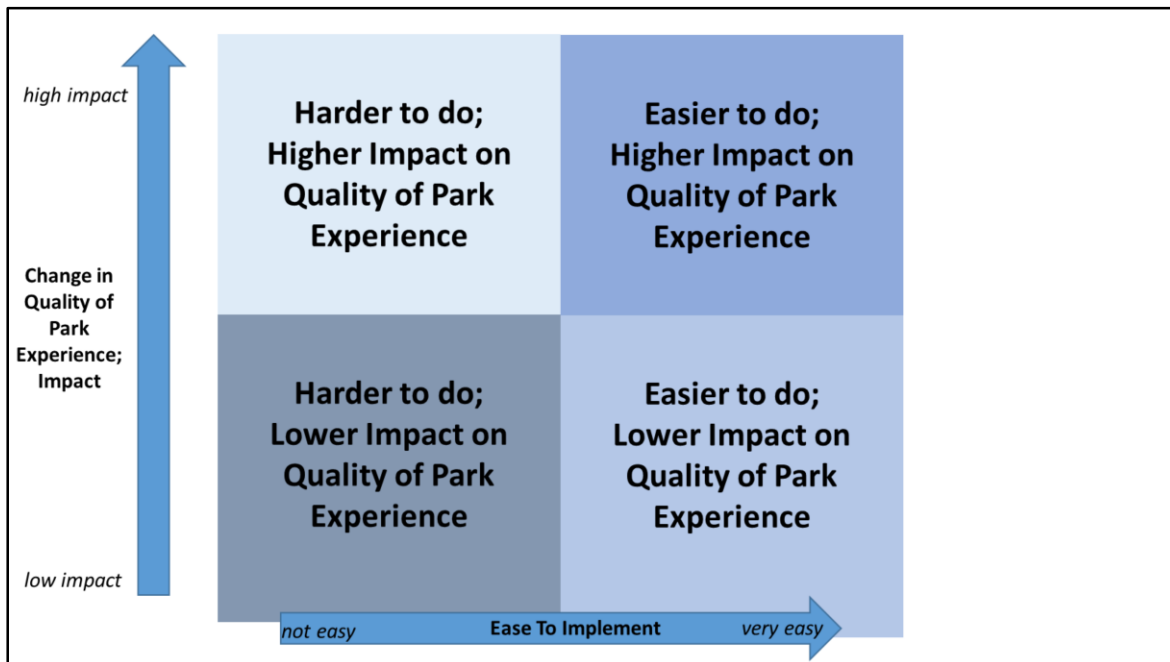
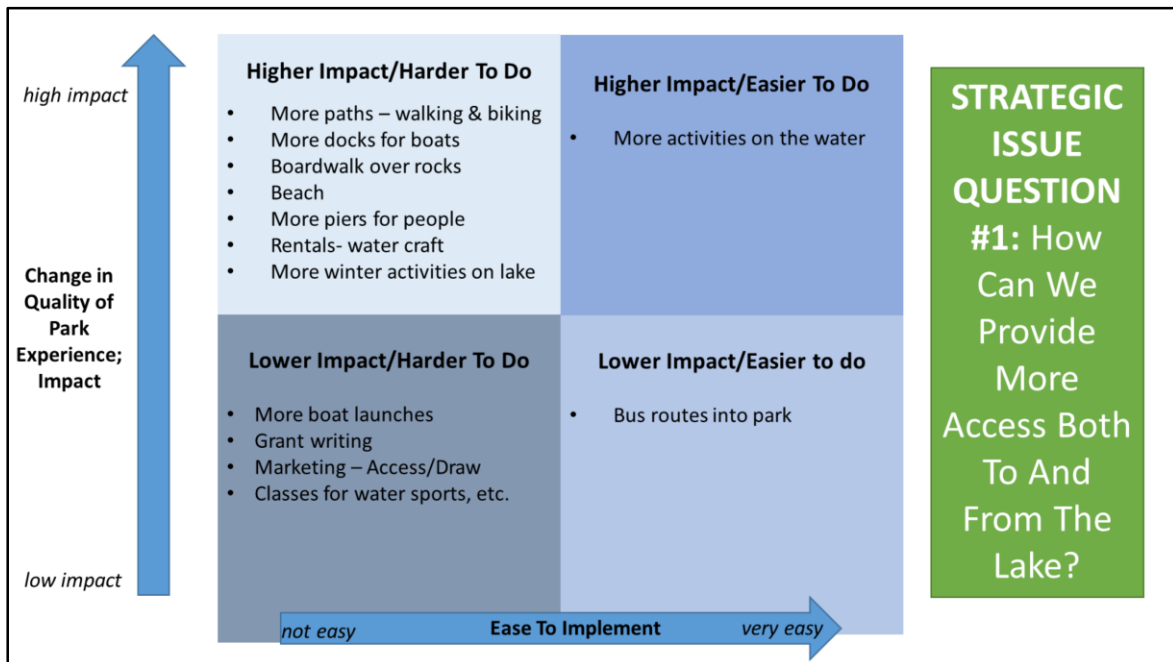


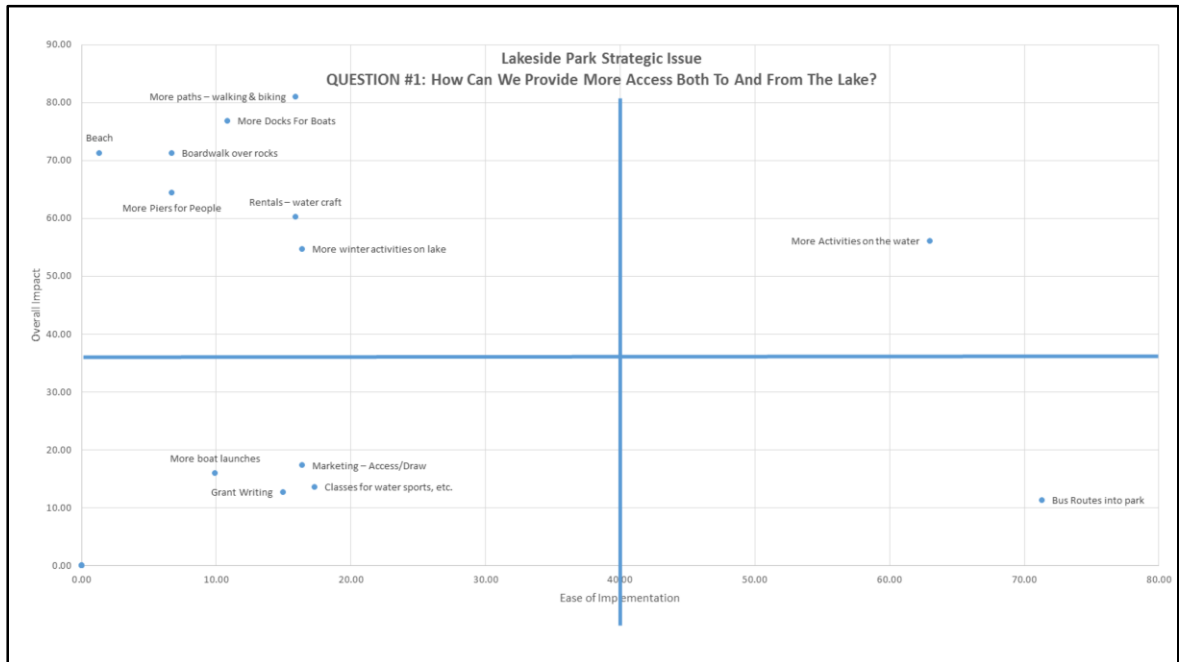


Decision-Making Criteria								
Complexity to Implement			Change in Quality of Park Experience					
Public Taxpayer Cost High: \$100,000+ Medium: \$25-100,000 Low: <\$25,000	Environmental Site Plan Impact High: large amount of construction and/or near sensitive areas; Medium; Low: minimal construction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

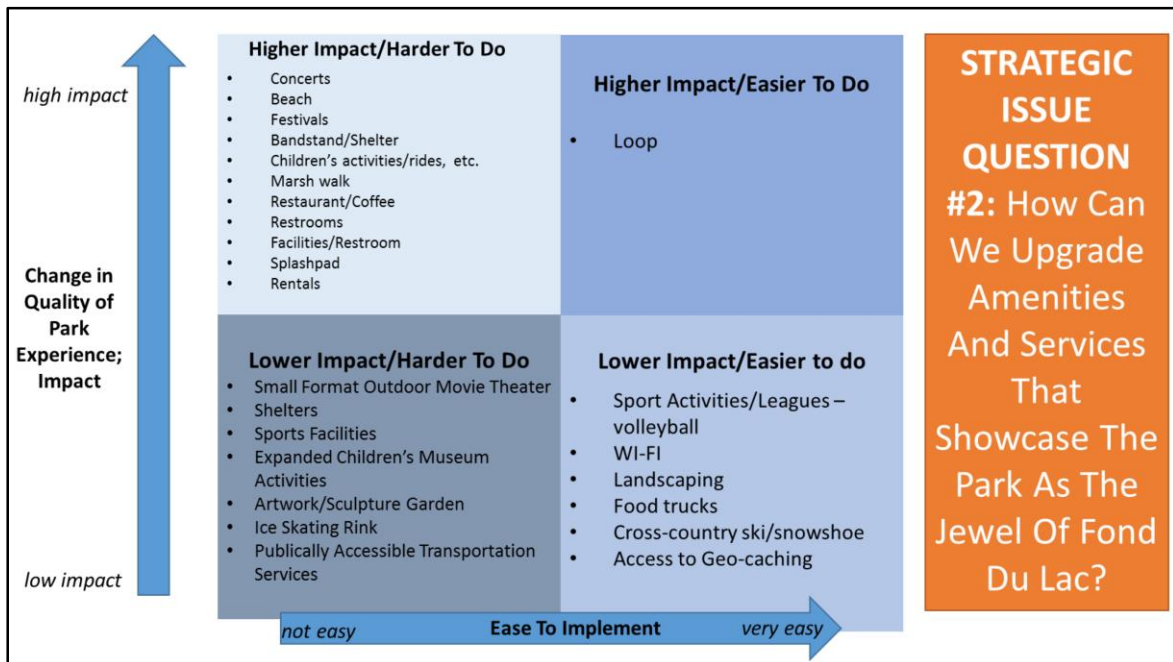
The updated criteria now look like this:

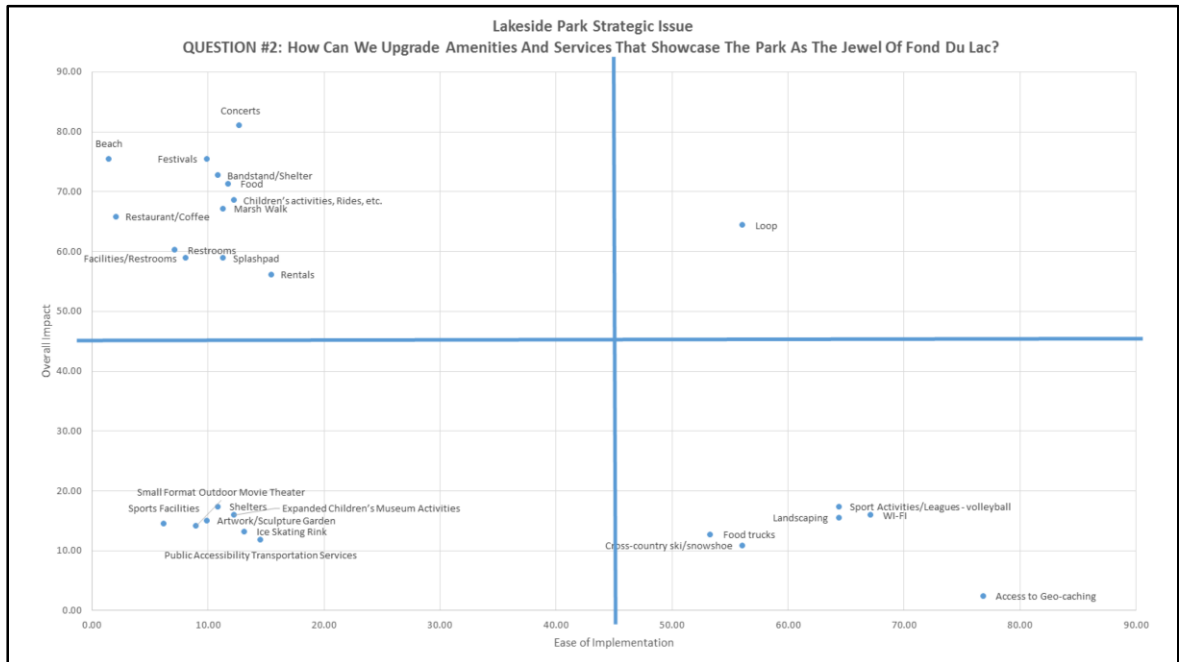




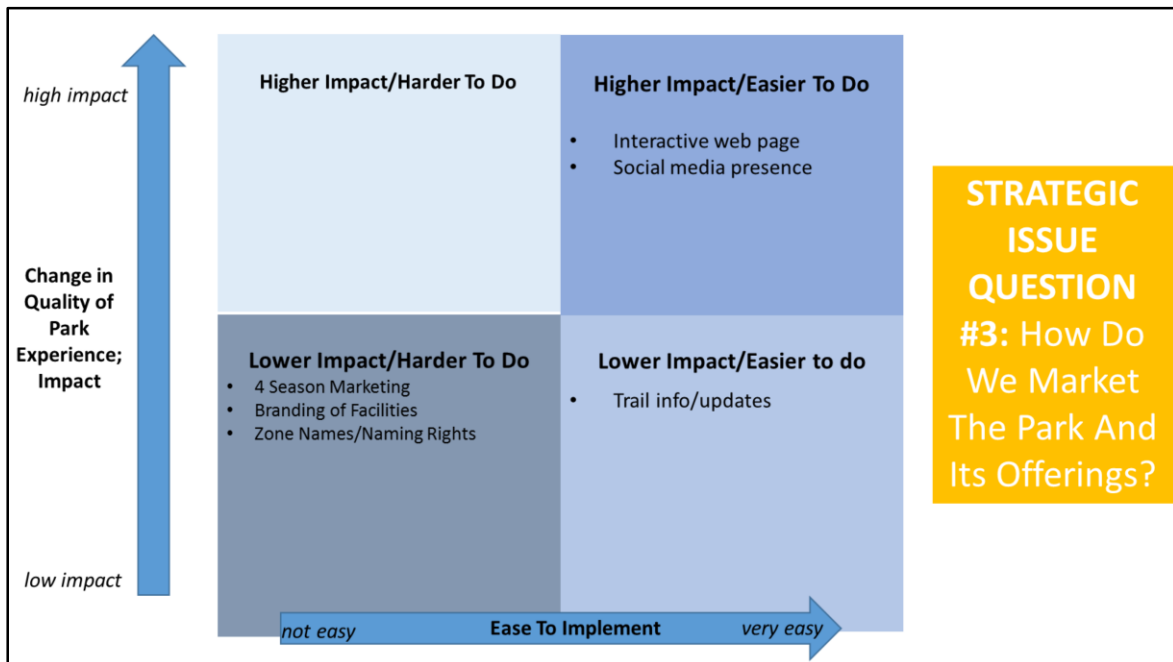


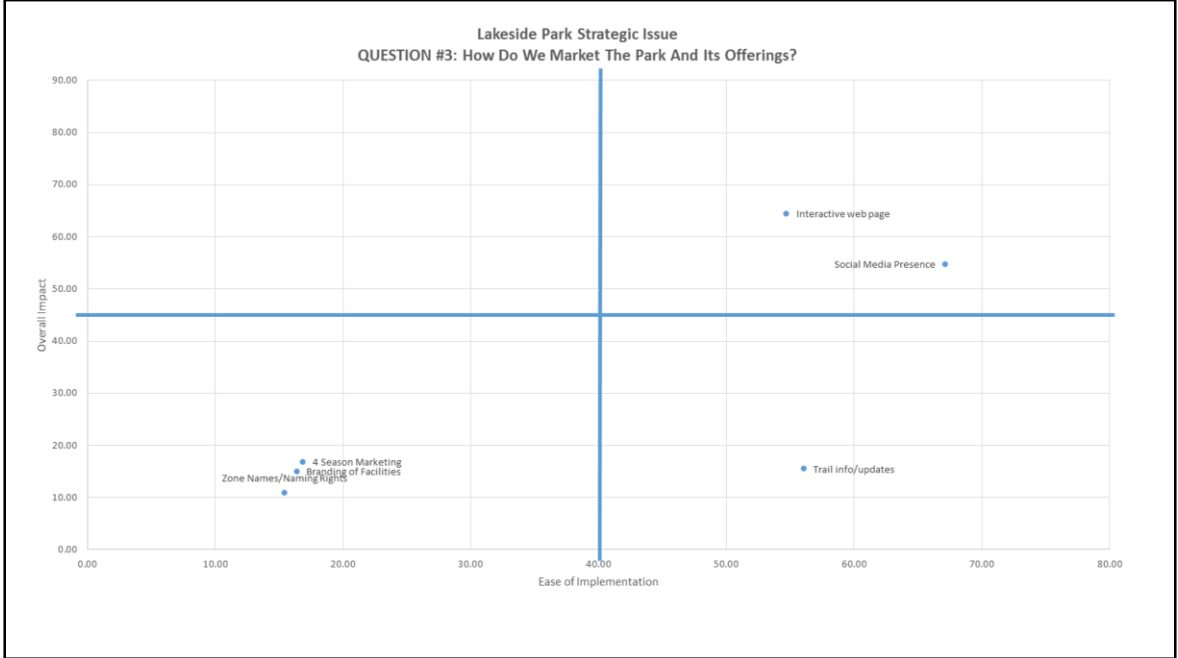
Question 1 Results from the spreadsheet.



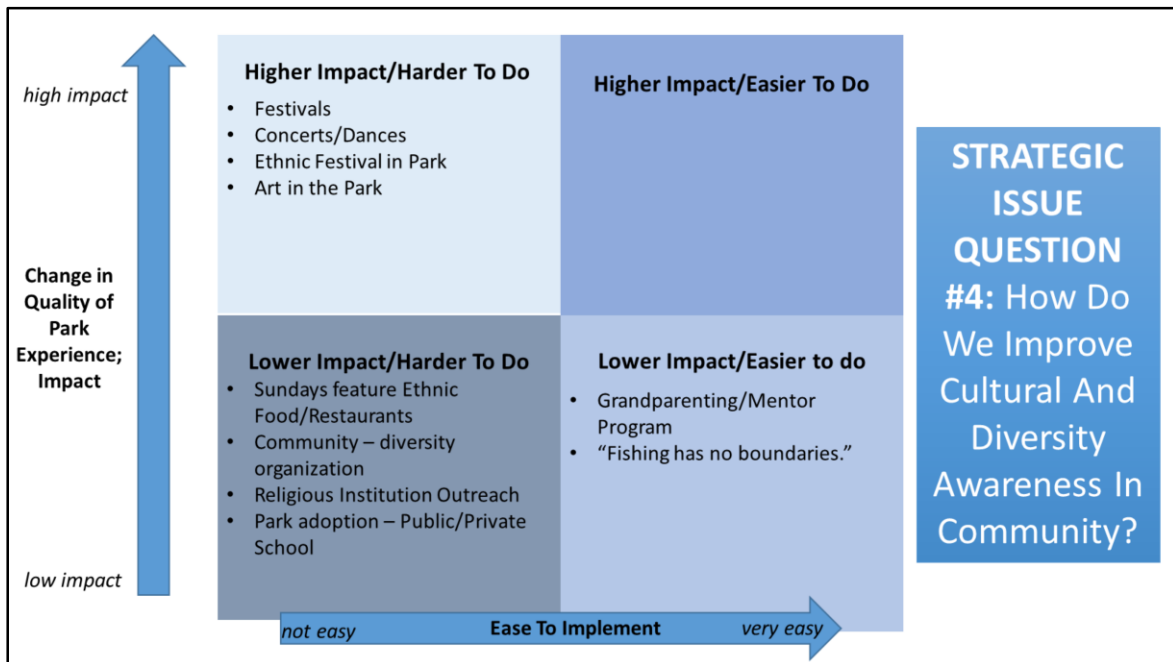


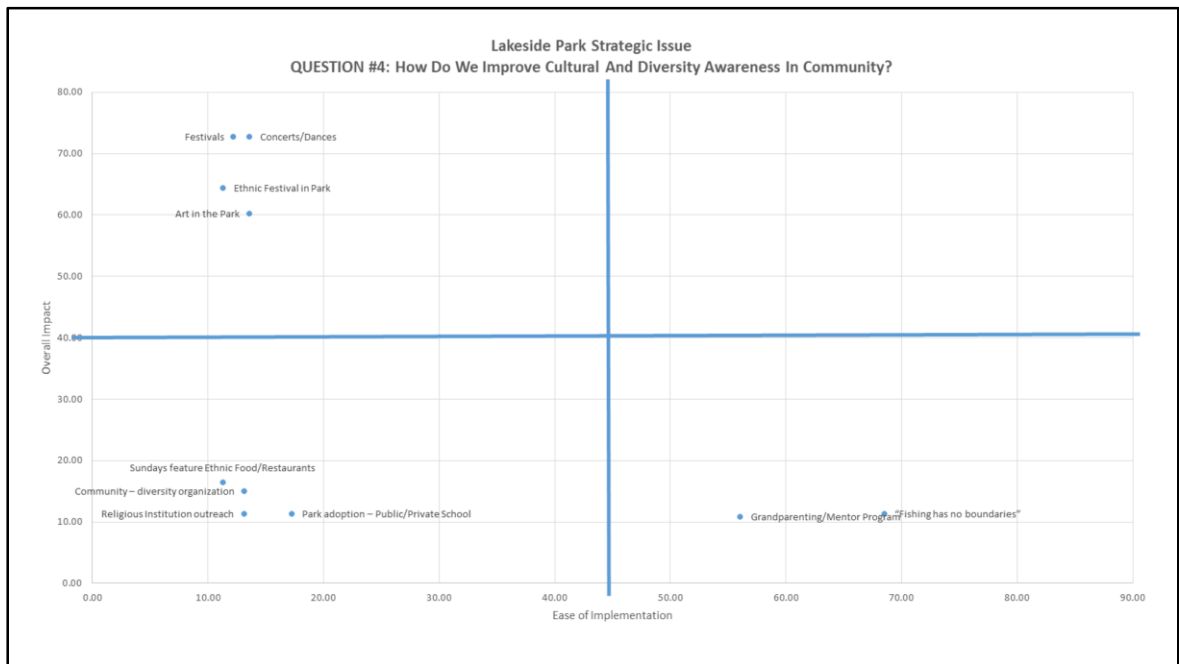
Question 2 Results from the spreadsheet.



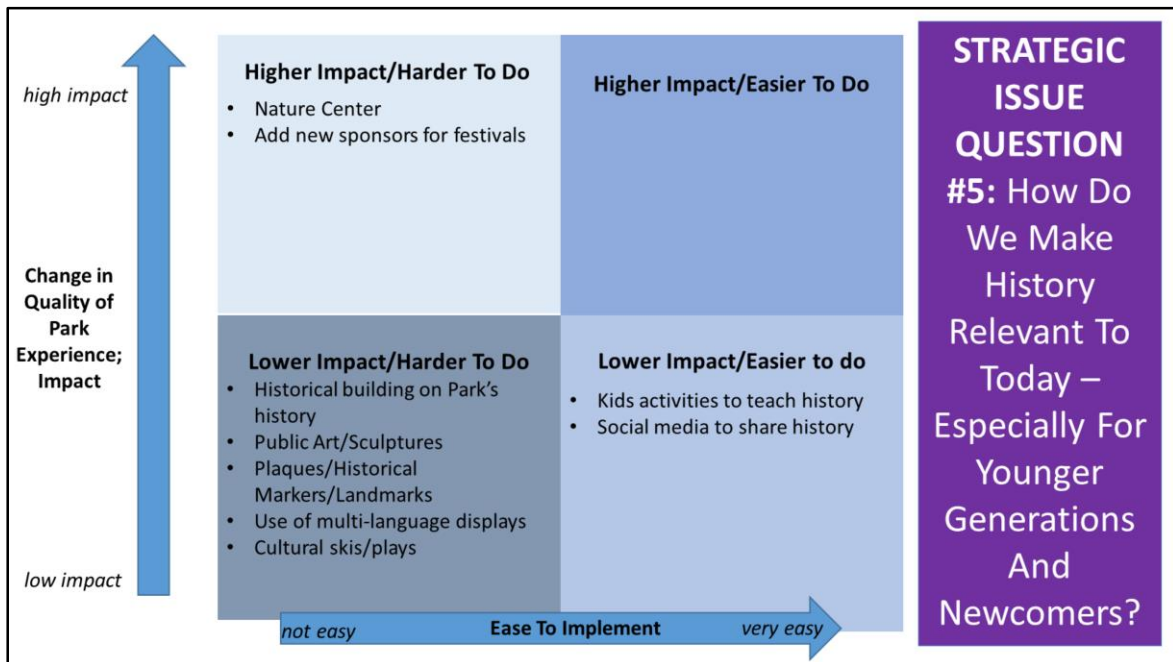


Question 3 Results from the spreadsheet.



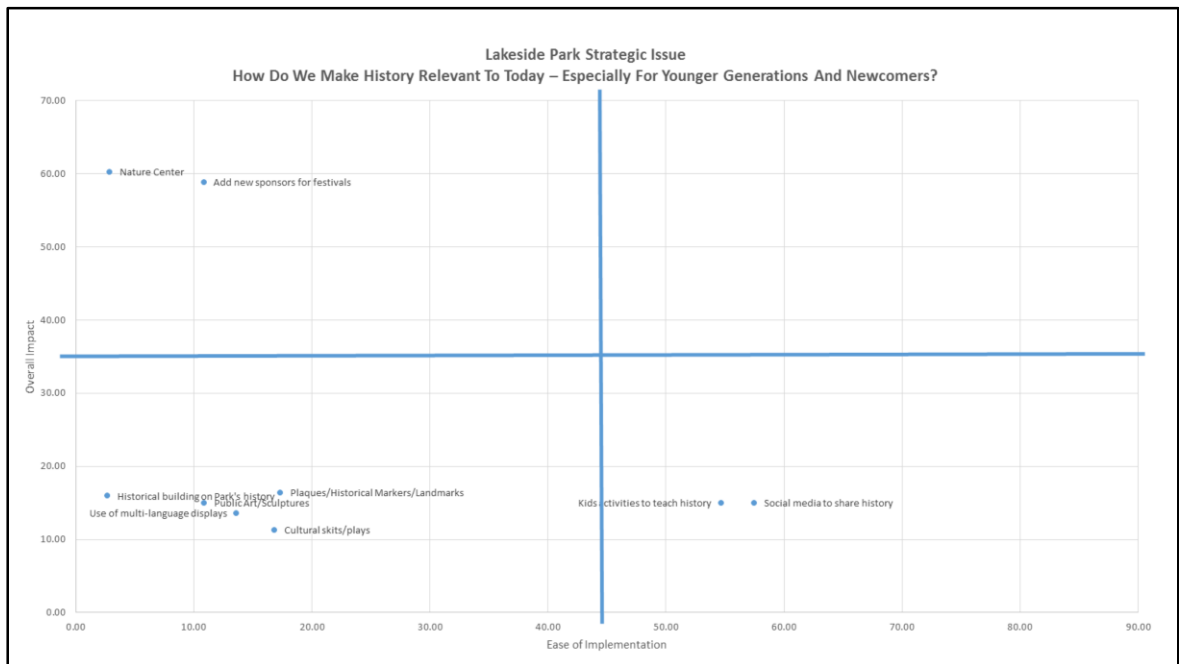


Question 4 Results from the spreadsheet.



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.
- Impact could be predicted by an economic impact or viability study ahead of time for something like a nature center, restaurant, or festival.
- Potential Impact could also be researched by finding out how other comparable communities have experienced usage increases/decreases after making a similar change in their park.



Question 5 Results from the spreadsheet.

Recommendations Could Be Organized By:

Strategic Issue Question:

What issues does this strategy resolve?

1. How can we provide more access both to and from the lake?
2. How can we upgrade amenities and services that showcase the park as the jewel of Fond du Lac?
3. How do we market the park and its offerings?
4. How do we improve cultural diversity awareness in the community?
5. How do we make history relevant to today – especially for younger generations and newcomers?



Hmong USA (pre-New Year Celebration in Manitowoc) by Lester Public Library on Flickr.com

Recommendations Could Be Organized By:

Ease/Impact ranking (quadrant diagram):

How much impact would this strategy have on the park experience and how hard would it be to implement?

- Higher Impact, Easier to do
- Higher Impact, Harder to do
- Lower Impact, Easier to do
- Lower Impact, Harder to do



Lambka Challenge_74 by West Point – The U.S. Military Academy on Flickr.com

This is what was just shown in the quadrant graphics.

Recommendations Could Be Organized By:

By City Budget/Staff Categories

Which portions of the City budget would be affected by this strategy?

Which strategies would need to be implemented in partnership with businesses, non-profits, and other community-based entities?

- Capital projects on existing facilities
- Capital projects on new facilities
- Programs
- Marketing
- Potential Community-led Efforts



This is how City Staff would organize potential strategies for implementation based on the way they budget and staff activities currently.

Example Chart for Report

Proposed Capital Projects on Existing Facilities in Rank Order by Strategic Issue Question

Capital Projects - Existing	Question 1: More Access To/From Lake	Question 2: Upgrade Amenities & Services	Question 3: Market the Park	Question 4: Improve Cultural Diversity Awareness	Question 5: Make History Relevant
Wi-Fi (3)		X			
Boat Docks (4)	X				
Landscaping (7)		X			
Children's Activities, Rides, etc. (11)		X			
Boat Launches (13)	X				
Facilities/Restrooms (22)		X			

Here's an example of how this could look in a chart showing multiple dimensions.

This one shows Capital Projects on Existing Amenities in Rank Order by Strategic Issue Question.

This would help someone who was wanting to see "What are all the things we can do about Access?" [look at the Question 1 column]

Or "What are the most impactful things we can do within capital projects?" [look at the rank order]

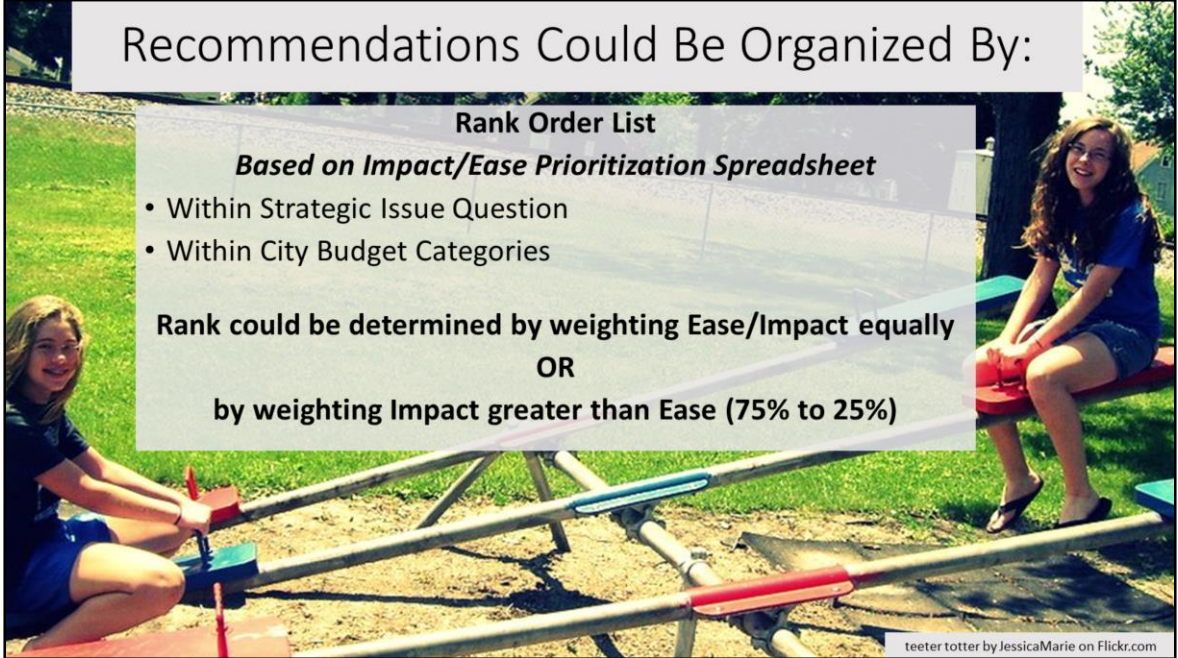
Recommendations Could Be Organized By:

Rank Order List

Based on Impact/Ease Prioritization Spreadsheet

- Within Strategic Issue Question
- Within City Budget Categories

**Rank could be determined by weighting Ease/Impact equally
OR
by weighting Impact greater than Ease (75% to 25%)**



The committee decided to weight Impact over Ease (80% to 20%). They feel this is more in line with their charter: identify ways to make a long-term impact in the park, whether those ideas are easy or hard to accomplish. "Blue Sky Thinking."

Recommendations Discussion Format

Category:

Recommendation:

Recommendation:	Rationale:	Connection to the Park Vision:	Benefits of this Strategy:
		Survey:	Drawbacks of this Strategy:

This is the worksheet that the committee members worked on in partners, putting detail to as many strategies as they could. The following is the example Ray Lapierre shared with them ahead of time.

Recommendations Discussion Format

Category: Facilities New (Q2 – Upgrade Amenities & Services)

Recommendation: Restaurant/Coffee

Recommendation:	Rationale:	Connection to the Park Vision:	Benefits of this Strategy:
Build a restaurant in the park on the water			
		Survey:	Drawbacks of this Strategy:

Recommendations Discussion Format

Category: Facilities New (Q2 – Upgrade Amenities & Services)

Recommendation: Restaurant/Coffee

Connection to the Park Vision:

A restaurant would be another way to make the park a ***Destination***, ***increase use*** of the park ***4 seasons*** of the year, and provide another way for the public to get ***close to the water***.

Recommendations Discussion Format

Category: Facilities New (Q2 – Upgrade Amenities & Services)

Recommendation: Restaurant/Coffee

Rationale:

We offer the following possibilities:

- Build an entirely new facility with heated restrooms (See Recommendation #x) on the first floor and a restaurant with a balcony on the second floor
- Build a restaurant with a balcony on the second floor over a boat house in an existing location along xxx drive.
- Build a restaurant with a balcony on the second floor over the Yacht Club. The first floor would remain in the hands of the Yacht Club

Recommendations Discussion Format

Category: Facilities New (Q2 – Upgrade Amenities & Services)

Recommendation: Restaurant/Coffee

Information from Survey:

- 55% of respondents agreed or strongly disagreed with wanting access to food and beverages in the park (#1).
- 44.8% agreed or strongly agreed with wanting coffee/sandwich shop. (#4).
- 45.6% agreed or strongly agreed with wanting a full service restaurant and bar (#6).
- Any time of year, most respondents visit the park to relax. (Frequency of Park Visits)

Recommendations Discussion Format

Category: Facilities New (Q2 – Upgrade Amenities & Services)

Recommendation: Restaurant/Coffee

Benefits of This Strategy:

- Utilizing existing developed space near the boat houses or yacht club *minimizes the environmental impact to the natural open space.*
- Private areas for the yacht club members would still exist (*historical preservation/honoring traditions*)

Recommendations Discussion Format

Category: Facilities New (Q2 – Upgrade Amenities & Services)

Recommendation: Restaurant/Coffee

Drawbacks of This Strategy:

- 47.4% of respondents disagreed or strongly disagreed with alcohol being available for sale.
- There were also comments on the survey indicating alcohol should not be available near children's activities.

Recommendations Discussion Format

Category: Facilities New (Q2 – Upgrade Amenities & Services)

Recommendation: Restaurant/Coffee

Recommendation:	Rationale:	Connection to the Park Vision:	Benefits of this Strategy:
Build a restaurant in the park on the water	<p>We offer the following possibilities:</p> <ul style="list-style-type: none"> • Build an entirely new facility with heated restrooms (See Recommendation #x) on the first floor and a restaurant with a balcony on the second floor • Build a restaurant with a balcony on the second floor over a boat house in an existing location along xxx drive. • Build a restaurant with a balcony on the second floor over the Yacht Club. The first floor would remain in the hands of the Yacht Club 	<p>A restaurant would be another way to make the park a <i>Destination</i>, increase use of the park 4 seasons of the year, and provide another way for the public to get close to the water.</p>	<p>Utilizing existing developed space near the boat houses or yacht club minimizes the environmental impact to the natural open space. Private areas for the yacht club members would still exist (<i>historical preservation/honoring traditions</i>)</p>
		<p>Survey:</p> <p>55% of respondents agreed or strongly disagreed with wanting access to food and beverages in the park (#1). 44.8% agreed or strongly agreed with wanting coffee/sandwich shop. (#4). 45.6% agreed or strongly agreed with wanting a full service restaurant and bar (#6). Any time of year, most respondents visit the park to relax. (Frequency of Park Visits)</p>	<p>Drawbacks of this Strategy:</p> <p>47.4% of respondents disagreed or strongly disagreed with alcohol being available for sale. There were also comments indicating alcohol should not be near children's activities.</p>

Could include this in the report then with an example photo.

It could be hyperlinked to anywhere this idea was noted.