



Agenda Item Report

City Commission - Feb 21 2023

Department

Parks and Recreation

Staff Contact

Derek Rogers, Director

Recommendations

Receive Strategic Plan update from Unmistakable Identity Outcome Team

Executive Summary

Since the City Commission's adoption of the Strategic Plan in October 2020 (Resolution No. 7344), staff has developed key performance indicators, performance targets, and strategies to achieve identified outcomes.

The Unmistakable Identity vision statement is: Lawrence is a welcoming community, synonymous with arts, diverse culture, fun, and a quintessential downtown. City parks and community events contribute to the vibrancy experienced by all people in Lawrence.

In this update, staff and a community partner will share information and insights on three progress indicators, UI-4, UI-5 and UI-6.

Alignment to Strategic Plan

Unmistakable Identity

Fiscal Impact

The fiscal impact to the City is \$0

Action Requested

Receive update and provide feedback as appropriate

Attachments

[UI-Presentation-CC-02-21-23-final](#)

LAWRENCE STRATEGIC PLAN

Unmistakable Identity

Derek Rogers, Parks & Recreation
Kalenna Coleman, Equity & Inclusion
Steve Nowak, Watkins Museum of History
Porter Arneill, Communications & Creative Resources





UNMISTAKABLE IDENTITY

Community Outcome

Lawrence is a welcoming community, synonymous with arts, diverse culture, fun, and a quintessential downtown.

City parks and community events contribute to the vibrancy experienced by all people in Lawrence





UNMISTAKABLE IDENTITY: PERFORMANCE INDICATORS

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

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

UI-3: Number of people who have visited or utilized a City park/trail, City recreation facility, City recreation program, Theatre Lawrence, Watkins Museum of History, Lawrence Arts Center, the eXplore Lawrence Tourism Center and/or Lawrence Public Library

UI-4: Percent of residents who have attended an event in the past year

UI-5: Percent of black, indigenous, and people of color (BIPOC) residents rating the community as welcoming

UI-6: Percent of residents who believe their culture is celebrated in the community (i.e. festivals, parades, events, etc.)

UI-7: Percent of scholarship need that is met for recreation programs

UI-8: UI-8: Net City cost per visitor attending each event

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

UI-10: Retail sales in Downtown Lawrence

UI-11: Employee Engagement Index for Parks & Recreation

UI-12: Acres of park green space per resident

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

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





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UNMISTAKABLE IDENTITY: PERFORMANCE INDICATORS

UI-4: Percent of residents who have attended an event in the past year

- Data is in development
- Need to better define what we mean by “event”
- Add event tracking method at every event?

UI-5: Percent of black, indigenous, and people of color (BIPOC) residents rating the community as welcoming

- Data is in development

UI-6: Percent of residents who believe their culture is celebrated in the community (i.e. festivals, parades, events, etc.)

- 40.7 %





UNMISTAKABLE IDENTITY: PERFORMANCE INDICATORS

UI-4: Percent of residents who have attended an event in the past year

- Currently, this progress indicator does not track the data in a usable fashion
- Individual organizations and eXplore Lawrence track related data that is useful but not specifically geared to track residents
- We want to develop a standard for this information and our ability to measure it

Strategies:

- Strengthen the network linking cultural organizations and events to increase resident awareness and participation in cultural opportunities.
- **Develop methodology to track resident attendance at events**





UNMISTAKABLE IDENTITY: PERFORMANCE INDICATORS

UI-5: Percent of black, indigenous, and people of color (BIPOC) residents rating the community as welcoming

- By filtering the data to capture all of the non-white respondents under Diversity/"I feel welcome in the community" in the combined random and oversampling data, we derived a robust sample size of 332 records. (Note that while this provides helpful data, it is not statistically valid.)
- This shows an overall satisfaction (sum of satisfied and very satisfied) rating of 69.7%.
- Note: Based on the filtering it seems that, in aggregate, those identifying as BIPOC feel less satisfied with this item than White Alone respondents, Hispanic, any race respondents, and Black or African American Respondents, but their aggregate satisfaction is above Asian or Asian Indian alone respondents.
- **Target 75% going forward**

Strategies:

- Develop and support initiatives that engage underserved and under-represented communities.
- Provide accessible, diverse and inclusive parks and recreation programs and amenities for all ages and abilities, with a specific focus on historically marginalized communities.
- **Develop marketing/outreach strategies geared to specific populations.**
- **Share information about City support going toward events**





UNMISTAKABLE IDENTITY: PERFORMANCE INDICATORS

UI-6: Percent of residents who believe their culture is celebrated in the community (i.e. festivals, parades, events, etc.)

- Note: The ETC survey asked if people believe “efforts are made to represent” their culture, not “celebrate.” This question also has a high rate of neutral (26.4%) and “don’t know” (22.2%) responses.

There were a total of 264 “NEUTRAL” responses to this question, broken down, below:

- American Indian/Alaska Native: 16
- Asian/Asian Indian: 21
- Black/African American: 21
- Hispanic: 24
- Mixed Race: 7
- Native Hawaiian: 1
- White: 174



Strategies:

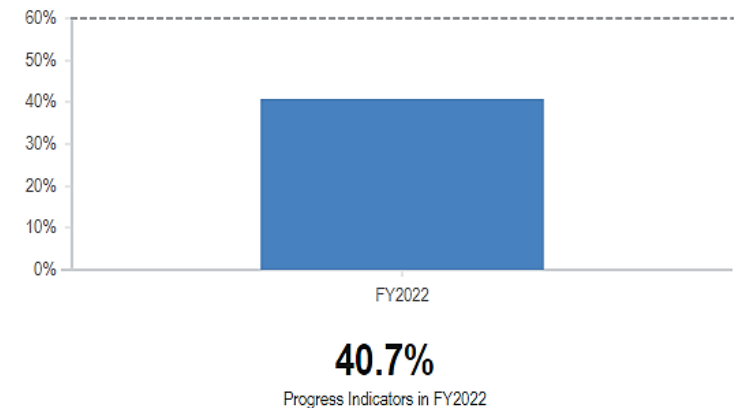
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Commitment Area: Equity & Inclusion

UI-6 is the 6th Progress Indicator for the Unmistakable Identity outcome and is tied to the Equit...

TARGET NOT ... Target is equal to 60%





UNMISTAKABLE IDENTITY: PERFORMANCE INDICATORS

Any policy questions or input questions from the City Commissioners?



For additional information, please check
out our website:

lawrenceks.org/strategic-plan

Thank You!

