



Making Space: An Equity Study for Parks & Recreation Initial Plan Outreach Public Input Survey October 2023

Contents

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

I. Background

Tempe Parks and Recreation is conducting an equity study to analyze, assess, recommend, and act on equity within our parks and recreation spaces and programs. This study builds upon the guiding principles of the updated Parks and Recreation Master Plan, which was adopted in July 2021. The study includes a robust and embedded community engagement process, culminating in a comprehensive matrix that identifies and prioritizes gaps to ensure that future investment occurs in the areas where residents have fewer resources. It also establishes an innovative service philosophy that reflects a commitment to engage and serve all residents.

Two public meetings were held for the Making Space: An Equity Study for Parks & Recreation Draft Plan Review.

- Oct. 16, 2023 from 12 to 1 p.m. on Zoom
- Oct. 17, 2023 from 5:30 to 6:30 p.m. at Escalante Community Center

Additionally, a survey was available online at tempe.gov/Forum from Oct. 16 through Oct. 31, 2023. This survey received a total of 76 visitors and 42 responses.

II. Outreach

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

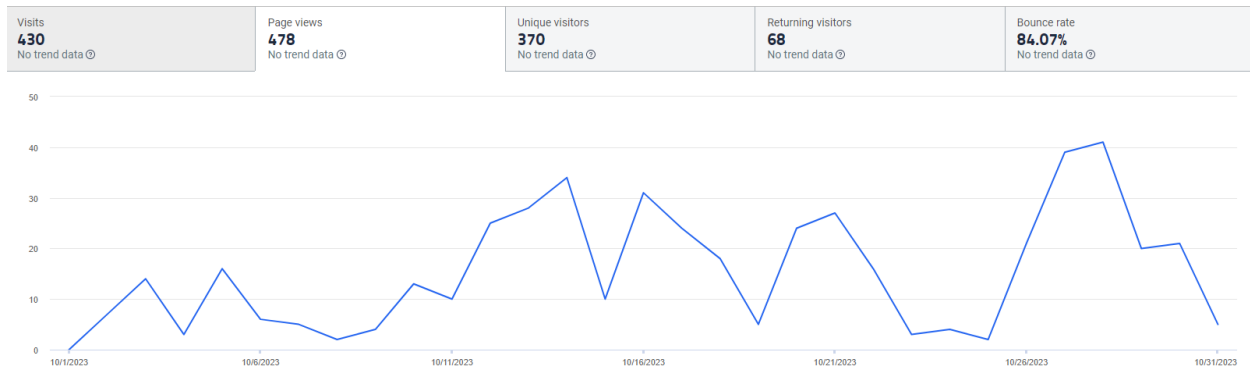
This second round of outreach was focused on obtaining feedback about the draft plan for Making Space: An Equity Study for Parks and Recreation.

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 Oct. 1 - Oct. 31, the website had 478 views.

Top Sources:

- Direct
- Social media
- Google/search engine
- Mailchimp
- Tempe Forum
- Spikes:
 - Public meeting reminder on 10/14 and Boo Bash & Survey reminder on 10/27-28



Social Media, Eblasts and Press Release



City of Tempe Page

10/4/23 - Public outreach announcement

- Reach: 671 | Engagements: 29 | Link clicks: 0

10/13/23 - Public meeting reminder

- Reach: 540 | Engagements: 14 | Link clicks: 0

10/28/23 - Survey reminder

- Reach: 687 | Engagements: 19 | Link clicks: 3

Tempe Parks & Rec page

10/10/23 - Public outreach announcement

- Shared post - no insight available

- 6/30/23 – Survey reminder
- Shared post – no insight available



- 10/5/23 – Public outreach announcement
- Impressions: 699 | Engagements: 14 | Link clicks: 1
- 10/12/23 – Public meeting reminder
- Impressions: 1,894 | Engagements: 26 | Link clicks: 8
- 10/17/23 – Public feedback announcement
- Impressions: 1,145 | Engagements: 9 | Link clicks: 0
- 10/28/23 – Survey reminder
- Impressions: 933 | Engagements: 20 | Link clicks: 8



City of Tempe Page

- 10/6/23 – Instagram post – Public input announcement
- Reach: 1,275 | Engagements: 50 | Link clicks: 12
- 10/13/23 – Instagram story – Meeting reminder
- Reach: 436 | Engagements: 9 | Link clicks: 9
- 10/28/23 – Instagram post – Survey reminder
- Reach: 772 | Engagements: 17 | Link clicks: 3
- Tempe Parks & Rec page**
- 10/13/23 – Instagram story – Survey reminder
- Reach: 150 | Engagements: 0



- 10/5/23 – Public input announcement
- Impressions: 675 | Engagements: 1
- 10/13/23 – Meeting reminder
- Impressions: N/A | Engagements: 0
- 10/17/23 – Meeting reminder
- Impressions: 390 | Engagements: 1



- 10/3/23 – Public outreach announcement
- 7,301 emails sent, 39% open rate, 2.8% click rate, 151 clicks
- 10/10/23 – Tempe This Week
- 8,691 emails sent, 38.1% open rate, 11% click rate, 17 clicks on link
- 10/12/23 – Public meeting reminder
- 7,284 emails sent, 39% open rate, 1.6% click rate, 98 clicks on link
- 10/16/23 – Tempe This Week
- 8,697 emails sent, 38.8% open rate, 8.6% click rate, 11 clicks

10/23/23 - Tempe This Week

- 8,700 emails sent, 38.4% open rate, 11.9% click rate, 17 clicks on link

10/27/23 - Survey reminder

- 7,279 emails sent, 39% open rate, 3.2% click rate, 150 clicks

10/30/23 - Tempe This Week

- 8,701 emails sent, 37.7% open rate, 10.5% click rate, 25 clicks on link

Media Hits

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

Direct Mailer

A direct mailer was sent to over 9,000 places of residence in very high equity zones and high equity zones throughout Tempe. In Making Space: Tempe Parks and Recreation Equity Analysis Memorandum, our consultant Design Workshop identifies equity zones by the layering and weighting of the following factors: Centers for Disease Control (CDC) Social Vulnerability Index (SVI) consisting of 16 socioeconomic factors, the CDC's Healthy Places data of asthma prevalence, mental health distress and physical inactivity, rental tenure, crime concentrations, and places of informal housing encampments, among others.

Yard Signs

27 yard signs with meeting and comment information were placed in various parks and community centers around the City of Tempe.

Emails

A notification email was sent to Tempe Forum subscribers, neighborhood contacts, relevant Boards and Commissions, parks update subscribers, Arts in the Parks subscribers and community partner stakeholders identified in the initial focus group outreach inviting them to attend the meetings or to comment online.

Community Navigator Program

Community Navigators were hired to assess parks and recreation facilities as well as assist with community outreach when the community survey was available.

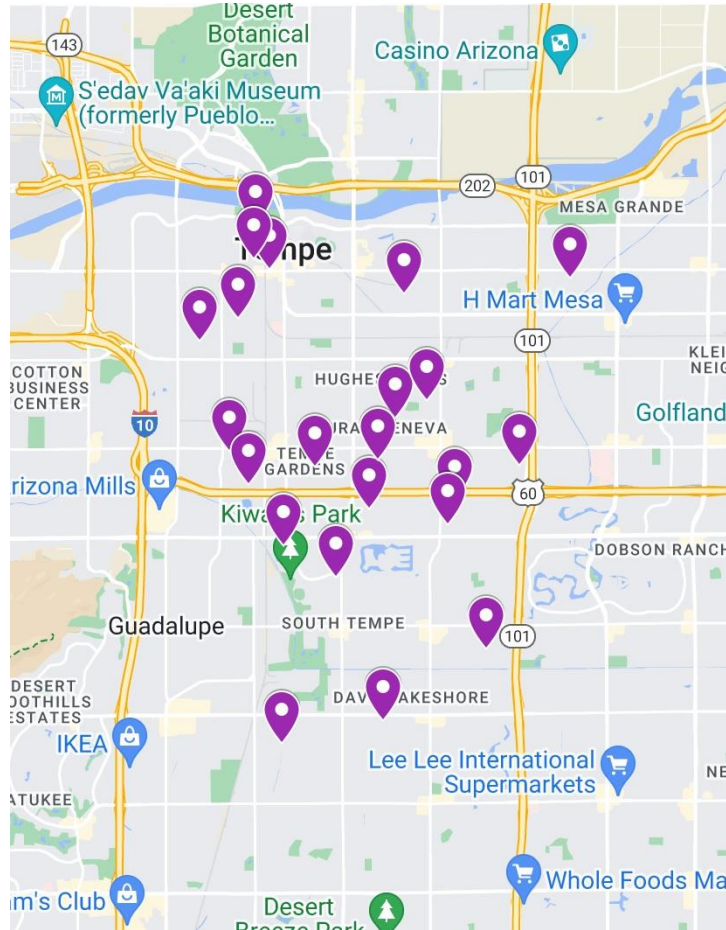
Community Navigators are a diverse group of community members who were each able to bring unique perspectives to this project. For this phase we utilized:

- 5 Navigators
- 45 Approx. hours worked
- 6 community events attended to promote the survey

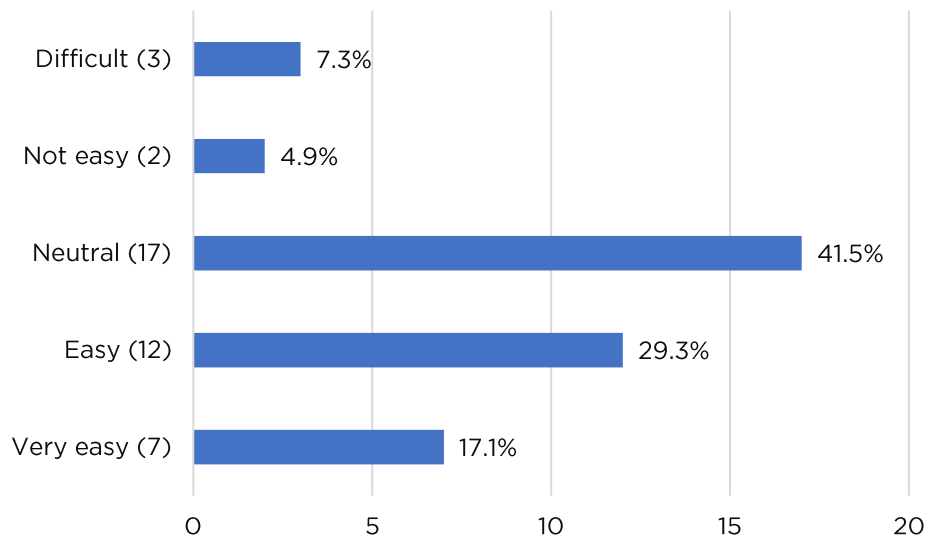
III. Survey Results

The survey was available online at tempe.gov/Forum from Oct. 16 through Oct. 31, 2023 to gather feedback on the initial draft plan for the Making Space: An Equity Study for Parks and Recreation.

23 respondents provided an address with approximately 96% in Tempe.

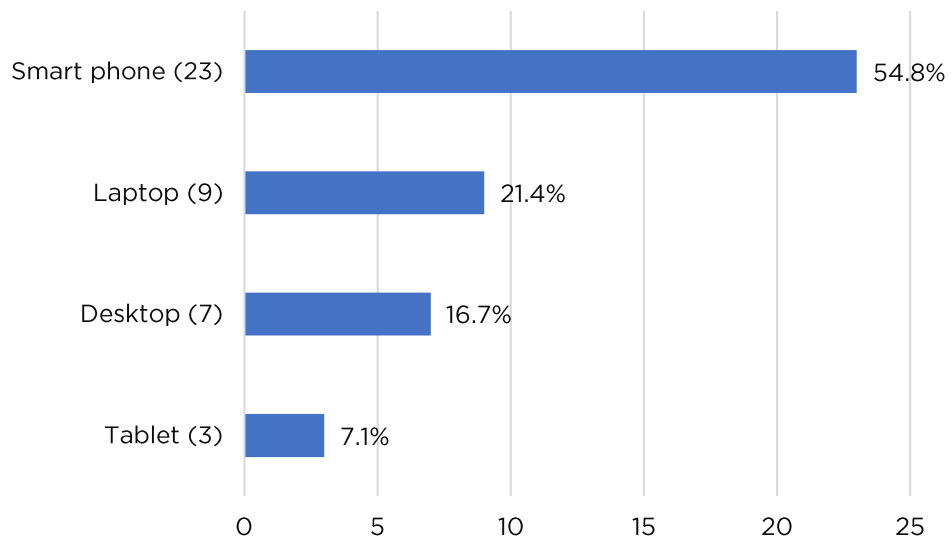


1. How easy did you find the format of the StoryMap?



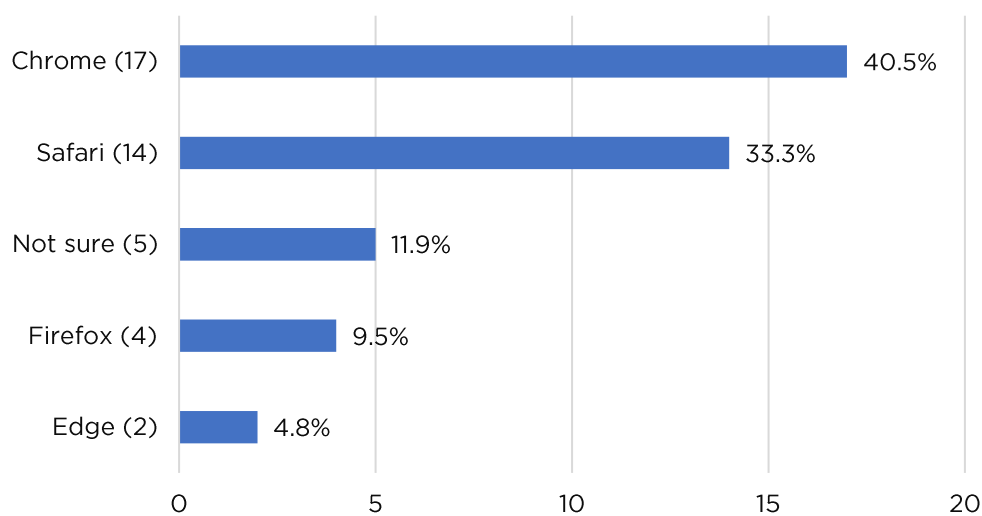
Responses: 41

2. What type of device did you use to access the draft plan?



Responses: 42

3. What browser did you use to access the draft plan?



Responses: 42

4. The draft study includes 6 Guiding Principles that all of our goals and strategies are organized around. Please rank these principles in order of how you would prioritize them in the implementation of this study (with 1 being MOST important and 6 being LEAST important).

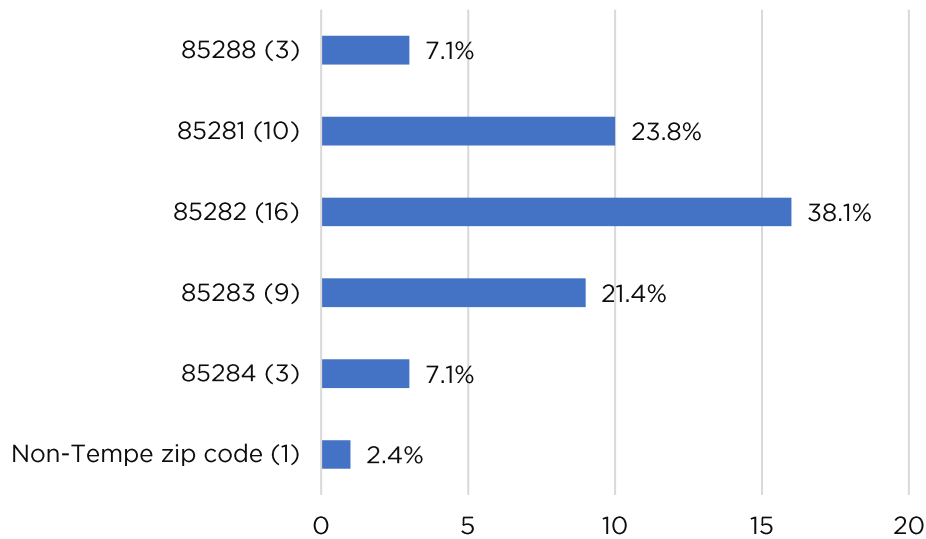
Overall Ranking

1. Safe Environments
2. Spaces and Programs for All
3. Expanded Access
4. Prioritize Equity
5. Active, Vibrant and Diverse Opportunities
6. Customized Experiences

Priority Ranking

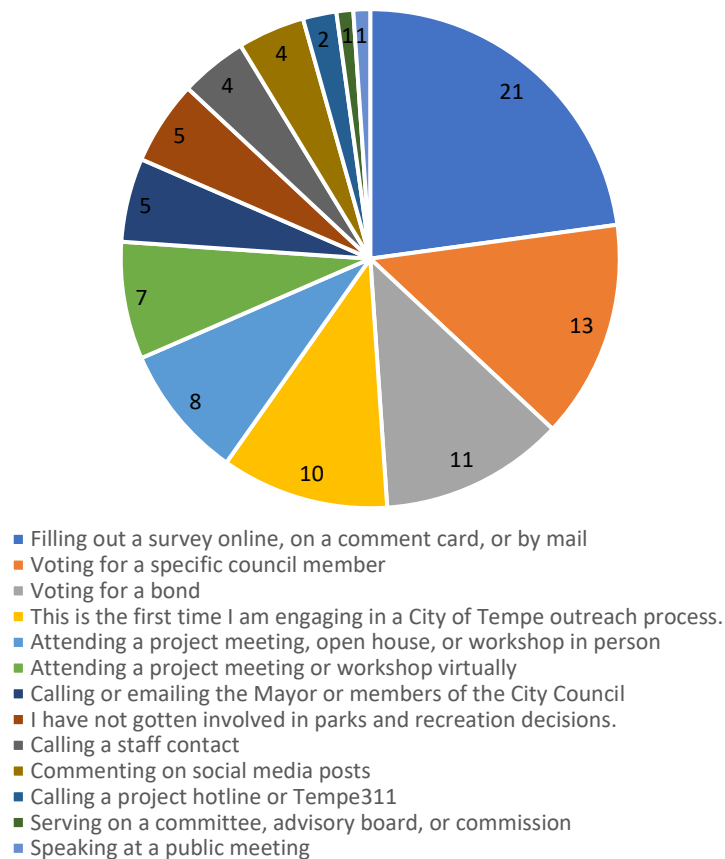
	1st Priority	2nd Priority	3rd Priority	4th Priority	5th Priority	6th Priority
Safe Environments	23	5	5	2	0	3
Prioritize Equity	3	5	8	11	4	4
Active, Vibrant and Diverse Opportunities	4	5	7	5	12	2
Customized Experiences	0	0	3	7	3	20
Expanded Access	5	6	5	6	10	4
Spaces and Programs for All	5	16	7	4	4	0

5. What is your zip code (will not appear if you chose to share other responses)?



Responses: 42

6. I have been involved in decisions about parks and recreation by: (check all that apply)



7. Please share any additional comments on the draft plan!

1. As the city continues to look at demographic changes, they must address the needs of older residents, in terms of parks and recreation use and programming. This is a good first start.
2. Good start. Keep going. We need more amenities in parks for everyone, from pickleball courts to wide walking paths and lots of shade and benches. Let's make more park spaces multi-generational. Good study.
3. I find the Story Maps not helpful in conveying information. It is difficult to ""scroll"" or ""page"" back to look at earlier information or to compare information in multiple diagrams. In the past a pdf document was also provided to present the information, it doesn't look like that was provided this time. I think it is great that this equity study was done. It has seemed to me that there is underinvestment in areas of the city where citizen involvement is lower. This is underinvestment in park, tree cover, landscaping,
4. I live near Daley Park and feel that improving safety and access for families is the highest priority in my area.
5. I received a card in the mail about the new Clark Park Community Center - sounds like a great idea!
6. I saw that the city is going to have a park ranger program to help make the parks safer. When will that be up and running? I want to bring my grandpa to the park with me but he doesn't feel safe. Also, when are you going to have some benches and tables in the parks that older folks can use? It is hard for him to get up and down. That would help get him out.
7. I think it's great that Tempe is looking at Parks from an equity standpoint. There are many priorities - race, income, gender, age, and abilities/disabilities. It was great to see that reflected in the study. Now, if Parks can make that happen in terms of how they modernize the city parks to reflect those priorities. Let's do more for those in the older, disabled group.
8. I want to make sure that parks and green spaces are for EVERYONE including the poor and homeless. We should design spaces for people. When we start to design park equipment (benches, gazebos, etc.) we need to make sure we aren't doing anti homeless measures because this then causes it to be less useable for all people.
9. I want to reaffirm the need for a bathroom at Mitchell Park. It's an incredible facility, but the absence of a bathroom makes it inaccessible for people with many types of disability and uniquely impacts young children and people who menstruate.
10. I was trying to provide input but was confused about the massive plan. I wasn't prepared for taking an hour or so to really engage deeply the materials. From a skim they looked great! I love the way you are using GIS maps to help make decisions.
11. If the city keeps growing, it looks like we need to add more parks. The city needs to buy land or have developers donate land for more parks. We need to keep up with density. We can't count on HOA's to let us use their parks. Invest in parks!
12. It was not clear to me what action items the City is recommending based on its findings. The objectives of this effort are a little vague. The renovations to parks around the city in recent months, however, is much appreciated!

13. Love the plans so far. Pickleball is one of the fastest growing sports right now. If there is room for a few pickleball courts, it would really bring in diversity. I've seen kids as little as 8 play and adults in their 70s. It would be a great addition.
14. no more wasteful crooked spending and development.
15. None
16. One of the pages of a link with information indicated the area where I lived did not have an evaluation, my concern is because I am in the ""middle"", so to speak, we will be overlooked; also, consider that rapid changes to who lives in my neighborhoods is a important regarding allowing for fluidity and flexibility or appeals to spending decisions; consider increase in heat island for shade and heat indexes and requirement of developers to include green space. Safety comes first, without safety the rest of goals can not be accomplished. Consider approving bonds for park infrastructure new and existing. Apply for public health grants at all levels, federal, state and local such as Vitalyst for ensuring shade, accessibility and equity. Partnerships with city and Chicanos por la Causa for that ensure green space above profit. With increased density comes increased need for green space and parks, therefore green space must e a metric for development approved projects.
17. Roller Skating was mentioned in the survey 8 times, yet it did not make it on to the master plan and was never mentioned at all. *(Respondent links to 1st round of public input summary)* This is disappointing, so just wondering if it was a mistake in leaving it off?
18. Some of Tempe's parks are scary. It seems like the safety follows the income/zip codes in Tempe. I'm glad this is being looked at. I'm an older citizen and would like to get out more - it's supposed to be good for me. How about a park for old people that is safe! That sounds like a good idea. Hope you can get the money to do it. Thanks.
19. The buzz words diversity, equity, and inclusion, as well as the concepts they tend to support, taint some of the good you're wanting to do here. Not surprising a safe environment ranks first in importance from those surveyed. Broadly, the other 5 sections included are the result of societal pressures by the confused and disruptive minority you have succumbed to like so many other entities.
20. The parks and other recreation activities offered by Tempe are so important to my family and are a major reason that we like living in Tempe so much. We live near Meyer Park, although not in the 1/2 mile distance. We visit this park multiple times a week when the weather is nice and even sometimes in the heat. We love the recent renovations to the park. We visit other public spaces in Tempe frequently like other parks, the library, museum, public pools and community centers. We have been to several of the events at parks with music, art activities and food trucks. These are great. I support more of these events. I mostly feel safe at Tempe parks with my toddler. The times that I do not it is because there are multiple homeless people at the park sometimes sleeping on the playground (like almost on the slide) during the day. I appreciated the proposed plans for public safety and the public relations campaign. I agree that public parks should be for all, but it is also not acceptable for adults (housed or not) to sleep on the playground especially during the day. The events at the Tempe parks and other facilities could be better advertised. I lived in Tempe for multiple years without knowing that

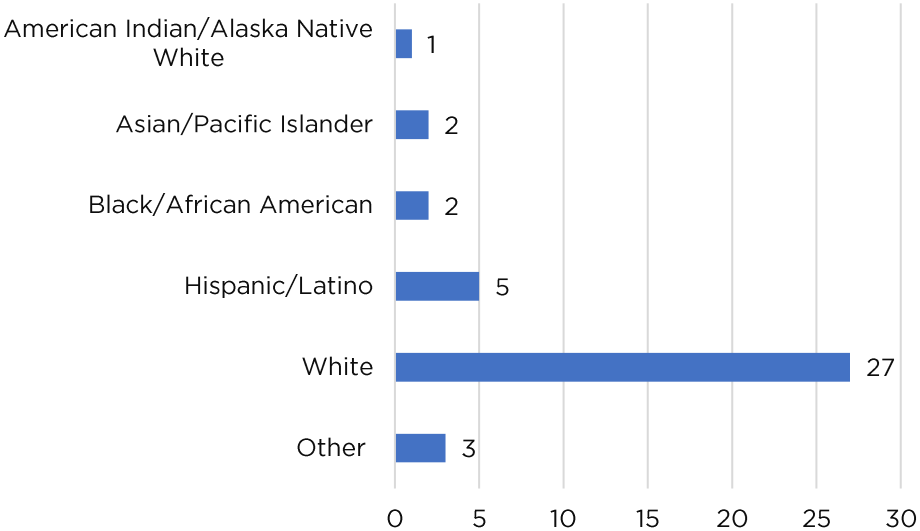
there are public and very affordable pools. I recently got on the Tempe email list for events. This was great to finally learn about all that Tempe offers and I do go to more events now that I know about them. It would be nice if Tempe could advertise activities more-- banners, mailings, advertising at other events, advertising on the Orbit buses. As addressed in the plan, the summers in Tempe are very hot and basically this makes the parks (except the pools) close to impossible to visit. I would be very interested in additional indoor events in the summer that are tailored to children and/or longer hours especially in the evening for the public pools and/or library. "

21. We need a specialized place in a park for those with memory issues. This could be a garden or a park. I could take my mom there and not worry about her wondering off. It sounds like you might consider something like this. The need is there in the equity study. Please do it. We would use it.
22. What if...instead of spending more money on this plan, instead we used it to IRRIGATE OUR TREES? These multiple answer questions that don't include what I would actually answer are EXTREMELY ANNOYING. What about NONE OF THE ABOVE?
23. Why have the swings not been reestablished on the north end of Kiwanis Park? The kiddie swingsets are not adequate for bigger kids and adults which forces my friends and family to travel outside of Tempe just to swing. This is an important and valuable therapy tool for those suffering from a vast variety of ailments, including but not limited to PTSD, environmental stress, ADD, ADHD, Autism, Asperger's, and other disabilities and traumas.

IV. Demographics

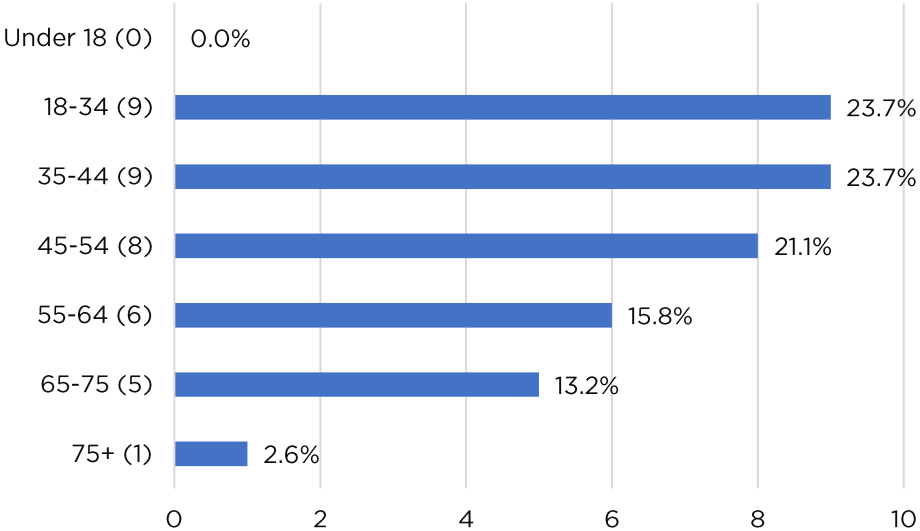
The City of Tempe wants to better understand how well it is serving community members. Collecting demographic data allows the city to effectively plan and distribute its programs and investments. The collection of data provides a more precise picture of current Tempe residents and businesses. Providing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

Race:



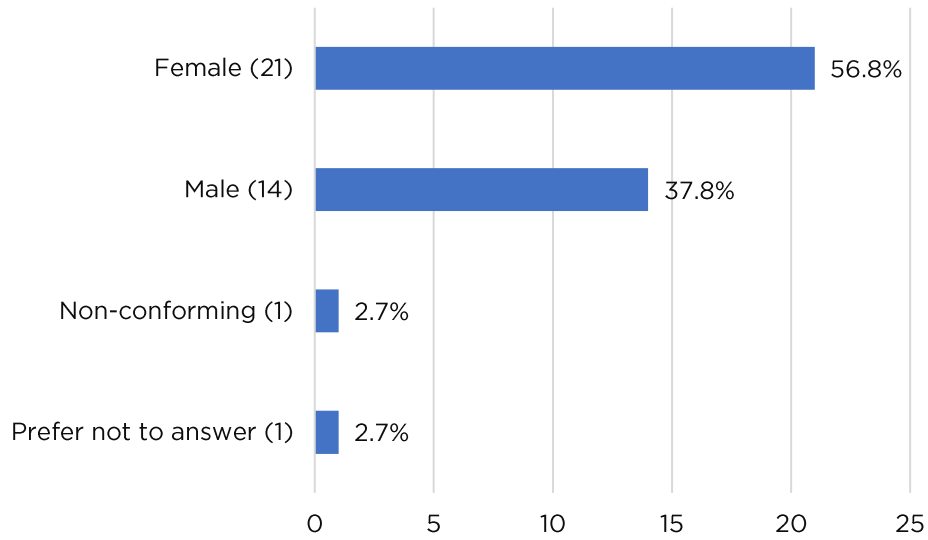
Responses: 40

Age:



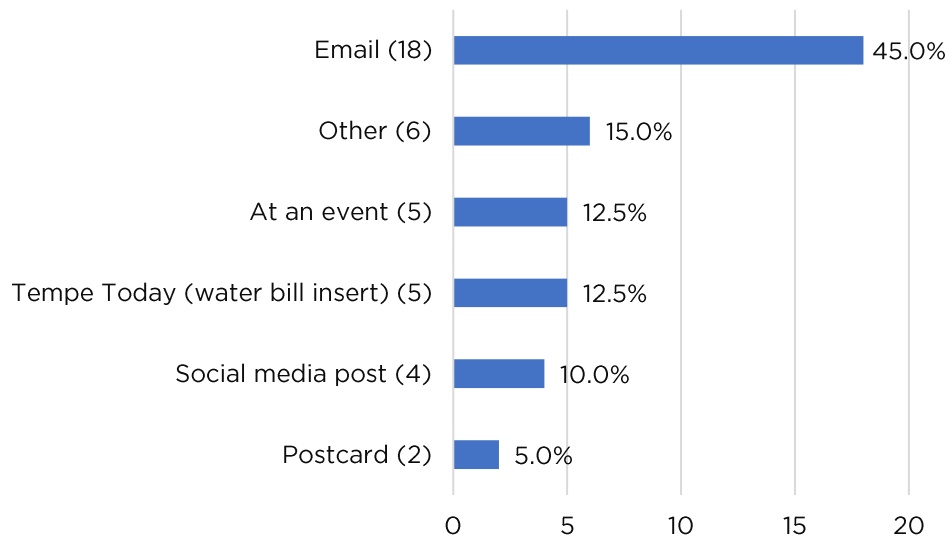
Responses: 38

Gender:



Responses: 37

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



Responses:

Others:

- Kiwanis Park
- Kiwanis QR code poster
- Sign at Arrendono park
- Sign at Daley park

- Some dumb sign at the park
- Walked near the park and looked up the renovation plan.

V. Emails

1. Received Oct. 31, 2023: I recently noticed the DEI agenda the City of Tempe is trying to implement and I have to admit I'm disappointed. DEI is another name for exclusion. It's a huge lie with the hope of cutting white males completely out of the program. Corporations have done it. Universities have done it. You would think well educated people would understand that it's 2023 and any form of discrimination and exclusion is both illegal and immoral and has no place in a place in modern society. Not to mention it leaves Tempe wide open to numerous law suits. I'm interested in your take on this issue. I would like to know in detail what is wrong with our parks, who is being impacted in a negative way, and what you think are viable solutions.