

# **Parks & Recreation Master Plan**

**Public Meeting  
Jan. 9 and 11, 2020**



**Tempe**  
Making waves in the desert

# Presentation Overview



- P&R Master plan
- Outreach
- Next steps
- Questions & input



# City Council Strategic Priorities



Safe & Secure  
Communities



Strong Community  
Connections



Quality of Life



Sustainable Growth  
& Development



Financial Stability  
& Vitality

**3.16** Achieve ratings of "Very Satisfied" or "Satisfied" with the "Quality of City parks, recreation, arts, and cultural centers" greater than or equal to the top 10% of the national benchmark cities as measured in the Community Survey.

**3.17** Achieve ratings of "Very Satisfied" or "Satisfied" with the "Quality of Community Services programs" greater than or equal to the top 10% of the national benchmark cities as measured in the Community Survey.

# Plan Overview: Answering Key Questions



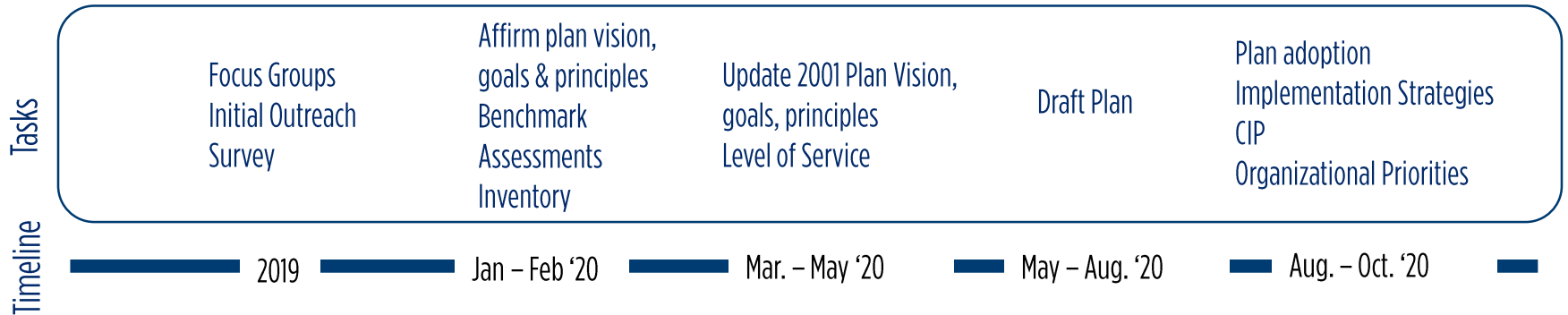
## What is a parks & recreation master plan?

- Comprehensive, 10- year planning document
- Covers parks, facilities & programming
- Evaluates & recommends
- Shapes delivery of services
- Provides guidance & policy direction
- Identifies short-term strategies to achieve long-term success



# Plan Overview: Answering Key Questions

## What is the Process?



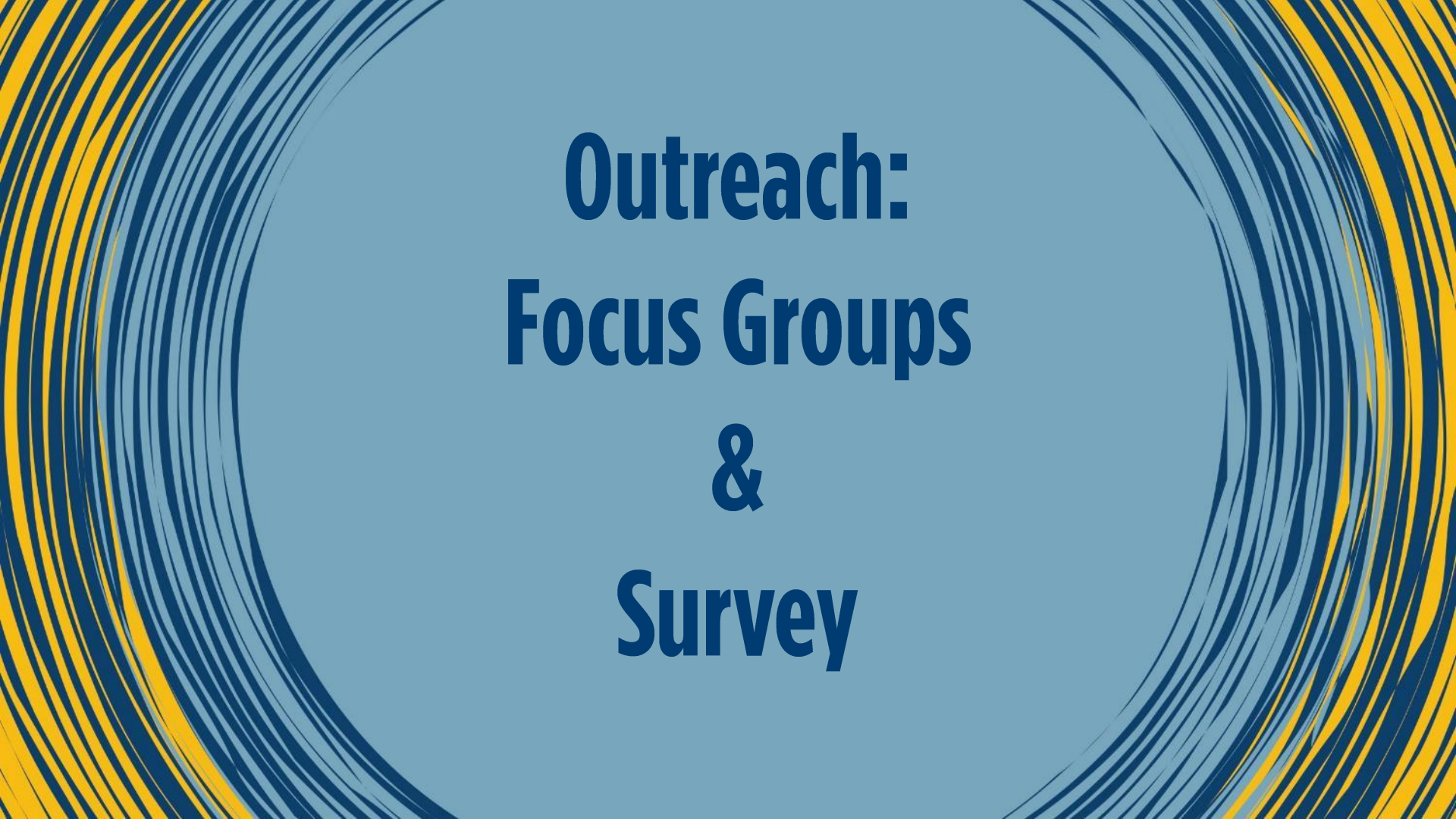
# Plan Overview: Answering Key Questions



## Who is involved?

- Project team
- Technical advisory committee (TAC)
- Consultant
- Council
- Boards & commissions
- Residents



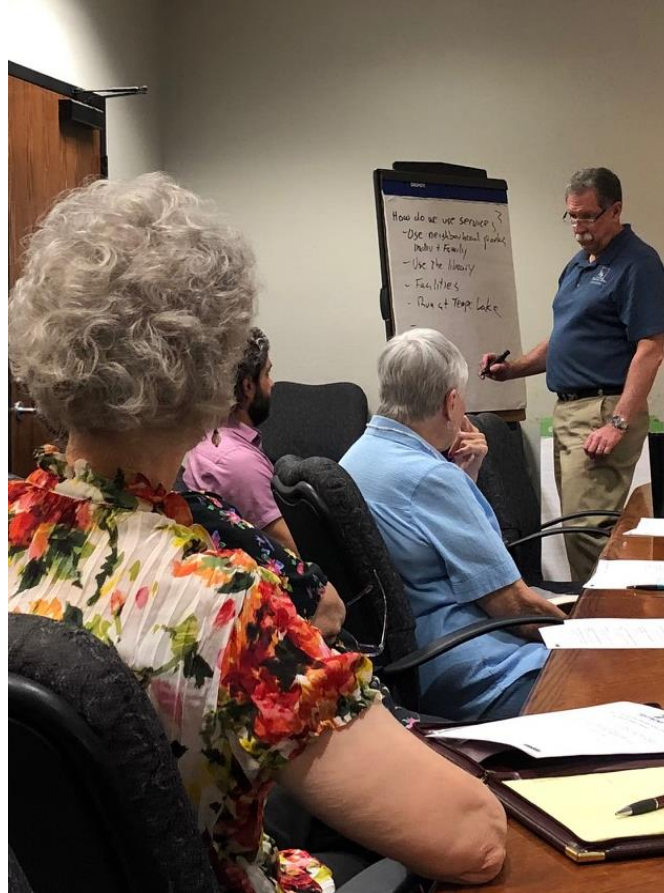
The background features a central light blue circle surrounded by concentric, hand-drawn style lines in dark blue and yellow, creating a tunnel-like effect.

# **Outreach: Focus Groups & Survey**

# Focus Groups: Composition & General Themes



- Goal: gather qualitative information
- Open-ended dialogue
- Residents, users, partners, service providers & staff
- 2 days/12 focus groups
- 65-70 attendees



## Common themes:

- \* Improve communication
- \* Simplify processes
- \* Increase safety
- \* Additional opportunities
- \* Multi-use fields/facilities
- \* Add shade
- \* Focus on maintenance



# Survey: Background Information



- Goal: gather quantitative information
- 15 core questions with follow-up & additional demographic information
- Residents; park, facility & program users
- Opt-in survey
- May 17 through June 30
- Various outreach methods/efforts
- Spanish & English

**Tome la encuesta del  
plan maestro de  
parques y recreación,  
disponible hasta  
el 30 de junio.**

[tempe.gov/parks](http://tempe.gov/parks)



**Take the Parks and  
Recreation Master  
Plan Survey  
through June 30.**

[tempe.gov/parks](http://tempe.gov/parks)



# Survey: Who Took The Survey



- 1,857 surveys responses
- 77% Tempe residents
- 43% work in Tempe



# Survey: Impact of Parks & Recreation



Nearly two-thirds of respondents indicated they had met new people or made new friends through their activities at City of Tempe parks and recreational facilities.

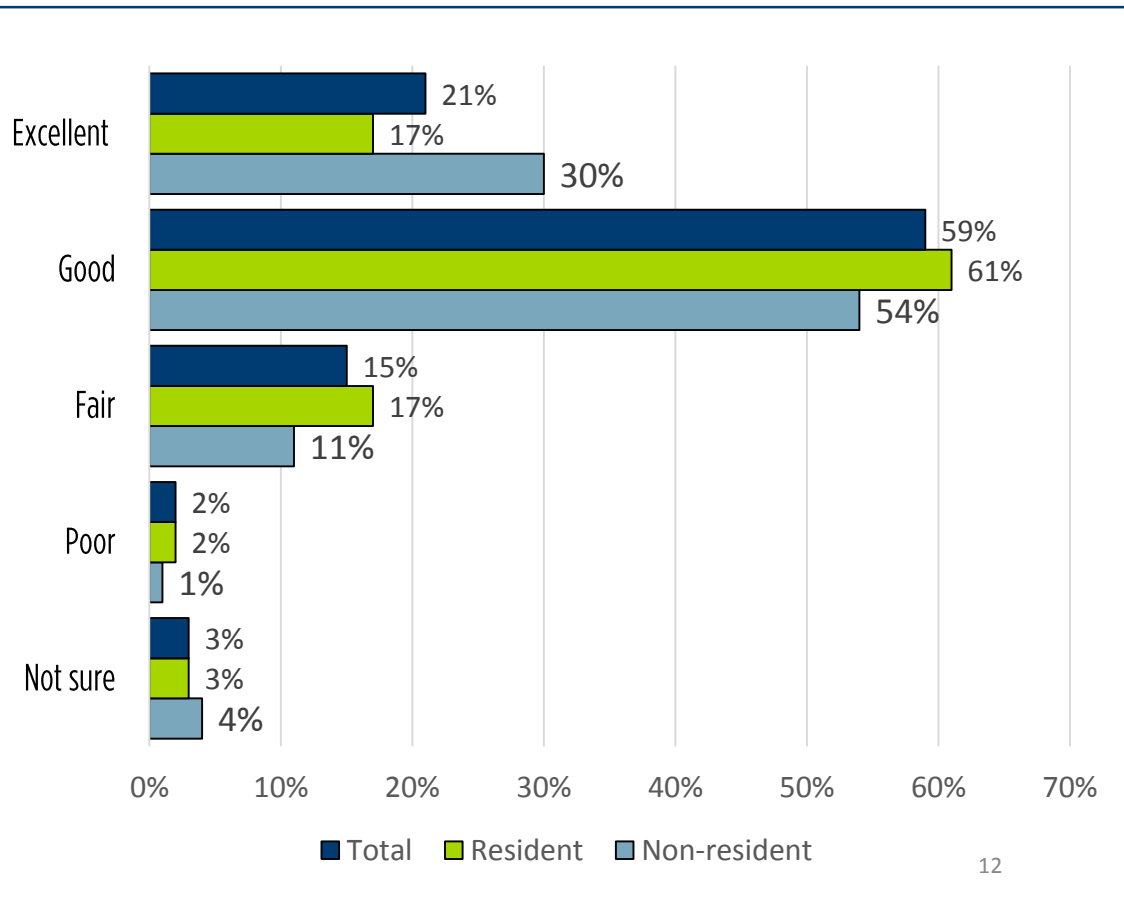


# Survey: Quality of Tempe Parks & Recreation



In total, four in five (80%) rated overall quality as excellent or good.

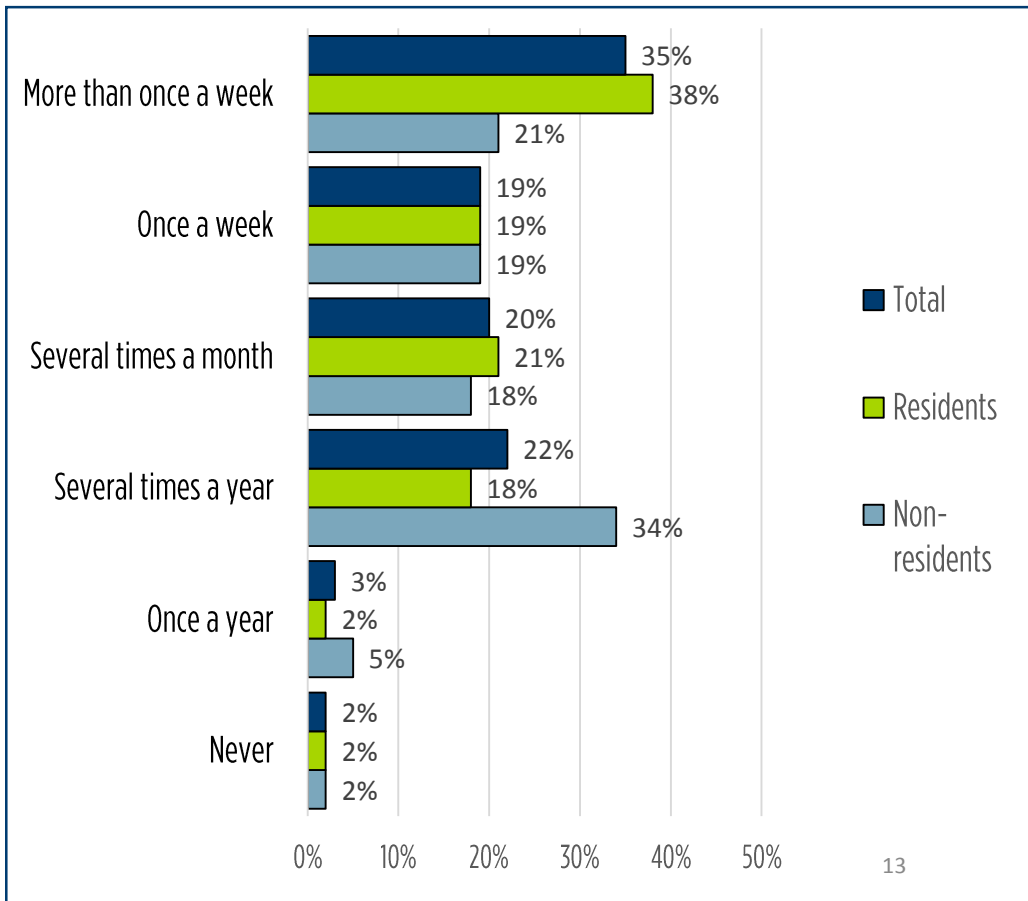
Non-residents rated overall quality higher than residents (84% vs. 78%)



# Survey: How Often People Recreate



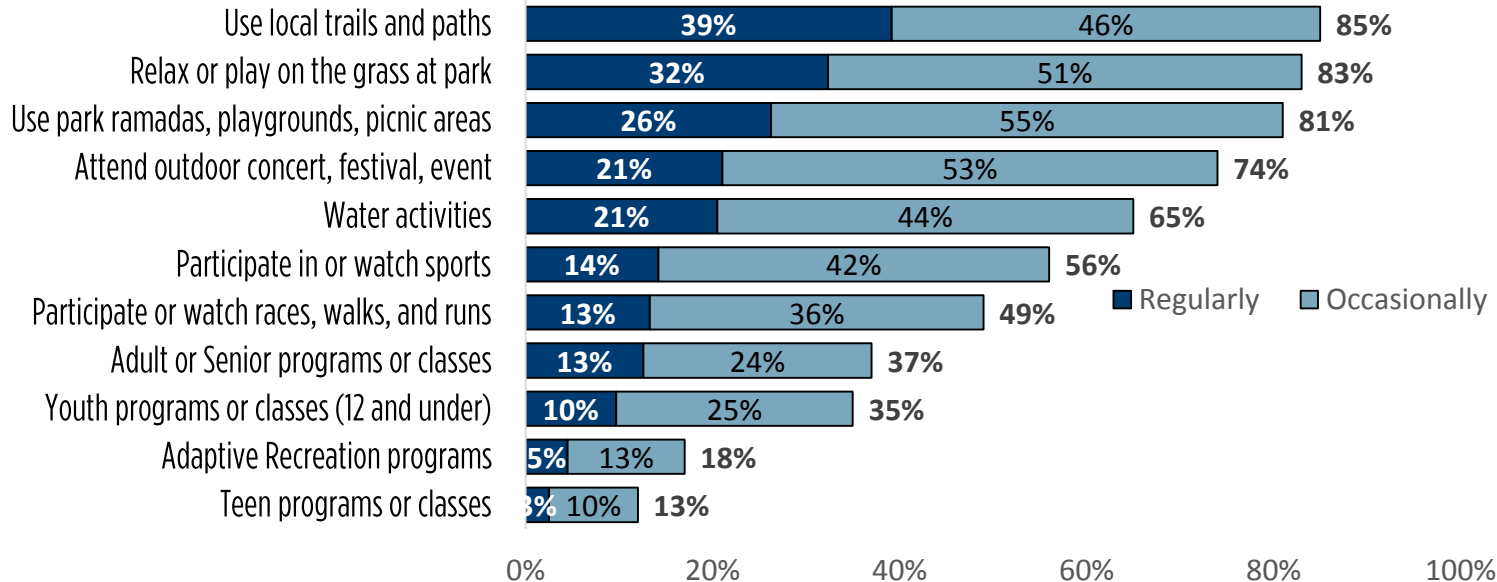
- In total, more than half (54%) reported use at least once per week
- Residents more likely to use more than once per week
- Non-residents more likely to use once per year or several times per year



# Survey: How People Recreate



- Occasional/regular use of trails or paths ranked as highest use (85%)
- Occasional/regular use of grass areas scored second (83%)
- Occasional/regular use of ramadas, playgrounds & picnic areas ranked third (81%)

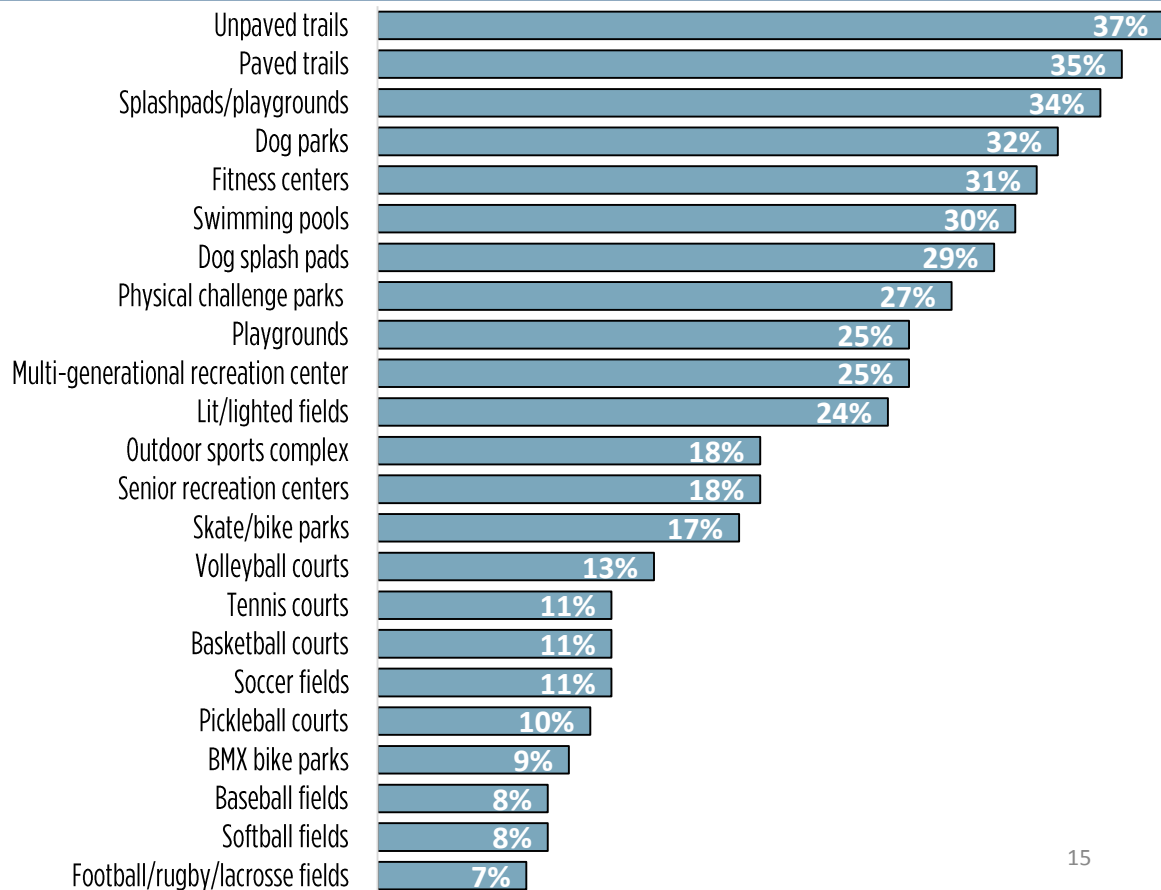


# Survey: “Needs More” Amenities



Respondents were given the option to state “needs more” or “has enough,” as well as not selecting either for 23 different amenities

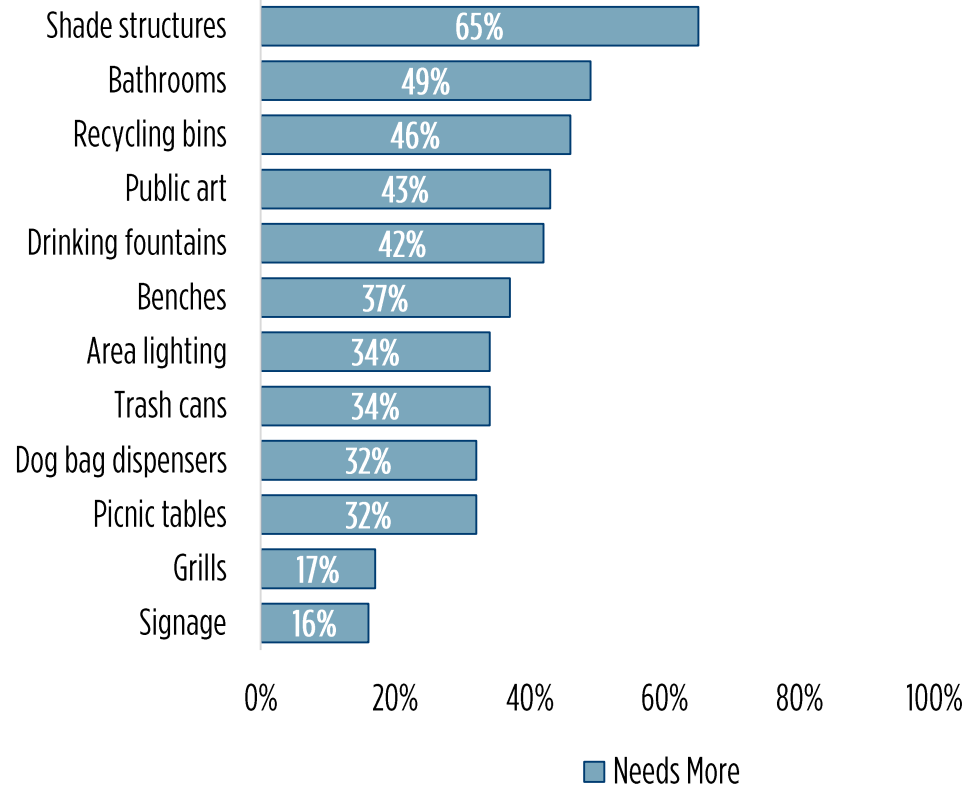
Greatest reported need is for both unpaved (37%) and paved trails (35%)



# Survey: “Needs More” Furnishings



- Additional shade is top need (65%)
- More restrooms scored second (49%)
- Grills and signage scored lowest (16% and 17%)

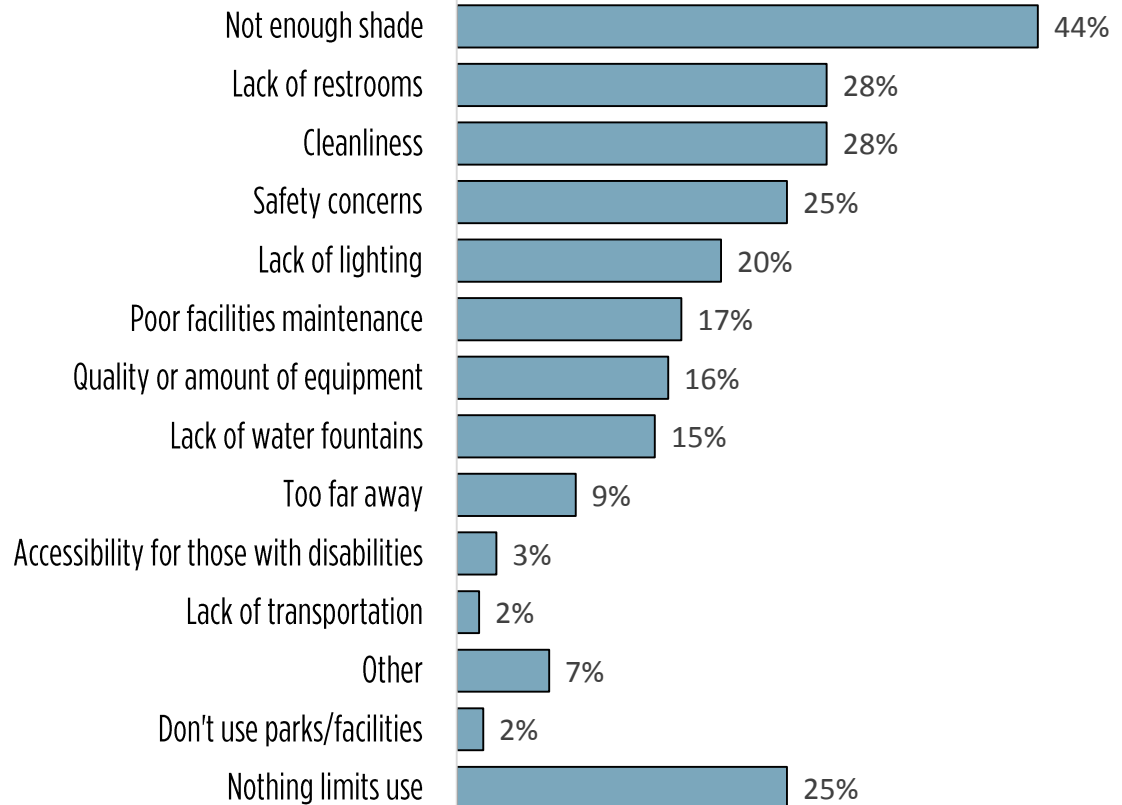




# Survey: Barriers (Parks & Facilities)



- Top 5 barriers (20-44%):
  - Lack of shade, restrooms, and lighting; concerns over cleanliness & safety
- One in four (25%) report that nothing limits or prevents use



# Survey: “Need More” Programs



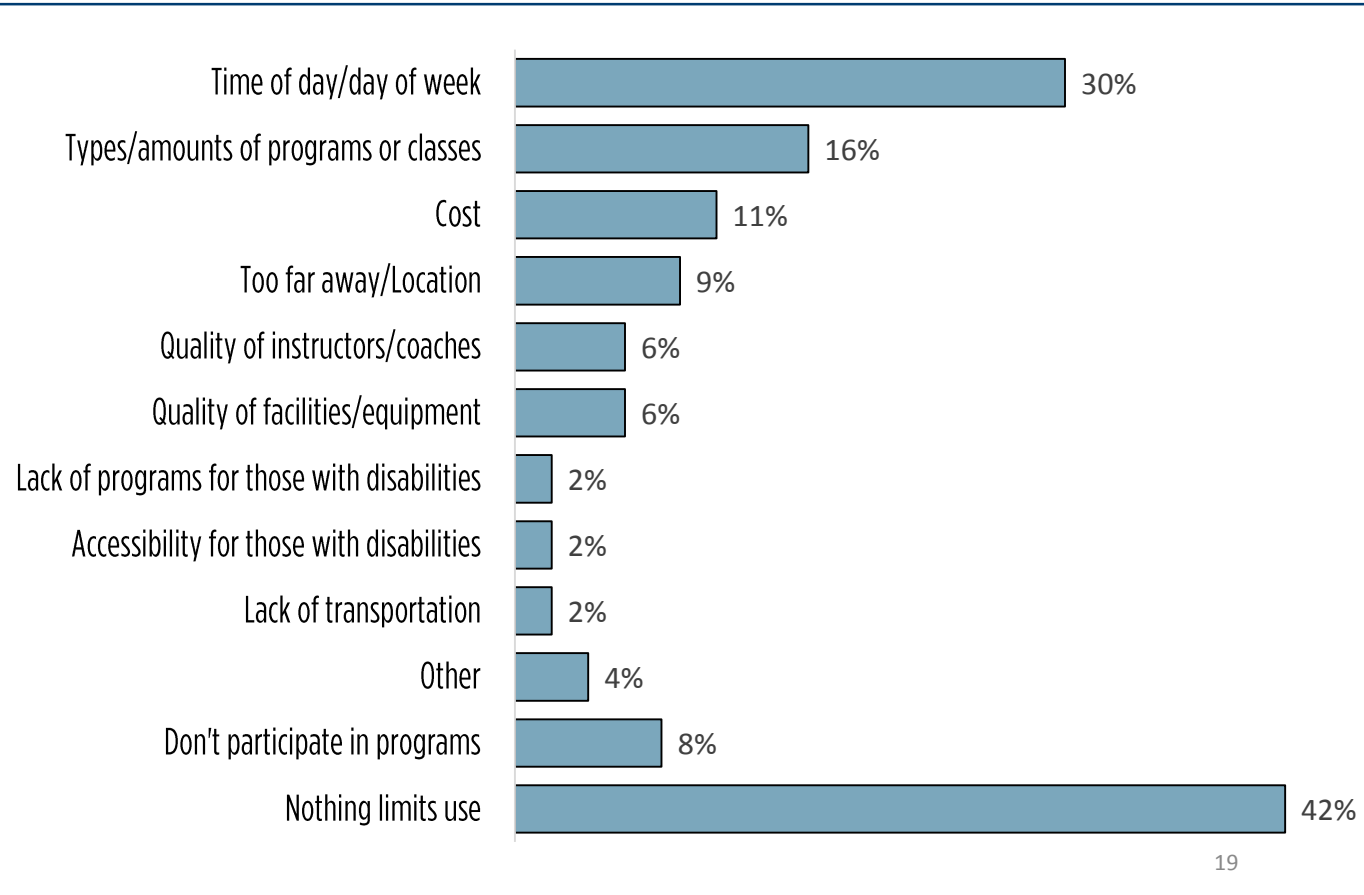
\*OTHER: A variety of programs not listed here were identified by 7% of all people responding to this question.



# Survey: Barriers (Programs)



- Top 3 barriers:
  - Time of day/day of week (30%)
  - Type/amount of programs (16%)
  - Cost (11%)
- Nothing limits use (42%)
- 8% don't participate



# Questions