



## Key Issues Triangulation Matrix

Data Source	Quantitative Data				Qualitative Data				Consultant's Analysis and Professional Expertise
	Existing Documents	Consultant Team	Staff / Leadership	Focus Groups	Survey	Benchmarking	Inventory / LOS		
 <p><b>City of Lawrence</b> PARKS AND RECREATION</p> <p><b>Key Issue - Rating Scale</b>                      a - Short term (operational)                      b - Longer term (improvement)                      c - Future issue (not currently critical)                      blank means the issue didn't come up or wasn't addressed</p>	 <p><b>GREENPLAY LLC</b> The Leading Edge in Parks, Recreation And Open Space Consulting</p>								
<b>Organization</b>									
Need more social media marketing, website attention, online registration simplified	a	a	a	a	a				Relieve current marketing personnel from "other duties" to concentrate only on marketing, website, and social media
Low pay for part time & seasonals causes large turnover after training	a	a	a						Raise minimum wages for part time and seasonal with increases for returning
Current organizational chart is not effective in positive results and chain of command	a	a	a					a	Aspire to the new recommended organizational chart
Need more full time working staff versus part time	a	a	a					a	Transform several part time positions into full time positions
Full time staff spends unbelievable amount of time signing up part time & seasonal employees			a	a					Add one HR person on the Parks and Recreation Support Staff to recruit, interview, hire, train, and retain part time & seasonal staff
No dedicated staff for grant writing & tracking, partnerships, or sponsorships	a	a	a						Add one position known as the GAPS staff (Grants, Alliances, Partnerships, Sponsorships)
<b>Finance</b>									
Need more Guest Tax for the large weekend tournaments	a	a	a	a	a	b			Create an economic impact formula to share the guest tax in proportion to the entity bringing the economic impact money to town
Need to increase User Fees & determination is not consistent throughout department and cost recovery goals are very low for most program areas	a	a	a	a	b	a			Create a Cost Recovery Methodology and Policy with public input for a fair and equitable method of setting user fees throughout the agency as well as cost recovery goals
Need to investigate a utility bill round up program to help fund Parks & Recreation	a	a	a	a	a				Implement a utility bill round up program to help fund Parks & Recreation
No dedicated funding source for LPRD	a	a	a	a	b				Create a dedicated funding source for Parks and Recreation such as a dedicated sales tax or a special Parks and Recreation district tax
Existing deferred maintenance CIP items not funded	a	a	a	a		b			Create and fund a five year CIP budget for Parks and Recreation to plan on deferred maintenance
Need to create a LPRD Foundation & increase Scholarship program	a	a	a	a					Create a LPRD Foundation to solicit tax deductible donations for LPRD as well as the Scholarship Fund
Need more partnership & sponsorship opportunities	a	a	a	a					Pursue new and continue on-going opportunities with university, schools, wellness, state and other public or private opportunities
LPRD share of 1994 sales tax diminishing	a	a	a	a					Embrace the intent of the passing of the 1994 sales tax
Need a bond referendum for major facility upgrades	a	b	b		b				Pass a bond referendum for major facility upgrades
<b>Programs and Activities</b>									
Need more 55+ programs for "active seniors"	a	a	a	a					Pursue more active activities for those more active baby boomers that won't attend the traditional senior center activities
Need more teen & tween programs	a	a	a	a					Work with Boys & Girls Club to allow teens & tweens to assist in creating programs & activities they will attend
Need more youth non-sports programming	a	a	a	a					Initiate programming sessions to enhance youth non-sports activities where possible
Need more outdoor sports weekend tournaments	a	a	a	a					When tournament quality facilities are available, create outdoor economic impact sports events
Need more fitness & wellness classes		b	b	a	a				Offer more fitness & wellness classes
Need more hobby interest programs		b	b	a	a				Offer more hobby interest programs
Need more outdoor recreation programs		b	b	a	a				Offer more outdoor recreation programs
Need more adult & senior programs during non-work hours		a	b	a					Initiate programming sessions weekday evenings and weekends
need more adult sports programs		b	b		a				Offer more adult sports programs
Need more adaptive recreation programs (special needs)		b	b	a					Research and implement programs in partnership w/ local outreach; adopt inclusion policy; ADA language
Need more Bike/Ped programs		b	b	a					Develop Bike & Pedestrian safety programs with local partners
Need more community events			b	a					Create additional community events
<b>Facilities and Amenities</b>									
Maintain and/or upgrade existing facilities	a	a	a	a	a			a	Upgrade low scoring amenities. Prioritize and Implement current CIP to maintain & upgrade current facilities. Add energy efficient upgrades.
Need to acquire new park land in growth areas and gaps in LOS areas								a	Acquire new park land in growth areas and gaps in LOS areas
Expand fitness amenities at all centers	a	a	a	a	a			a	Expand fitness areas & upgrade fitness equipment at all centers to potentially allow affordable membership fees
Finish Loop Trail and add connector trails	a	a	a	a	a			a	Pursue grants & funding to complete the Loop Trail and connecting trails
Need additional parks in growth areas	a	a	a	a	a			a	Acquire park land in the growth areas to implement amenities needed in that area of town
Need to upgrade trail with signage, mile markers, frost free water fountains, and restrooms	a	a	a	a	a			a	Upgrade trail with signage, mile markers, frost free water fountains, and restrooms where appropriate
Upgrade parking and restrooms throughout system	a	a	a	a	a			a	Increase and upgrade parking where needed. Install rest rooms where necessary
Need to upgrade and add new outdoor aquatic center	a	a	a	a	a			a	Build one or two new outdoor aquatic center(s) in different location(s)
Need large picnic shelters	a	a	a	a	a			a	Add large picnic shelters with adequate parking
Need splash pads in areas without as much access to pools	a	a	a	b	a			a	Add splash pads in different areas of town with residential density
Improve YSC entrance	a	a	a	a	a			a	With KDOT planning and funding, renovate the YSC entrance. Create a safe environment plus add an additional entrance/exit to the West
Need additional diamond & rectangle fields in an outdoor tournament complex	a	a	a	a	b			a	Build a new outdoor sports complex with diamond and rectangular fields for local play during the week and tournament play on weekends. Consider some artificial turf fields
Need fitness stations and security lighting on trails	a	a	a	a				b	Add fitness stations on popular trails and security lighting in appropriate areas
Need to improve River Corridor	a	a	b	a	a			a	Improve River Corridor
Need to expand Eagle Bend Clubhouse	a	a	a	b				a	Expand the Eagle Bend Gold Course Clubhouse to expand the use capacity for golfers to enjoy air conditioning
Need to use native grasses more		a	a	b				a	Plant additional native grasses where appropriate & where it will save on maintenance
Need an Adventure Park (Zip Lines, Ropes Course, Climbing Wall, etc)		a		b	a			b	Implement an Adventure Park (Zip Lines, Ropes Course, Climbing Wall, etc)
Need to improve Pocket Parks		b		b	a			b	Improve Pocket Parks
Need a new Outdoor Amphitheater		b		b	a			b	Build a new Outdoor Amphitheater
Need new Botanical Gardens		b		b	a			b	Create new Botanical Gardens