need)
<table>
<thead>
<tr>
<th>Facilities/Amenities</th>
<th>Rank</th>
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<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking &amp; biking trails</td>
<td>1</td>
<td>Indoor fitness center or facility</td>
<td>1</td>
</tr>
<tr>
<td>Park restroom buildings</td>
<td>2</td>
<td>Walking &amp; biking trails</td>
<td>2</td>
</tr>
<tr>
<td>Passive natural areas</td>
<td>3</td>
<td>Mini-golf course</td>
<td>3</td>
</tr>
<tr>
<td>Indoor fitness center or facility</td>
<td>4</td>
<td>Outdoor swimming pool/water park</td>
<td>4</td>
</tr>
<tr>
<td>Mini-golf course</td>
<td>5</td>
<td>Park restroom buildings</td>
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</tr>
<tr>
<td>Outdoor swimming pool/water park</td>
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<td>Passive natural areas</td>
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</tr>
<tr>
<td>Indoor running/walking track</td>
<td>7</td>
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<td>7</td>
</tr>
<tr>
<td>Park shelters &amp; picnic areas</td>
<td>8</td>
<td>Outdoor ice rink</td>
<td>8</td>
</tr>
<tr>
<td>Outdoor ice rink</td>
<td>9</td>
<td>Indoor gymnasium/courts</td>
<td>9</td>
</tr>
<tr>
<td>Outdoor bandshell/amphitheater</td>
<td>10</td>
<td>Outdoor pickleball courts</td>
<td>10</td>
</tr>
<tr>
<td>Outdoor fitness equipment</td>
<td>11</td>
<td>Outdoor bandshell/amphitheater</td>
<td>11</td>
</tr>
<tr>
<td>Outdoor pickleball courts</td>
<td>12</td>
<td>Playgrounds</td>
<td>12</td>
</tr>
<tr>
<td>Indoor group exercise studios</td>
<td>13</td>
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<td>13</td>
</tr>
<tr>
<td>Green gathering areas</td>
<td>14</td>
<td>Park shelters &amp; picnic areas</td>
<td>14</td>
</tr>
<tr>
<td>Playgrounds</td>
<td>15</td>
<td>Indoor multipurpose rooms</td>
<td>15</td>
</tr>
<tr>
<td>Dog parks</td>
<td>16</td>
<td>Outdoor fitness equipment</td>
<td>16</td>
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<tr>
<td>Garden plots</td>
<td>17</td>
<td>Green gathering areas</td>
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<tr>
<td>Indoor multipurpose rooms</td>
<td>18</td>
<td>Dog parks</td>
<td>18</td>
</tr>
<tr>
<td>Spray ground/splash pad</td>
<td>19</td>
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<td>19</td>
</tr>
<tr>
<td>Indoor gymnasium/courts</td>
<td>20</td>
<td>Garden plots</td>
<td>20</td>
</tr>
</tbody>
</table>
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.
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**
(high importance/higher unmet need)

**Continued Emphasis**
(high importance/lower unmet need)

**Lower Need**
(lower importance/lower unmet need)
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<th>Program</th>
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<tr>
<td>Community events</td>
<td>1</td>
<td>Adult fitness &amp; wellness programs</td>
<td>1</td>
</tr>
<tr>
<td>Adult fitness &amp; wellness programs</td>
<td>2</td>
<td>Community events</td>
<td>2</td>
</tr>
<tr>
<td>Nature programs/environmental education</td>
<td>3</td>
<td>Outdoor adventure programs</td>
<td>3</td>
</tr>
<tr>
<td>Outdoor adventure programs</td>
<td>4</td>
<td>Nature programs/environmental education</td>
<td>4</td>
</tr>
<tr>
<td>Adult education programs</td>
<td>5</td>
<td>Cooking classes</td>
<td>5</td>
</tr>
<tr>
<td>Cooking classes</td>
<td>6</td>
<td>Special events for adults only</td>
<td>6</td>
</tr>
<tr>
<td>Educational classes</td>
<td>7</td>
<td>Educational classes</td>
<td>7</td>
</tr>
<tr>
<td>Special events for adults only</td>
<td>8</td>
<td>Adult education programs</td>
<td>8</td>
</tr>
<tr>
<td>Adult programs for 62 years &amp; older</td>
<td>9</td>
<td>Adult pickleball lessons &amp; leagues</td>
<td>9</td>
</tr>
<tr>
<td>Adult water fitness programs</td>
<td>10</td>
<td>Learn to swim &amp; diving programs</td>
<td>10</td>
</tr>
<tr>
<td>Adult arts &amp; culture-performing</td>
<td>11</td>
<td>Adult programs for 62 years &amp; older</td>
<td>11</td>
</tr>
<tr>
<td>Adult arts &amp; culture-visual</td>
<td>12</td>
<td>Adult water fitness programs</td>
<td>12</td>
</tr>
<tr>
<td>Adult pickleball lessons &amp; leagues</td>
<td>13</td>
<td>Music lesson programs</td>
<td>13</td>
</tr>
<tr>
<td>Music lesson programs</td>
<td>14</td>
<td>Adult arts &amp; culture-visual</td>
<td>14</td>
</tr>
<tr>
<td>Adult sports programs &amp; leagues</td>
<td>15</td>
<td>Adult arts &amp; culture-performing</td>
<td>15</td>
</tr>
<tr>
<td>Arts &amp; culture-performing</td>
<td>16</td>
<td>Adult sports programs &amp; leagues</td>
<td>16</td>
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<td>Arts &amp; culture-visual</td>
<td>17</td>
<td>Arts &amp; culture-performing</td>
<td>17</td>
</tr>
<tr>
<td>Learn to swim &amp; diving programs</td>
<td>18</td>
<td>Arts &amp; culture-visual</td>
<td>18</td>
</tr>
</tbody>
</table>
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.

- I feel welcome in the City's parks, programs, & facilities:
  - Strongly Agree: 38%
  - Mostly Agree: 37%
  - Neutral: 14%
  - Mostly Disagree: 7%
  - Strongly Disagree: 4%

- The city has parks & recreation facilities for people like me:
  - Strongly Agree: 34%
  - Mostly Agree: 40%
  - Neutral: 15%
  - Mostly Disagree: 8%
  - Strongly Disagree: 4%

- Parks are well-maintained:
  - Strongly Agree: 24%
  - Mostly Agree: 48%
  - Neutral: 17%
  - Mostly Disagree: 8%
  - Strongly Disagree: 4%

- Facilities are well-maintained:
  - Strongly Agree: 22%
  - Mostly Agree: 48%
  - Neutral: 20%
  - Mostly Disagree: 7%
  - Strongly Disagree: 3%

- I know where to look for information about arts, parks, trails, & recreation facilities:
  - Strongly Agree: 25%
  - Mostly Agree: 42%
  - Neutral: 17%
  - Mostly Disagree: 12%
  - Strongly Disagree: 5%

- The area near my home has convenient access to arts, parks, & recreation opportunities:
  - Strongly Agree: 26%
  - Mostly Agree: 40%
  - Neutral: 19%
  - Mostly Disagree: 12%
  - Strongly Disagree: 4%

- I feel safe in the parks:
  - Strongly Agree: 14%
  - Mostly Agree: 46%
  - Neutral: 19%
  - Mostly Disagree: 13%
  - Strongly Disagree: 9%

- There are plenty of parks, recreation, arts, & culture opportunities for older adults:
  - Strongly Agree: 10%
  - Mostly Agree: 36%
  - Neutral: 31%
  - Mostly Disagree: 18%
  - Strongly Disagree: 5%

- There are plenty of parks, recreation, arts & culture opportunities for teens:
  - Strongly Agree: 5%
  - Mostly Agree: 24%
  - Neutral: 47%
  - Mostly Disagree: 17%
  - Strongly Disagree: 7%
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%
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Thank you.