Lakeside Park Exploratory Committee 5.12.15 with prioritizing results tallied after the meeting
The updated criteria now look like this.

Each committee member ranked each strategy for Ease (Complexity to Implement) and Impact (Change in the Quality of Park Experience) giving a 1, 3, or 9 for each. Results were entered into a spreadsheet and plotted on the following charts per Strategic Issue Question.

<table>
<thead>
<tr>
<th>Complexity to Implement</th>
<th>Change in Quality of Park Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Taxpayer Cost</td>
<td>Consistency with Committee’s Vision for the Park</td>
</tr>
<tr>
<td>High: $100,000+</td>
<td>(Yes/No)</td>
</tr>
<tr>
<td>Medium: $25,000-100,000</td>
<td>High: difficult to undo or reuse if it goes badly;</td>
</tr>
<tr>
<td>Low: &lt;$25,000</td>
<td>Medium; Low: few major consequences if it doesn’t work</td>
</tr>
<tr>
<td>Environmental Site Plan Impact</td>
<td>Public Support based on Survey Questions:</td>
</tr>
<tr>
<td>High: large amount of construction and/or near sensitive areas;</td>
<td>High: 3.5+, Medium: 2-3.5, Low: &lt;2.</td>
</tr>
<tr>
<td>Medium; Low: minimal construction</td>
<td></td>
</tr>
<tr>
<td>Risk</td>
<td>Does it increase access and usage of the Park?</td>
</tr>
<tr>
<td>High: difficult to undo or reuse if it goes badly;</td>
<td>High, Medium, Low</td>
</tr>
<tr>
<td>Medium; Low: few major consequences if it doesn’t work</td>
<td></td>
</tr>
<tr>
<td>Low Complexity/Easy = 9</td>
<td>Does it add to Long Term Quality of Life, Perceived Value?</td>
</tr>
<tr>
<td>Medium = 3</td>
<td>(Gut Check: Yes/No)</td>
</tr>
<tr>
<td>High Complexity/Hard = 1</td>
<td>Does it increase the Marketability, Visibility of the Park?</td>
</tr>
<tr>
<td></td>
<td>High, Medium, Low</td>
</tr>
</tbody>
</table>

| Low Impact/Low Change in Quality of Park Experience = 1 |

| Medium = 3 |

| High Impact/High Change in Quality of Park Experience = 9 |

| Medium = 3 |

| Low Complexity/Easy = 9 |

| Medium = 3 |

The updated criteria now look like this.

Each committee member ranked each strategy for Ease (Complexity to Implement) and Impact (Change in the Quality of Park Experience) giving a 1, 3, or 9 for each. Results were entered into a spreadsheet and plotted on the following charts per Strategic Issue Question.
STRATEGIC ISSUE

QUESTION #1: How Can We Provide More Access Both To And From The Lake?

Change in Quality of Park Experience; Impact

higher impact

lower impact

Higher Impact/Harder To Do
- More paths – walking & biking
- More docks for boats
- Boardwalk over rocks
- Beach
- More piers for people
- Rentals- water craft
- More winter activities on lake

Lower Impact/Harder To Do
- More boat launches
- Grant writing
- Marketing – Access/Draw
- Classes for water sports, etc.

Higher Impact/Easier To Do
- More activities on the water

Lower Impact/Easier to do
- Bus routes into park

Ease To Implement
not easy
very easy
Question 1 Results
STRATEGIC ISSUE QUESTION
#2: How Can We Upgrade Amenities And Services That Showcase The Park As The Jewel Of Fond Du Lac?

---

**Higher Impact/Harder To Do**
- Concerts
- Beach
- Festivals
- Bandstand/Shelter
- Children’s activities/rides, etc.
- Marsh walk
- Restaurant/Coffee
- Restrooms
- Facilities/Restroom
- Splashpad
- Rentals

**Higher Impact/Easier To Do**
- Loop

---

**Lower Impact/Harder To Do**
- Small Format Outdoor Movie Theater
- Shelters
- Sports Facilities
- Expanded Children’s Museum Activities
- Artwork/Sculpture Garden
- Ice Skating Rink
- Publicly Accessible Transportation Services

**Lower Impact/Easier to do**
- Sport Activities/Leagues – volleyball
- WI-FI
- Landscaping
- Food trucks
- Cross-country ski/snowshoe
- Access to Geo-caching

---

Change in Quality of Park Experience; Impact

---

Ease To Implement: not easy → very easy
Lakeside Park Strategic Issue

QUESTION #2: How Can We Upgrade Amenities And Services That Showcase The Park As The Jewel Of Fond Du Lac?

Diagram showing various amenities and their placement on a scale of ease of implementation and overall impact.
STRATEGIC ISSUE QUESTION #3: How Do We Market The Park And Its Offerings?

Change in Quality of Park Experience; Impact

High Impact / Harder To Do
- Interactive web page
- Social media presence

Lower Impact / Easier To Do
- Trail info/updates

Lower Impact / Harder To Do
- 4 Season Marketing
- Branding of Facilities
- Zone Names/Naming Rights

not easy  
Ease To Implement  
very easy
Lakeside Park Strategic Issue
QUESTION #3: How Do We Market The Park And Its Offerings?

Ease of Implementation

Interactive webpage
Social Media Presence
Season Marketing
Zone Name/Themed Events
Trail info/updates
**STRATEGIC ISSUE QUESTION #4: How Do We Improve Cultural And Diversity Awareness In Community?**

**Higher Impact/Easier To Do**
- Festivals
- Concerts/Dances
- Ethnic Festival in Park
- Art in the Park

**Lower Impact/Easier to do**
- Grandparenting/Mentor Program
- “Fishing has no boundaries.”

**Lower Impact/Harder To Do**
- Sundays feature Ethnic Food/Restaurants
- Community – diversity organization
- Religious Institution Outreach
- Park adoption – Public/Private School

**Higher Impact/Harder To Do**
- not easy

**Ease To Implement**
- very easy

**Change in Quality of Park Experience; Impact**
- high impact
- low impact
Lakeside Park Strategic Issue

QUESTION #4: How Do We Improve Cultural And Diversity Awareness In Community?
Important to Note:
- All strategies were ranked on their own merits, not necessarily compared only to others within their Strategic Question grouping or other similar ideas.
- These rankings are indicating easier/harder to do and lower/higher impact. This doesn’t necessarily mean that something in a low impact box will have zero impact, just less than something in a high impact box.
- The committee members are not implementation experts. These are their best guesses based on the criteria within Impact and Ease. City staff may find something to be easier/harder as they research how to do it.