



Kiwanis Park North Improvements Public Input Survey June 2023

Contents

- I. [Background](#)
- II. [Outreach](#)
- III. [Survey Results](#)
- IV. [Demographics](#)

I. Background

The north side of Kiwanis Park (Baseline Road to Kiwanis Lake) is scheduled for enhancements. Proposed concepts include improvements for the inclusive playground, concessions, and restroom buildings as well as potential designs for a new dog park and other amenities. A public meeting was held on June 3 from 8 to 10 a.m. at Kiwanis Park and a survey was available online at tempe.gov/Forum from June 3 through June 18, 2023, to gather feedback on the proposed concepts. This survey received a total of 127 visitors and 94 responses.

II. Outreach

Several methods were used to provide information to the public and stakeholders regarding the project, meeting and opportunities for input.

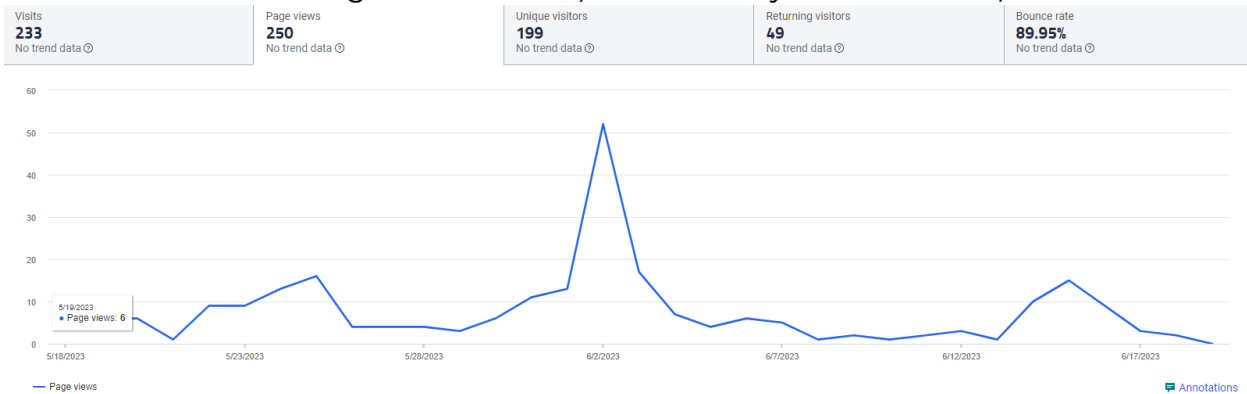
This third round of outreach was focused on obtaining feedback for proposed playground layouts and color palettes, concession and restroom design, as well as artistic feedback for artist Bobby Zokaites. The additional focus groups outside of the Tempe Forum allowed for the direct input from the community to ensure the park improvements meets the needs for all.

[Project Webpage](#)

The project [webpage](#) was updated continuously and included information about the project, the date and access information for the public meeting and online comment information. From May 18 - June 19, the website had 233 views.

Top Sources:

- Direct
- Social media
- Mailchimp
- Google/search engine
- Spikes:
 - Public meeting reminder on 6/2 and Survey reminder on 6/15



Social Media, Eblasts and Press Release



City of Tempe Page

5/23/23 - Public feedback announcement

- Reach: 668 | Engagements: 34 | Link clicks: 9

6/2/23 - Public meeting reminder

- Reach: 483 | Engagements: 8 | Link clicks: 2

6/15/23 - Survey reminder

- Reach: 581 | Engagements: 22 | Link clicks: 11

Tempe Parks & Rec page

6/16/23 - Survey reminder

- Shared post - no insight available



5/23/23 - Public feedback announcement

- Impressions: 2,572 | Engagements: 14 | Link clicks: 1

6/1/23 - Public meeting reminder

- Impressions: 1,811 | Engagements: 11 | Link clicks: 3

6/15/23 - Public feedback announcement

- Impressions: 1,736 | Engagements: 27 | Link clicks: 10



5/24/23 - Instagram story - Public input announcement

- Reach: 437 | Engagements: 3 | Link clicks: 2

6/1/23 - Instagram story - Meeting reminder

- Reach: 404 | Engagements: 5 | Link clicks: 4
6/15/23 - Instagram story - Survey reminder
- Reach: 360 | Engagements: 11 | Link clicks: 11



- 5/24/23 - Public input announcement
 - Impressions: 792 | Engagements: 2
- 6/1/23 - Meeting reminder
 - Impressions: 715 | Engagements: 1
- 6/15/23 - Survey reminder
 - Impressions: 749 | Engagements: 3



- 5/19/23 - Public outreach announcement
 - 5,892 emails sent, 34% open rate, 1.3% click rate, 56 clicks
- 5/22/23 - Tempe This Week
 - 8,050 emails sent, 39.4% open rate, 11% click rate, 18 clicks on link
- 5/30/23 - Tempe This Week
 - 8,037 emails sent, 37.9% open rate, 7% click rate, 16 clicks on link
- 6/2/23 - Meeting reminder
 - 1,630 emails sent, 77.7% open rate, 1% click rate, 131 clicks
- 6/13/23 - Tempe This Week
 - 8,043 emails sent, 39.6% open rate, 18.7% click rate, 30 clicks on link
- 6/15/23 - Survey reminder
 - 5,919 emails sent, 31.7% open rate, 4.4% click rate, 179 clicks

Media Hits

- [Tempe Independent](#)
- [Tempe Independent](#)

Direct Mailer

A direct mailer was sent to residents near Kiwanis Park. The boundaries were Baseline Road to the north, Guadalupe Road to the south, Rural Road to the east, and Kyrene Road to the west. The direct mailer included a brief overview of the project and details on how to attend the public meeting and provide comments.

Yard Signs

Yard signs with meeting and comment information were placed in Kiwanis Park.

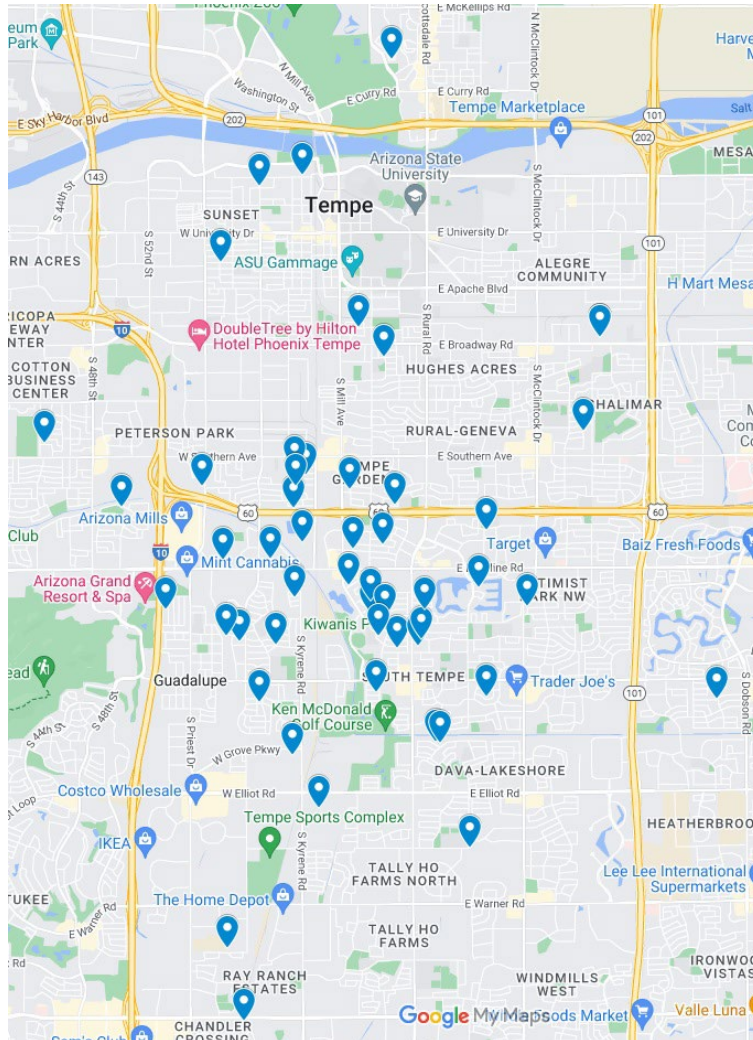
Emails

A notification email was sent to Tempe Forum subscribers, neighborhood contacts, relevant Boards and Commissions and previous participants in Kiwanis Park outreach inviting them to attend the meeting or to comment online.

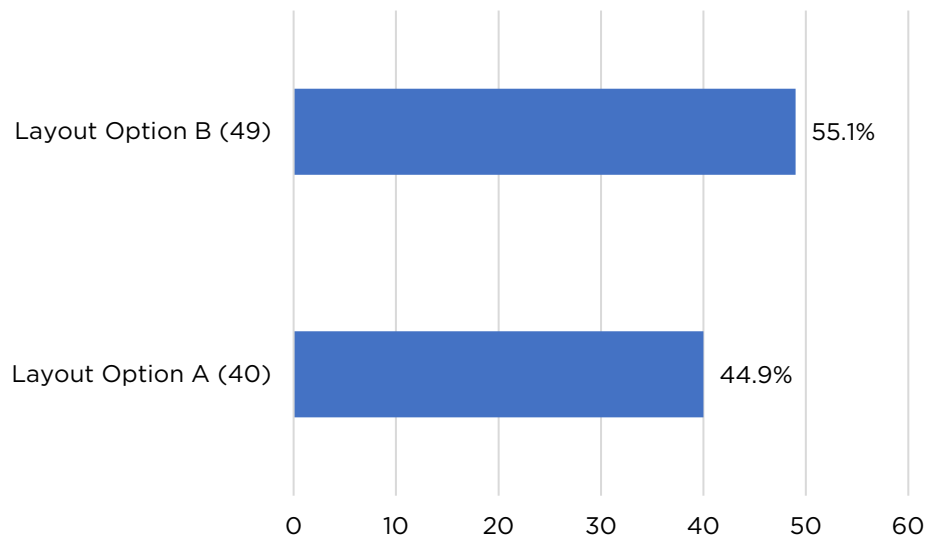
III. Survey Results

The survey was available online at tempe.gov/Forum from June 3 through June 18, 2023 to gather feedback on proposed playground layouts and color palettes, concession and restroom design, as well as artistic feedback for artist Bobby Zokaite.

58 respondents provided an address with approximately 85% in Tempe.

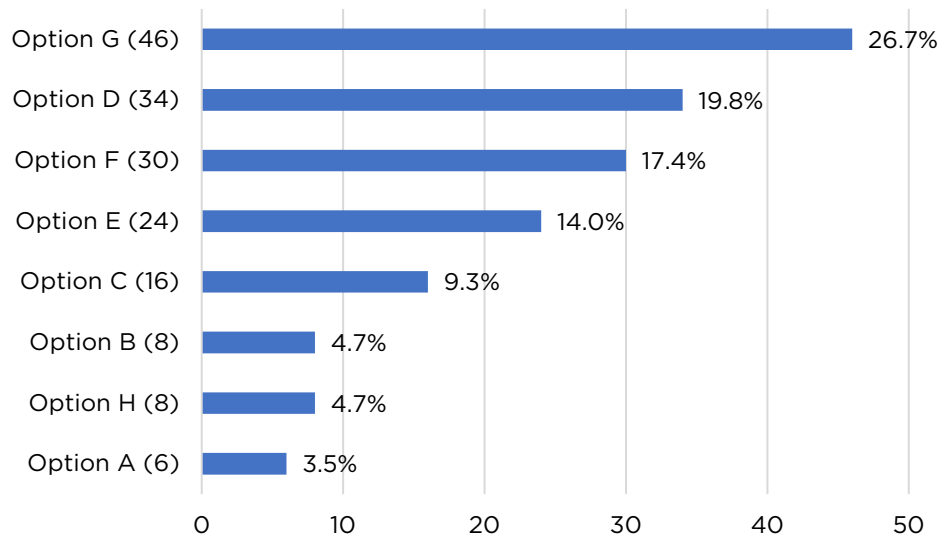


1. Do you prefer playground layout option A or playground layout option B??



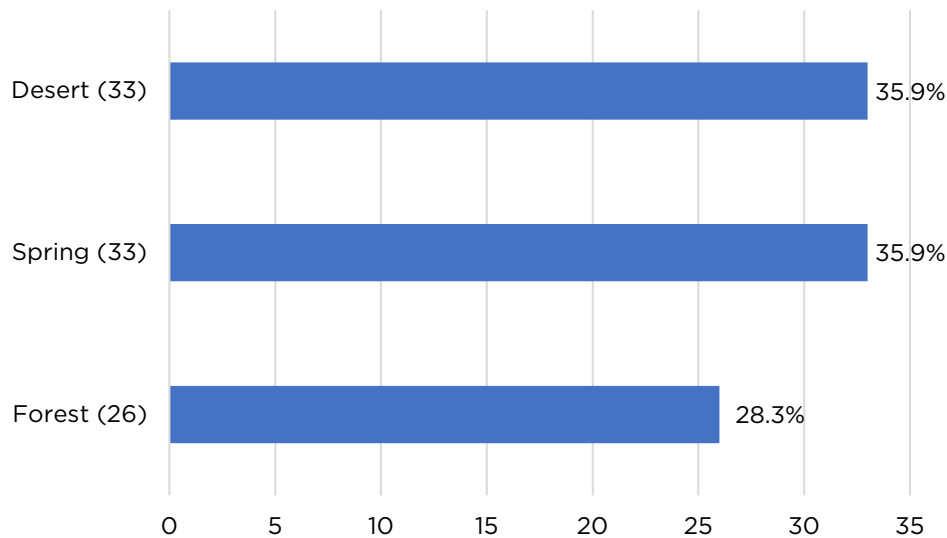
Responses: 89

2. Select your top 2 favorite styles for the restroom and concession buildings from options A-H.



Responses: 93

3. Which nature themed color palette do you prefer for the playground equipment?



Responses: 92

4. What are three words that describe your hopes for the artwork in Kiwanis Park?

- Alive, rejuvenation, breathing
- American Indian, Desert landscape
- Bright colors and child oriented
- Bright, Nature-inspired, Hopeful
- Bright. Positive, calming
- Child friendly, cute, interactive
- Clean nature fun
- Color, Texture, Durability
- Colorful
- Colorful modern inclusive
- Colorful Modern Interactive
- Colorful, unique, playful
- Colorful, creative, storytelling
- colorful, happy, tasteful
- Colorful, Imaginative and Inspirational
- Colorful, Imaginative, Creative
- Colorful, Interesting, & Interacting.
- Colorful, unique, inspiring
- Colors, design, fits with theme

- complex(not simple),child/youth appropriate(not weird, violent or adult style), enchanting/magical
- Contemporary, Southwestern, natural
- Creative, history, interactive
- Creative, Inspiring, Fun
- Culture, inclusion, fun
- desert animals, Sonoran desert, desert nature
- Desert, lively, fun
- Diverse, inclusive, unique
- Energetic,
- Exciting, Playful, Fantastic
- Forest, trees, green
- Fun safe shady
- Fun, Arizona, Historic
- Fun, Imaginative, Colorful
- Fun, Imaginative, Colorful
- fun, nature, inspiring
- Fun, playful , imaginative
- Fun, welcoming, desert.
- futuristic, inspiring, realistic style (as opposed to cubism or impressionism)
- Get it done
- Great, Fun, Entertaining
- Happy, inclusion, Arizona
- iconic arrival, memorable familiar
- inclusive, creative, local
- Inclusive, Local, Community
- inclusive, nature, fun
- Interactive, inspiring, thought provoking
- Local
- local, bright, multiuse
- local, colorful, inspiring
- Local, Colorful, Vandal-free
- Meaningful, ideally difficult to deface, as playgrounds and parks seem to be targets for taggers.
- Modern inclusive colorful
- Multicultural, Modern, Playful
- Native animals and nature
- Natural, imaginative, local
- Nature animals colorful
- Nature, Peaceful, Fun
- Playful bright diverse
- Playful, happy, creative
- Playful, Hope-filled, Joyful
- playful, hopeful, joyful

- Pretty, Exciting
- Pretty, interesting, and kid-friendly or kid-centered
- Reflection of old Tempe
- Refreshing, colorful, imagery
- resilient
- Safe and heat resistant
- Safe, clean, fun
- Shade, fun, inviting
- tasteful unique fun
- that you maintain the playgrounds and grounds
- Unique, Inviting, Timeless
- Use Local Artist
- Vibrant, community, cubism
- Vibrant, local, inspiring

5. Tell us something special about someone or something connected to Kiwanis Park, maybe a favorite memory.

- A favorite memory I have is going to the park on a beautiful Arizona morning and seeing friends we didn't expect to see. Watching the kids play together and chatting over coffee.
- Always been a favorite family spot for playing, walking dogs, and fishing
- Been coming here for many years and love how the park has grown
- Being at the park with family, both old and young.
- Birthday parties for my kids
- Blesses being able to walk this park with my kids, building memories with them, and connecting with the park
- Bring my first birth here
- During my cancer treatment I went there each week to sit by the water.
- Family times at the ramadas, cookouts, playing under the shade structure, beginning of year school get together.
- Favorite memory was feeding the ducks, walking around the lake, and hosting birthday parties
- Feeding ducks
- Going on the swings
- Going on the swings
- Has always been a good place with my kids to build happy memories.
- I bring my kids here almost every weekend. Love the lake and all the different playgrounds.
- I had a picnic with family from out of the state and out of the country and we had a wonderful time by the lake. I also have memorialized a dear friend who passed with a tree at the park. Kiwanis park has helped me celebrate life and those important to me.

- I have living in the Kiwanis neighborhood for the last 35 years. I bought a house 2 doors down from my childhood home and have spend my childhood at Kiwanis. Catching fish, playing softball, swimming at the wave pool, and riding my bike into the lake (on more than one occasion). This park is very special to me and now I get to share it with my son. We run with your dog and love to play at the playground.
- I like going to the park and having picnics in the trees shade.
- I love riding my bike along the canal, then around the lake and play areas. And walking my small dog around the same areas.
- I love the bike paths
- I remember climbing up the metal tower as a kid
- I remember going to Kiwanis park with my family as a little girl. I loved the park. Now, I get to take my own daughter. We love hanging at the park and the splash pad and attending special events at Kiwanis too! This park is a part of the community and it deserves some much needed TLC.
- I remember going to the wave park as a child and just loving it. I called it "little Big Surf".
- I used to walk my dog there several times a week. Once she rolled around in the duck poop in WINTER and we had to walk all the way home and give her a hose bath in the cold :)
- I was thrilled when you introduced an accessible playground.....unfortunately, it was many years too late for our son, but we are happy for this population who doesn't get to "play" like the other children. We just wish there were some way to be sure the accommodating equipment weren't misused by others. Then it is no longer available to us. The special swing is like a handicapped parking spot :-) We need it, but it's no always there :-)
- I won a Mt Park 5K in 2016,for my age group, only a few months after I broke my patella!
- I'm 37 and have gone to Kiwanis my entire life. I haven't frequented very much to use the playgrounds due to the conditions and hope to return.
- It was the first park we visited when my family moved to Arizona from Illinois in 1999, because we moved into this area. This park is so special to me! We then moved to Mesa and then not knowing I loved going to Kiwanis, my high school boyfriend asked me to prom on one of the paddle boats in 2006. Then I graduated, moved and went to college up at NAU. Met a nice boy from north Scottsdale, married him and decided we would move back to the PHX metro area. Ended up buying a house close to Kiwanis and not realizing that it was less than a mile away from the park. With our newborn in tow, we trucked it (with ALL the baby things, we were new parents, lol) to this thing I had seen advertised called Movies in the Park. :) Our first Friday in Oct 2014 living in our new home we watched The Lego Movie at the park and have continued the tradition every Friday in Oct and May since then, even during the COVID circles.
- I've been taking my daughter to Kiwanis park since she was a baby; she's 8 now and we still enjoy going. We love the added Splash Pad.

- Kids visiting friends at the park = JOY!
- Kiwanis was always our favorite park to go to. We moved to the area in 1990 and spent a lot of time there with my 3 kids. I look forward to seeing the improvements
- Living in Tempe for over 38 years, my kids enjoyed activities and amenities that Kiwanis offered. They always enjoyed going to this beautiful park
- Love taking walks around the lake and seeing the baby ducks and roses
- Many firsts for my toddler - conquering fears, trying new things, delighting in the ducks, trees and water
- Movie in the park with my family.
- My children when we use to play at the park. It was a safe and happy place.
- My daughter has made many friends here and loves this park and splash pad
- My daughter is fifteen now but when she was little we would walk around the lake and she would name all of the birds Ernie
- My daughter runs cross country there every spring. Lots of good memories.
- my daughter's birthdays and our family visits to the park over 17 years
- My favorite memories at the park have all been walking my dogs and the comradery amongst park goers. Also the water lantern festivals are unforgettable.
- My favorite memory is finding duck eggs along the shore and my son fishing in the lake. Also riding our bikes around the lake and people watching.
- My kids are 23, 20 and 11. We've been going to Kiwanis park for over 23 years now. Its a great place.
- My parent went to Kiwanis park when I was young we had lot of picnics, lots family get togethers and birthdays parties and later I did the same for my child then she was small, now I take my grandchildren, and hope to take my great grandchildren there too. If one of the best parks I know. Lots of company parties there too.
- Playing in the splash pad with my daughter
- Playing in the splashpad with my son
- Running around the lake when I first moved to Tempe. Bringing my child to the splash pad.
- Running cross country meets and later taking my kids there
- Swings
- Taking my dog on the paddleboats
- The connection for me is the walkway on the canal and the paths in the park, i use to take them many times but now I am aging
- The old wooden playground was the best!
- Took my kids there all the time when they were little. Kiwanis Rec center and playground are core memories during the time they were little.
- Walking around the lake and paddle boat rides.
- We had a Pre-k classroom picnic on the grass.
- We have gone here many years and love going after t-ball practice, or being big enough and brave enough to do the enormous slide

- weekly Fit4Mom workouts at Kiwanis with my daughter. Watching the July 4th fireworks with my grandparents, cousins, and family as a child.
- Went here as a kid
- Went here as a kid
- When I was a young girl, one of the first memories I have of moving to Arizona was participating in a Breast Cancer Walk at Kiwanis Park. Ever since, I have found many ways to enjoy this communal space (most recently, tennis!). Now more than ever it is important to have large public spaces that promote inclusivity, conservation, and community.

6. What is a sense that you want to relate with Kiwanis Park and this neighborhood? It could be a sight, smell, taste, texture, sound, or feeling.

- A sense of not being in a busy city. Quite and calm oasis in the desert.
- All of these - chlorine, basketballs bouncing, the whack of a tennis ball, the sounds of baseball/softball being played, children shrieking with delight, the smile of an older person enjoying a walk on the wide sidewalks.
- An oasis - I'm all about xeriscaping and not fighting the climate we actually live in (the desert), however it is really nice to enjoy what feels like a small escape from that with the lake, the clovers (in the winter), and tree shade. I think Kiwanis Park feeling like a small, playful retreat is really nice.
- As a parent who has brought my kids to play here since they were babies, I'd love a space that is intentionally designed to give parents comfortable, shaded spots to sit while watching kids on play structures and also access to restrooms/concessions with clear sight lines to play areas.
- cater artwork towards the children and not influence or encourage race, gender, sexuality or anything else that's happening in society. We have to remember the children are innocent.
- Clean nature fun
- Clean, energizing
- clean, welcoming, peaceful
- Cleanliness
- Cleanliness, beauty, peacefulness. Relaxation and a place to come and reflect on life.
- Colorful
- Cookouts, laughing, playing games.
- Family fun, community building, family hub, clean and safe.
- Family, food and fun
- Feel. Sight and texture
- feeling
- Feeling - Happy times.
- Feeling for sure, safe and happy.
- Feeling of a fun destination to be at and folks want to go Kiwanis park
- Feeling of exploration and serenity
- Feeling of happiness and a safe environment while the family hangs out.

- Feeling of Welcomed
- feeling.... it was always a family affair
- Fresh. Shade. Oasis.
- Fun feeling and places to relax in quiet areas.
- Green grass and lots of trees with birds chirping
- Greenery.
- I am eager to see and experience the dog park with my pooch. I would like to see old playground parts reusable in the dog park instead of in the landfill. I would like to see less waste and more thought into what is available to be reused and recycled.
- I love the little lake, covered playground and covered splash pad
- I remember the kids and my daughter playing in the sand, my feet touching the sand while we are on the swings
- I want this to be a SAFE park!
- I want to associate the sound of laughter, the smell of local biodiversity, taste of fresh air, and the sensation of various textures that align with our natural environment with Kiwanis Park.
- I would love for Kiwanis Park to feel very welcoming and calm. When I think of this park, I think of nature. There are lots of trees, birds, and beauty all around. I hope Kiwanis keeps that.
- Impressive sight
- Inclusive - have things at the park for all abilities, including adults with disabilities (autism, physical, mental) and those with dementia.
- It's a nice little oasis in the middle of the desert
- Joyfulness & community.
- Kiwanis was a great home to my recreational softball career....so the thought of games being played there is very important. When our oldest was young, we would go to the park to enjoy outdoors for the day. I just wish the water were cleaner. We might have been able to use the fun paddleboats more confidently.
- Laughter, Sweet
- Laughter, Sweet
- nature and seating for viewing
- Nature, rolling hills, summer vibes.
- Noisy with laughter and excitement.
- Piney smell or sandy or gassy (:
- play music
- Safe and refreshing change
- Sense of relaxation and safety
- Sight
- sight
- Sight
- Sight - clean and inviting please!
- sight - trees, open space
- Sight and feeling
- sight- kids playing, people fishing, dogs getting pet smell- fresh cut grass, nights on the water texture- blankets for picnics, sand on your feet sound-

laughing, running, birthday song being sung, water rippling feeling- summer nights, relaxing walks, healthy runs on the canal

- Sight, smell
- sight, texture surprise
- Sight. I love it being a pretty place to enjoy time. Clean, well kept, green.
- Sound - I love the sound of kids playing. The squeak of the playground equipment.
- Sound of children's laughter
- Strong community
- Take music suggestions
- Texture
- The feelings of fresh grass under your hand on a nice spring day. The sound of distant Latin music playing and feeling the happiness in the air.
- The lake makes me feel like camping!
- The reflection of the light from the water is what connects us to the park
- The water is sometimes smells
- Touch---hands on activities
- Trees, relaxing, fun, water, relief from boredom, business, and heat

7. Do you have any additional comment regarding the proposed dog park, playground and concession/restroom layouts?

1. Another connection to the Western Canal at the south end of the parking lot would be useful. Parks department should work with Streets to make sure the Kyrene bikeway and the pedestrian light across Baseline gets built. Connection from all neighborhoods is vital and right now, it is inconvenient for anyone arriving from Kyrene/US-60 area on foot or by bike.
2. Can you add more space for those with other needs. I don't know where to take my mother so she can enjoy the outdoors without wandering off. Maybe an enclosed area with stimulating and calming features? The new area looks great for kids and people with dogs. Can you keep expanding ideas to include others in the community with special needs? Thank you.
3. Concessions
4. Dog park - important to set clear community guidelines enforcing clean up and safety standards. For example, many people are afraid of dogs and should not expect to see unleashed dogs outside of the designated gated areas. The playground should promote curiosity and be well shaded so children can explore and play in a safe environment. I also think the city should invest in be custodial staff so concessions and restrooms are clean and well stocked. I also think it would be nice if the city invested in more health conscious snacks.
5. Dog park area is good as we never went there so I guess it is good to use that area for dog walkers. The rest is good also. The design and art work could also be based on something about Tempe culture such as the Indian tribes in the area or historical Tempe. Shade is very important so the more shade is much better.
6. Excited for it!
7. Excited to have a nice park/ area next to the splashpad
8. Excited to have a nice park/ area next to the splashpad

9. How wide are the sidewalks? Will they be protected from the street traffic? Will there be bike lanes on the road? Is there an inclusive space planned at Kiwanis for those with Alzheimer's or related mental issues? If not, please consider for the future.
10. I am unhappy with the lack of maintenance on the grounds of all our parks...weeds, burrs, thorns, all manner of ugly for dogs. I would like you to consider hot pavement on dogs feet and find a way to mitigate that so that if a family comes to the playground with their children and their dogs, the dogs are not harmed by the hot cement."
11. I don't own a dog but it should be enclosed and far away from the general public. I agree with placement
12. I hope the dog park stays green year round and aggressive dogs are not tolerated. Thank you for updating the bathroom. I noticed one building has a water fountain. I hope all options include that.
13. I like the parking spaces proposed on Ash.
14. I like the reorientation of the restroom building so that you can see the doors from the play areas. It's nice to be able to see who is going in and out from a distance, and it might open up better opportunity for someone to hear you scream for help just in case, you know, you get attacked in there. Right now the bathroom orientation lends to a feeling of danger.
15. I think a dog park would be a great idea! Additionally, at other parks I have seen doggy water fountains added in which I think is a nice touch.
16. I think the proposed dog park is an awesome idea! I'm excited for it.
17. I would propose two large group areas for birthday parties.
18. I'd like to make sure that whatever playground equipment is picked has durability. If it breaks that it gets replaced quickly.
19. I'm confused. It looked like the drawings for the concession/restroom were one building but the map above it shows to separate buildings. Is it one building or two? That really impacts the design. I don't think you want to have a restroom door right next to a concession stand.
20. Incorporate solar either on building or a solar parking structure. An indoor community room as part of the concession building to host other events. Patio seating with umbrella shading by the confession.
21. it all looks good to me and with hopes it will all happen
22. it looks great
23. I've always wanted a closer dog park. We always go to Carver.
24. Just please keep in mind safety in terms of entrances and fencing for the dog park. Baseline and Ash are both very busy and people drive fast. The fence facing Baseline should be high enough to contain errant frisbees and balls in addition to stopping a determined dog from escaping.
25. Keep dog park away from the playgrounds and concession stands.
26. Keep making improvements. These look great. Let's add more space for equity and inclusion including those with limitations like mental and physical handicapped, including adults (more than just swings for adults). Also include dementia community members. There is currently no safe space to take them.
27. Large sculpture. Space for musicians to preform like a pagoda.
28. Looks great but the restroom is pretty far from the north end of the park including the dog area. Maybe there could be a separate facility near there or a port-a-john if possible.

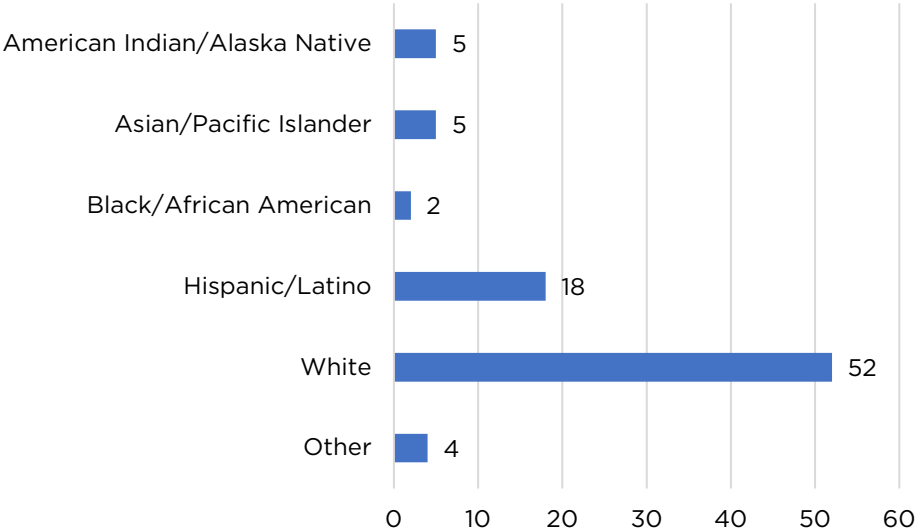
29. Love it as long as there is shade! The old playground was worn out but it's one of the best shaded playgrounds around. We even had a surprise hail storm there and were ok!
30. Love the dog park concept. Please include plenty of shade and seating.
31. Love the idea of a dog park and concession stand. Would definitely utilize both. Also, excited for an upgraded playground.
32. Make the crosswalk very visible to the dog park; with flashing crosswalk lighting or large signage.
33. Make the playground taller
34. Maybe more shade for the dog park
35. More leash law signs through out the park.
36. More shade via bigger trees would be nice to have. Cooling down especially during the summer is something that is needed here in Arizona
37. More trees
38. More trees on the west side of dog park along the north side of park east of park entrance along Baseline
39. NA
40. No
41. No
42. No looks good to me
43. No this looks awesome thank you for cleaning it up!
44. None
45. Please be aware of playful dogs to those of us who ride bikes along the canal. Is the dog park too close?
46. Please create a buffer between the parking lot and the playground/splash pad area, so it is hard for little kids to run into the parking lot.
47. Please make sure there is adequate safety fencing between the playground and the lake. Imagine you are at the playground with a four year old and a two year old who are very fast!
48. Plenty of shade and bench options. Please make restrooms big and airy with touchless options for entry/exit and handwashing.
49. Really excited for all of this. I think these are all great options and great ways to improve the north end of the park making it an even better community gathering space.
50. Really looking forward to the dog park
51. Shaded tables by concessions. I appreciate that there's so much that is toddler-friendly, that's unique to this playground. Groups of special needs young adults come here regularly.
52. So happy you are adding a dog park! Perhaps work with the national agility organization to add features standard to dog agility courses?
53. Super excited for the upcoming changes and improvements. I am looking forward to enjoying this park in Tempe for the rest of the days I'm here.
54. The dog park at Tempe Sports Complex has a walking path surrounding the dog park which is really nice! If space permits, it would be a nice addition. Also, it's hard to see what the proposed surface is at the entry to the dog park, but it should be either DG or if it will be concrete, it should be shaded.
55. The greater the shaded areas the better. Families can spend longer periods enjoying the park area

56. There may not be enough parking close to the dog park. There should be more Ramadas close to the playground and cloud for birthdays"
57. We are very excited for this much needed remodel,
58. Will there be any water feature in the dog park area? Could a splash pad for dogs be added?
59. would like to see exercise stations or skate elements for other users.

IV. Demographics

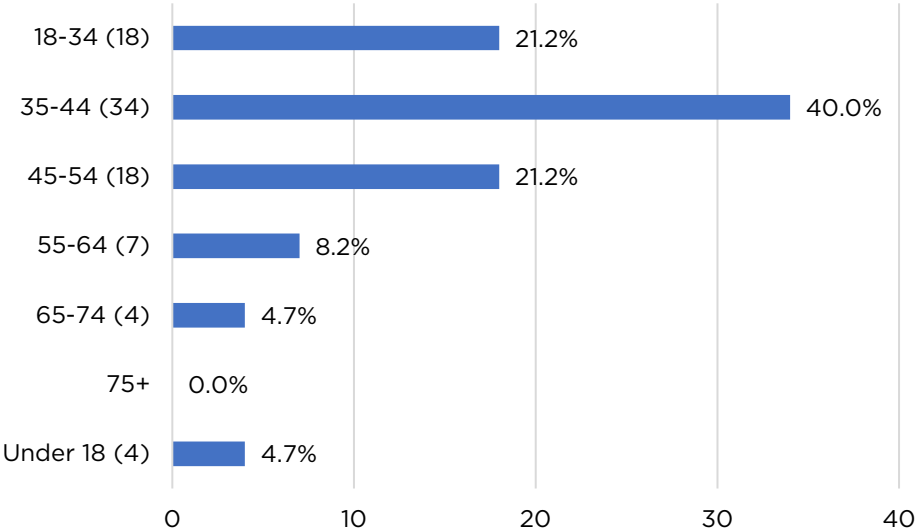
The City of Tempe wants to better understand how well it is serving community members. Collecting demographic data allows the city to effectively plan and distribute its programs and investments. The collection of data provides a more precise picture of current Tempe residents and businesses. Providing this information is highly encouraged and helpful to the city, but it is not mandatory.

Race:



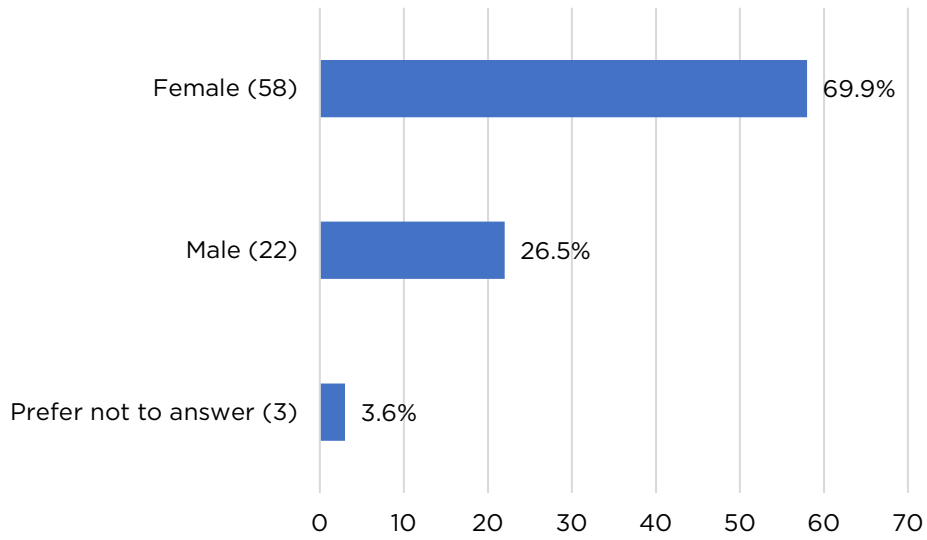
Responses: 80

Age:



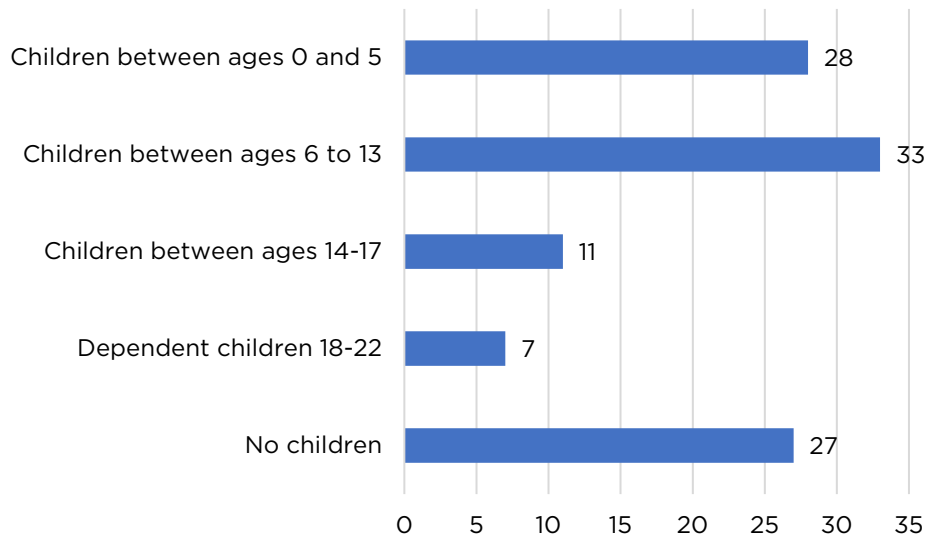
Responses: 85

Gender:



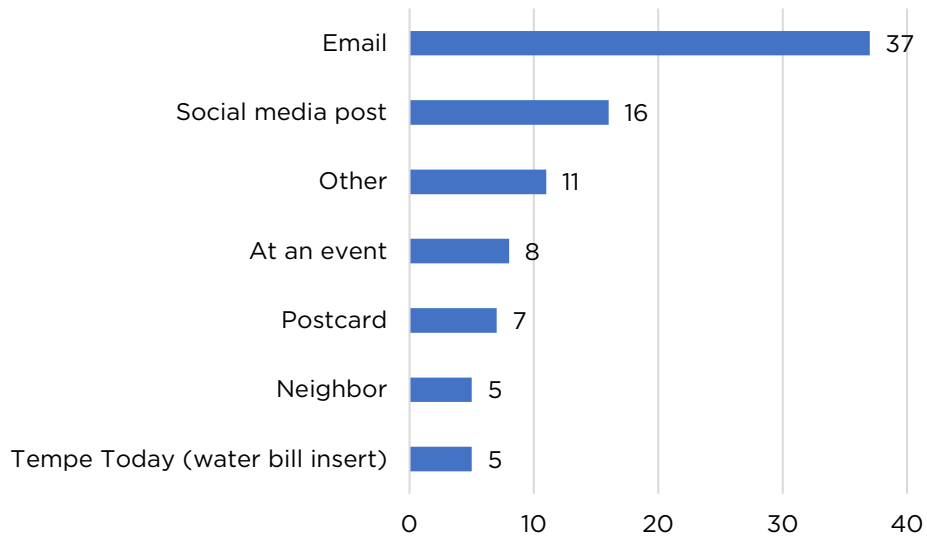
Responses: 83

Do children in the following age groups live in Tempe with you?



Responses: 85

How did you hear about this survey? Check all that apply



Responses:

Others:

- At the Park
- At the Park
- Came to the splashpad and saw it
- checking tempe.gov site randomly
- Daily walks around the Kiwanis Lake/canal route
- Friend
- Just came to the park
- Signs at the park
- Signs at the park
- Tempe Facebook post
- walking at Kiwanis Park