



CITY OF TEMPE
HISTORIC PRESERVATION COMMISSION

Meeting Date: 09/13/2023
Agenda Item: 5

MEMORANDUM

TO: Historic Preservation Commission
THROUGH: Shawn Wagner, Deputy Community Services Director, Parks and Recreation, Ext. 5299
FROM: Erin Kirkpatrick, Community Services Manager, Parks and Recreation, Ext. 8112
Mercedes Payne, Community Services Manager, Parks and Recreation, Ext. 5185
DATE: September 6, 2023
SUBJECT: Agenda Item #5: Making Space: An Equity Study for Parks and Recreation Presentation

PURPOSE:

The purpose of this presentation is to provide Historic Preservation Commission Members with an update on Making Space: An Equity Study for City of Tempe Parks and Recreation.

RECOMMENDATION OR DIRECTION REQUESTED:

Staff is seeking feedback from the Historic Preservation Commission on the Equity Study draft.

CITY COUNCIL STRATEGIC PRIORITY AND RELATED PERFORMANCE MEASURES:

- 1.23: Feeling of Safety in Parks
- 3.16: Quality of City parks, recreation, arts, and cultural centers
- 3.17: Quality of Community Services programs

BACKGROUND INFORMATION:

Tempe strives to provide its community members and visitors with valuable park and recreation experiences through a diverse offering of parks, programs, events and facilities. Making Space, an Equity Study for Tempe Parks and Recreation is the first action item from the 2021 Parks and Recreation Master Plan. It builds upon previous equity map analysis, identifying potential gaps and opportunities in our overall service, and providing concrete strategies to meet the needs of all community members. We are excited to share the preliminary draft of this study with you.

Colorado-based Design Workshop has been the lead consultant in this effort, supported by AHA Alliance, an East Valley-based firm. In addition to the consultant and internal project team, a Technical Advisory Committee was formed including staff within multiple city departments, as well as one member of the Parks, Recreation, Golf & Double Butte Cemetery Board, ensuring that the overall process and final recommendations are consistent with and support other city planning efforts and strategic priorities. Other key partners include the City Council, boards and commissions, community members (through both formal and informal means), park, facility, and program users, community partners and service providers. The overall outreach

and engagement process provided and took advantage of targeted and passive opportunities to listen and engage, putting the tenants of Equity in Action into practice.

The draft Making Space: An Equity Study for Tempe Parks and Recreation provides a lens through which to focus and prioritize how we deliver recreation services, programs, amenities, and facilities as well as recommendations for staffing and employee development that prioritizes diversity, equity, and inclusion. This comprehensive analysis, rooted in robust community engagement, includes an overall assessment of data that can result in disproportional outcomes in specific geographic areas of the city, termed Equity Zones. An analysis of socioeconomic inequities, environmental inequities, park and recreation use and experience, and the overall distribution, condition, and investment in our parks and recreation facilities has resulted in goals and related strategies for implementation, many aligned directly with initiatives from the Parks and Recreation Master Plan.

The overall goals and strategies for this effort are structured around these six (6) guiding principles:

- A. Spaces and Programs for All
- B. Customized Experiences
- C. Expanded Parks and Recreation Access
- D. Vibrant, Active and Diverse Parks and Recreation
- E. Safe Environments,
- F. Equitable Prioritization

Making Space, like the Parks and Recreation Master Plan, is constructed through use of StoryMaps. This format lends itself to the geographical data presented in this particular study, and also allows for the reader to interact, zooming in and out, moving through any section in any order, and clicking to take a deeper dive into the analysis memos and public input summaries throughout their journey. The study draft is organized into three overall sections, titled **Learn**, **Evaluate**, and **Act**, providing in turn background and a synopsis of the study, overall equity analysis, and recommended goals and strategies to promote diversity, equity, and inclusive services and investments in parks and recreation in Tempe. One tool created from this study is the Equity Investment Matrix, which organizes the analysis across City of Tempe Character Areas in order to create a prioritization of strategies that are geographically specific and account for not just what we currently have in our parks and recreation system, but where we can and should target new investments.

We hope you take some time to explore the documents and share your feedback.

NEXT STEPS:

Engaging with other boards and commissions, City Council, and the community.

ATTACHMENTS:

Please note due to the size of the StoryMap, the decision was made to provide a weblink for your review. Please click on the weblinks below to interact with the DRAFT Parks and Recreation Equity Study and webpage.

[StoryMap Link](#)

[Project webpage](#)