



*City of Tucson*

# PARKS AND RECREATION SYSTEM MASTER PLAN

## City of Tucson Parks and Recreation System Master Plan Update

Mayor and Council Study Session

February 9, 2016

[www.tucsonaz.gov/parks/masterplan](http://www.tucsonaz.gov/parks/masterplan)



*City of Tucson*  
**PARKS AND RECREATION SYSTEM MASTER PLAN**

## Consultant Team



Norris Design | Strategic Parks Planning



Gordley Group | Public Information & Marketing



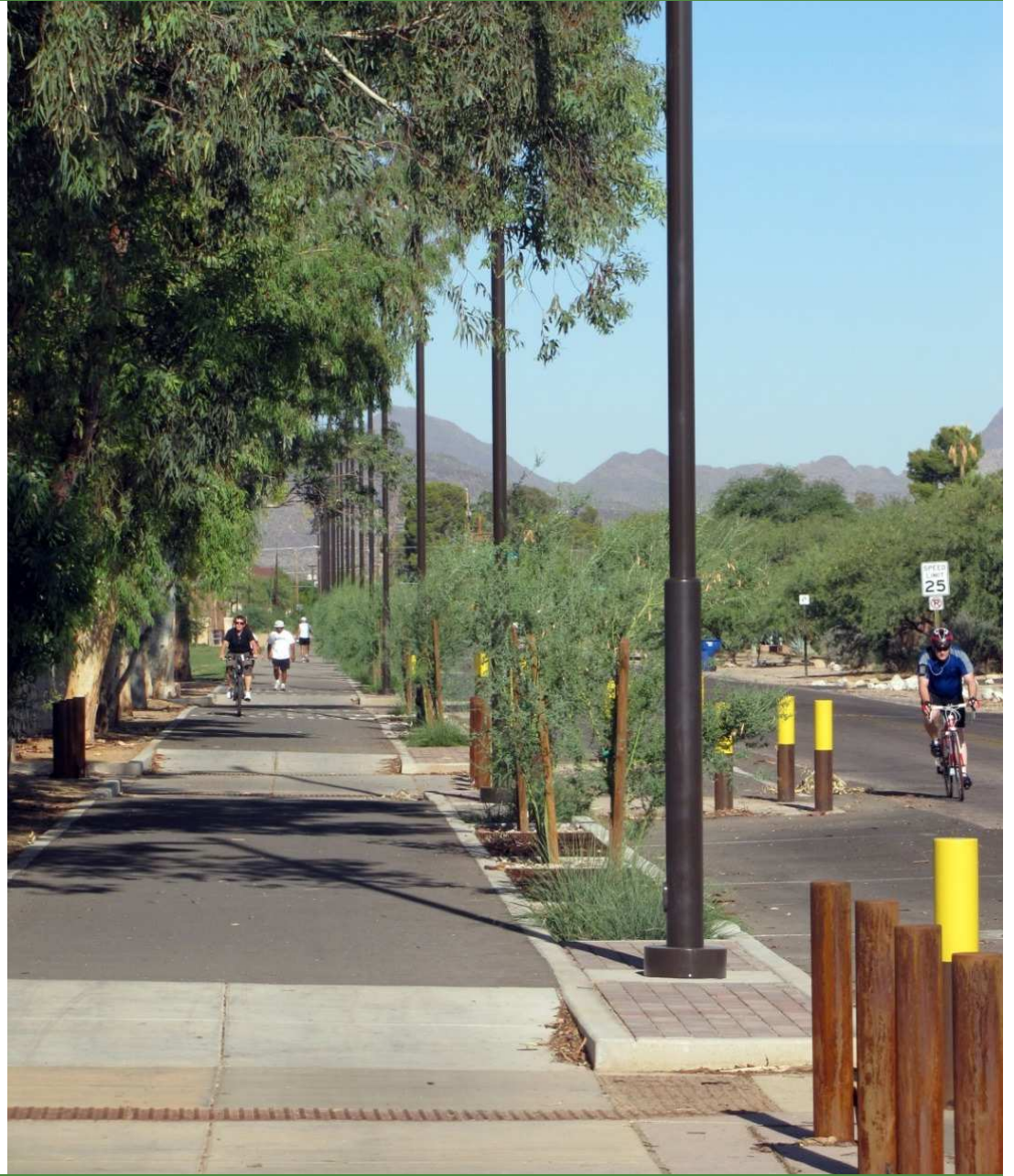
Ron Vine / ETC Institute | Statistical Community Survey



Trust for Public Land | Parks & Recreation Economic Analysis

# Master Plan Purpose

- Guide decision-making
- Provide insight into changing community needs and perspectives
- Understand level of service being provided to the community
- Evaluate available resources and how to most strategically invest
- Develop a prioritized action plan that is Mayor and Council approved
- Reinforce Plan Tucson
- Support CAPRA accreditation



# Master Plan Approach



Develop a vision for sustainable operations and programming using objective tools that inform City leadership

- Community outreach
- Citizen survey
- Inventory and assessment
- Benchmarking & trend analysis
- Community profile & demographics
- Service, management & operations planning
- Economic impact
- Marketing & branding

# Community Outreach

- Public open houses in each Ward
- Stakeholder focus groups
- Intercept input at community events
- Questionnaires
- Public information
  - Social media
  - Council newsletters
  - Press release
  - Media interviews
  - AZ Daily Star
  - La Estrella
  - Project email
  - Program Guide
  - Project website
    - [www.tucsonaz.gov/parks/masterplan](http://www.tucsonaz.gov/parks/masterplan)



# Stakeholder Focus Groups

## Sports Groups

Adult Kickball Alliance  
 AZ Soccer League  
 Christian League  
 DWBL  
 Guanajuato AZ  
 Menlo Soccer League  
 MSBL  
 Raytheon  
 Sixpac Soccer  
 So. AZ Senior Softball  
 Tucson Adult Soccer  
 Tucson Senior Softball  
 Tucson Ultimate Frisbee  
 Tucson Veteran's Soccer  
 TWSL  
 Old Pueblo Rugby  
 Triangle Women's Frisbee  
 WAKA  
 AIBC  
 District 5 LL  
 District 12 LL  
 Flowing Wells LL  
 Freedom LL  
 Frontier LL  
 Kino Baseball  
 Palo Verde LL  
 Pantano LL

Randolph/Challenger LL  
 Rincon LLASA  
 AYS  
 El Rio Baja  
 Las Ninas Baja  
 Sahuaro Baja  
 Tanque Verde Baja  
 Sabino Canyon LL  
 Santa Rita LL  
 Sunnyside LL  
 Tucson American LL  
 Tucson Rattlers  
 Tucson Mountain LL  
 Western LL  
 AYSO – Region 224  
 AYSO – Region 153  
 AYSO – Region 153  
 AYSO – Region 350  
 PCJSL – Freedom  
 PCJSL – Ft. Lowell  
 PCJSL – Game Days  
 PCJSL – Sabino Vista  
 PCJSL – Sonoran-Randolph  
 PCJSL – Southern AZ  
 PCJSL – Tanque Verde  
 PCJSL – Tucson Aztecs  
 PCJSL – Tucson Mountain

SAYFL – SE Trojans  
 TYFSF – Falcons  
 TYFSF – Raiders  
 TYFSF – Scorpions  
 TYFSF – Southwest Rams  
 TYFSF – Steelers  
 TYFSF – Wildcats  
 Desert Christian  
 NW YMCA  
 NYS  
 Special Olympics  
 TCTPForKids  
 Tucson Country Day School  
 Tucson Scorpions  
 USA Sports  
 Tucson Disc Golf  
 United States Amateur Pickleball Association

## Municipal Support

COT Bond Project Advisory Committee  
 Green Committee of Realtors  
 Landscape Advisory Committee  
 Parks & Recreation Commission

Pedestrian Advisory Committee  
 Tucson Greens Committee  
 Tucson-Pima County Bicycle Advisory Committee  
 Tucson Pima County Historical Commission-Landscape Subcommittee  
 Water Advisory Committee, Conservation Subcommittee

## Facilities Users

Cactus Canines  
 Old Pueblo Dog Training  
 PV Golden Retrievers  
 Saguaro Scramblers  
 Armory Park Neighborhood Association Leadership Group  
 Watershed Management Group  
 West University Neighborhood Association  
 Arizona Community Tree Council  
 Arizona Conservation Corps (Tucson Office)  
 ASLA, AZ Chapter  
 Audubon Society (Atturbury Wash)

Center for Biological Diversity  
 City High School  
 Coalition for Sonoran Desert Protection  
 Davis Monthan AFB  
 Epiphany Communications, The Vail Voice  
 Friends of Himmel Park  
 Friends of Reid Park  
 Highland Vista  
 Neighborhood International  
 Dark Sky Association  
 Kory Laos Memorial Freestyle Park  
 Nature Conservancy  
 Neighborhood Legislature (Ward 2 Neighborhood Association Leadership)  
 Pima Community College  
 Physicians for Social Responsibility, Tucson Chapter  
 Reid Park Zoological Society  
 Rita Ranch Neighborhood Association  
 Sierra Club  
 Sky Island Alliance  
 Sky Islands High School

The Childrens' Museum  
 Tucson Clean and Beautiful  
 Tucson Parks Foundation  
 Tucson Pima Arts Council  
 Tucson Residents for Responsive Government (TRRG)  
 KIDCO parents  
 Special Event Coordinators

## Bike and Pedestrian Advocates

BICAS  
 Living Streets Alliance  
 Cactus Cycling Club  
 Sonoran Desert Mountain Bicyclists  
 Southern Arizona Mountain Bike Association  
 Southern Arizona Roadrunners Club  
 Sport Park BMX  
 Pima Trails Association  
 Perimeter Bicycling Association of America, Inc.  
 Sarabande Riding Club  
 Greater Arizona Bicycling Association  
 Tucson Saddle Club  
 Desert Sun BMX

# What We Heard

- Stakeholders and residents are passionate about the parks and recreation system
- Participants made recommendations for increased coordination with community groups to develop partnerships and volunteerism to support programming and facilities
- Participants place especially high value on
  - Walking / Bicycling Paths
  - Neighborhood Parks
  - Ramadas / Shade
  - Play Equipment
  - Pools
  - Reid Park Zoo
  - Health and Fitness Opportunities
- Participants need an easily accessible source of up to date information about current facilities and programs



# Community Survey

- Delivered by Ron Vine / ETC Institute
- Sampling plan ensures the completion of 1,200 surveys of resident households
- Overall results have a precision of +/- 2.9% at the 95% confidence level
- Delivered via mail, phone and web
- Representative of each Ward
- Analysis by demographic factors including:
  - Households with and without children
  - Age of respondent
  - Gender
  - Ethnicity
  - Facility Users and Non-Users
  - Comparisons to National Benchmarks

**City of Tucson Parks and Recreation Citizen Survey**

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Your input is an important part of the City of Tucson's ongoing effort to provide quality parks, recreation programs and services that the citizens of the Tucson need and value. This survey will take only 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. Thank you for your valuable input!

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1. From the following list, please check ALL the types of facilities you or members of your household have used or visited in the City of Tucson Parks and Recreation System over the past 12 months.

<input type="checkbox"/> (01) Neighborhood/community parks	<input type="checkbox"/> (15) Trails, greenways, walking and biking paths
<input type="checkbox"/> (02) Metro/regional parks	<input type="checkbox"/> (16) Reid Park Zoo
<input type="checkbox"/> (03) Playgrounds	<input type="checkbox"/> (17) Golf courses
<input type="checkbox"/> (04) Ramadas/picnic areas/shelters	<input type="checkbox"/> (18) Off-leash dog park
<input type="checkbox"/> (05) Baseball/softball fields	<input type="checkbox"/> (19) Disc golf courses
<input type="checkbox"/> (06) Sports fields i.e. soccer/football/rugby	<input type="checkbox"/> (20) Recreation/neighborhood centers
<input type="checkbox"/> (07) Outdoor tennis courts	<input type="checkbox"/> (21) Senior centers
<input type="checkbox"/> (08) Outdoor basketball courts	<input type="checkbox"/> (22) Indoor weight and fitness rooms
<input type="checkbox"/> (09) Swimming pools	<input type="checkbox"/> (23) Outdoor weights and fitness
<input type="checkbox"/> (10) Edith Ball adaptive swimming pool	<input type="checkbox"/> (24) Indoor gym i.e. basketball, volleyball, badminton, pickleball
<input type="checkbox"/> (11) Splash parks	<input type="checkbox"/> (25) Indoor running/walking tracks
<input type="checkbox"/> (12) Skate parks	<input type="checkbox"/> (26) Other: _____
<input type="checkbox"/> (13) Outdoor performance centers	<input type="checkbox"/> (27) None [Please skip to Q#3.]
<input type="checkbox"/> (14) Natural resource parks	

2. Which THREE of the facilities from the list in Question #1 does your household USE MOST OFTEN? [Using the numbers in the left hand column of Question #1 above, please write in the numbers below for your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices, or circle 'NONE'.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ NONE

3. Please write in approximately how many days you and members of your household have visited City of Tucson parks over the past 12 months? \_\_\_\_\_ days

4. Have you or other members of your household participated in any programming offered by the City of Tucson Parks and Recreation Department during the past 12 months? [Note: Please do not include youth sports as they are offered by other community providers at City parks.]

\_\_\_\_ (1) Yes [Please answer Questions #4a and #4b.] \_\_\_\_ (2) No [Please go to Question #5.]

4a. The City of Tucson Parks and Recreation Department offers a variety of program types (refer to question 10 for a list of program types). Please indicate the approximate number of different program types you or members of your household participated in over the past 12 months?

\_\_\_\_ (1) 1 program \_\_\_\_ (3) 4 to 6 programs \_\_\_\_ (5) 11 or more programs  
\_\_\_\_ (2) 2 to 3 programs \_\_\_\_ (4) 7 to 10 programs

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Page 1



# Community Survey

## More than 400 Public Involvement Processes and Surveys for Parks and Recreation Master Plans

American Canyon, California  
Arlington County, Virginia  
Atlanta, Georgia  
Bend, Oregon  
Blacksburg, Virginia  
Bloomington, Indiana  
Carmel, Indiana  
Claremont, New Hampshire  
Cleveland, Ohio  
Columbus, Ohio  
DeKalb County, Georgia  
Denver, Colorado  
East Baton Rouge, Louisiana  
Edina, Minnesota  
Fairfax County, Virginia  
Five Rivers Park District, Ohio  
Ft. Lauderdale, Florida  
Fulton County, Georgia  
Glendale, Arizona  
Henderson, Nevada  
Kettering, Ohio

Indianapolis, Indiana  
Iowa City, Iowa  
Jackson, Wyoming  
Johnson County, Kansas  
Kansas City, Missouri  
Kalamazoo, Michigan  
Kyle, Texas  
Las Cruces, New Mexico  
Lenexa, Kansas  
Lisle Park District, Illinois  
Los Angeles, California  
Lubbock County, Texas  
Malibu, California  
Mecklenburg County, N.C.  
Mesa, Arizona  
Miami, Florida  
Miami-Dade County, Florida  
Morris County, New Jersey  
Monmouth County, New Jersey  
New Haven, Connecticut

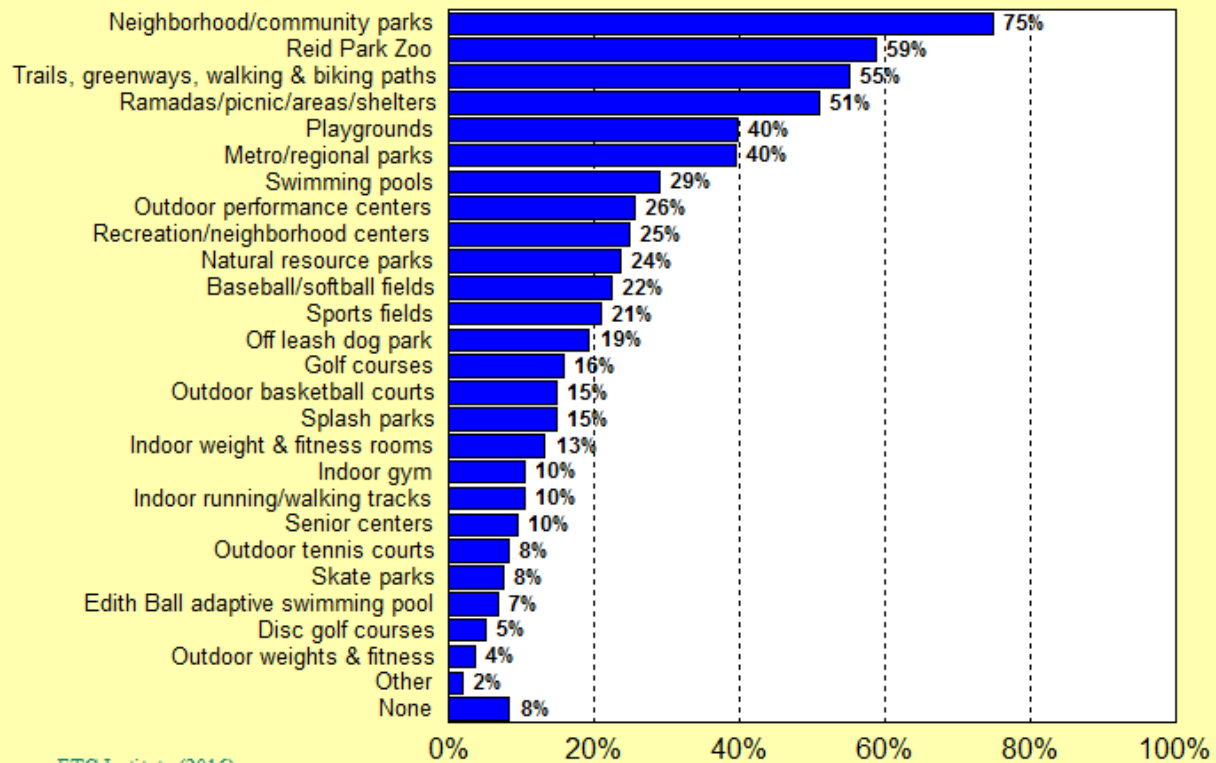
Oakland County, MI  
Orlando, Florida  
Park City, Utah  
Peoria, Arizona  
Pinellas County, Florida  
Prince William County, Virginia  
Prince Georges County, Maryland  
Princeton, New Jersey  
Queen Creek, Arizona  
Raleigh, North Carolina  
Roseville, Minnesota  
San Francisco, California  
Scottsdale, Arizona  
Shoreline, Washington  
St. Charles County, Missouri  
Somerset County, New Jersey  
Tempe, Arizona  
Tucson, Arizona  
Urbana, Illinois  
Wake County, North Carolina  
Washington, D.C.

# Community Survey

Usage of Parks Facilities is High with Opportunities to Increase Usage

## Q1. Facilities Households Have Used in the City of Tucson Parks and Recreation System Over the Past 12 Months

by percentage of respondents (excluding "none selected")

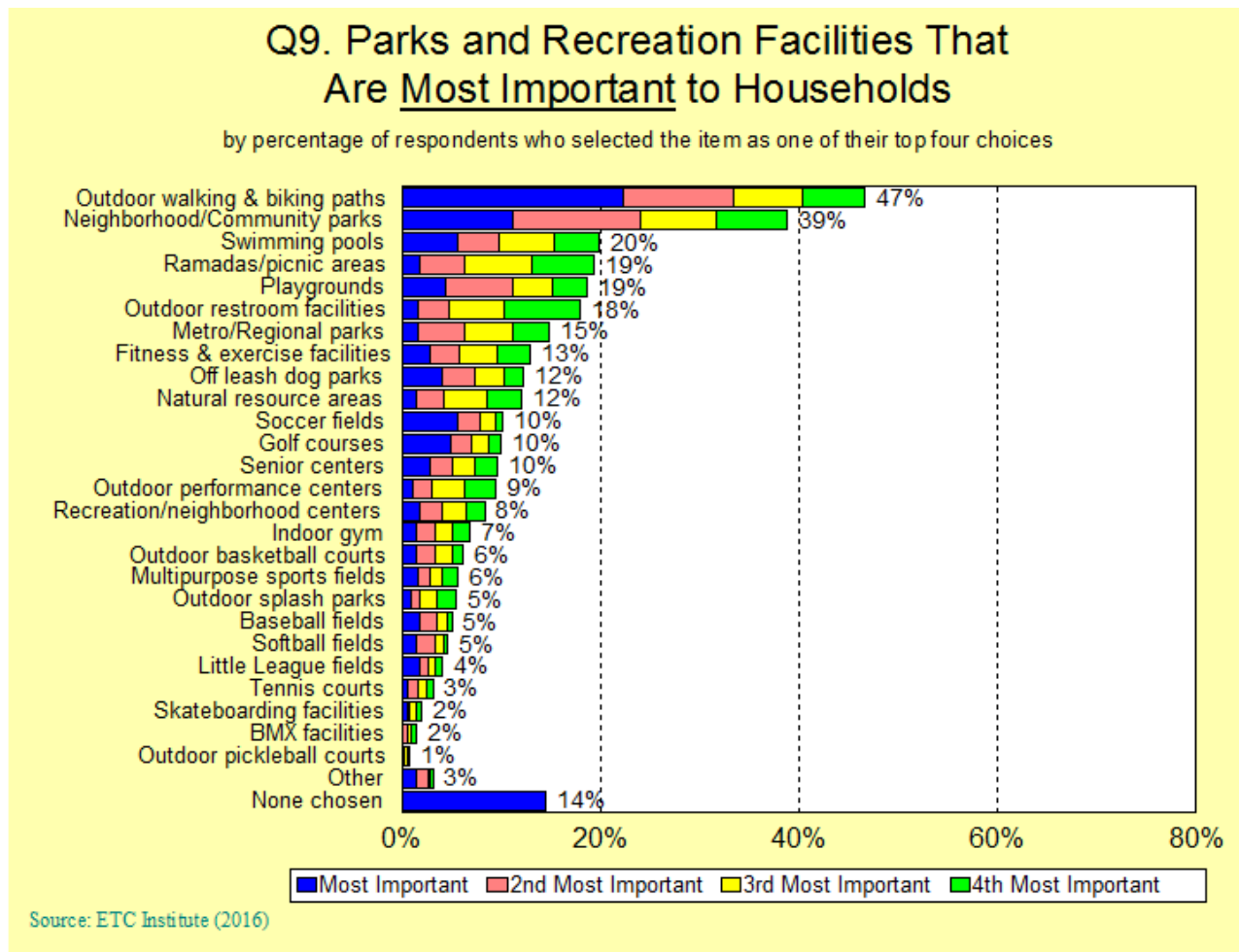


Source: ETC Institute (2016)

**Over 70% of households in ALL 6 Wards use neighborhood/community parks**

# Community Survey

## Households' Most Important Parks Facilities are Neighborhood/Community Parks and Outdoor Walking and Biking Paths



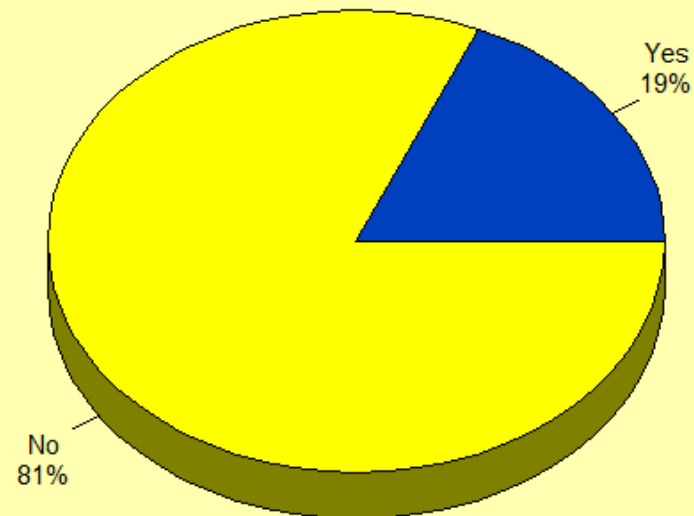
**Outdoor Walking and Biking Paths are the most important facility in ALL 6 Wards**

# Community Survey

## Participation in Programs is Low

Q4. If Respondent Households Participated in Any Tucson Parks and Recreation Programs Over the Past 12 Months

by percentage of respondents



Source: ETC Institute (2016)

**Less than 25% of households in ALL 6 Wards participate in programs**

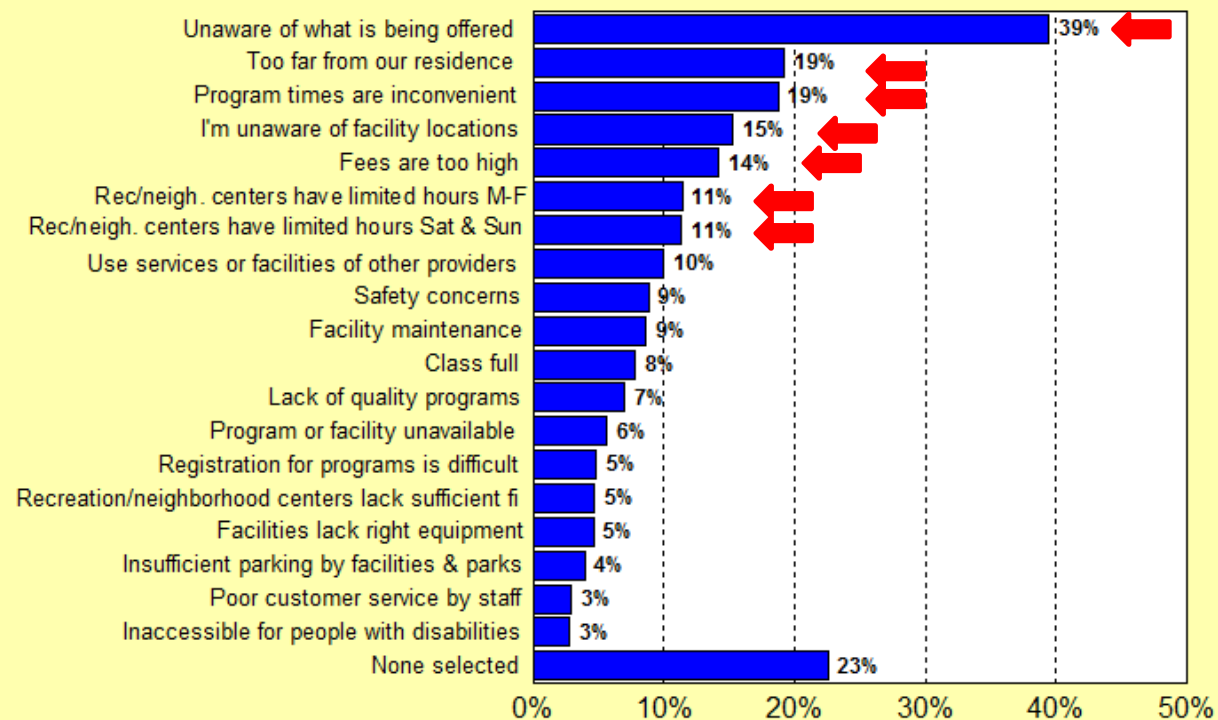
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# Community Survey

Unaware of What is Being Offered is by a Wide Margin the Major Factor Preventing Households from Using Parks and Recreation Facilities More Often

## Q7. Reasons that Prevent Household from Using Parks and Recreation Facilities of the City of Tucson Parks and Recreation Department at all or More Often

by percentage of respondents

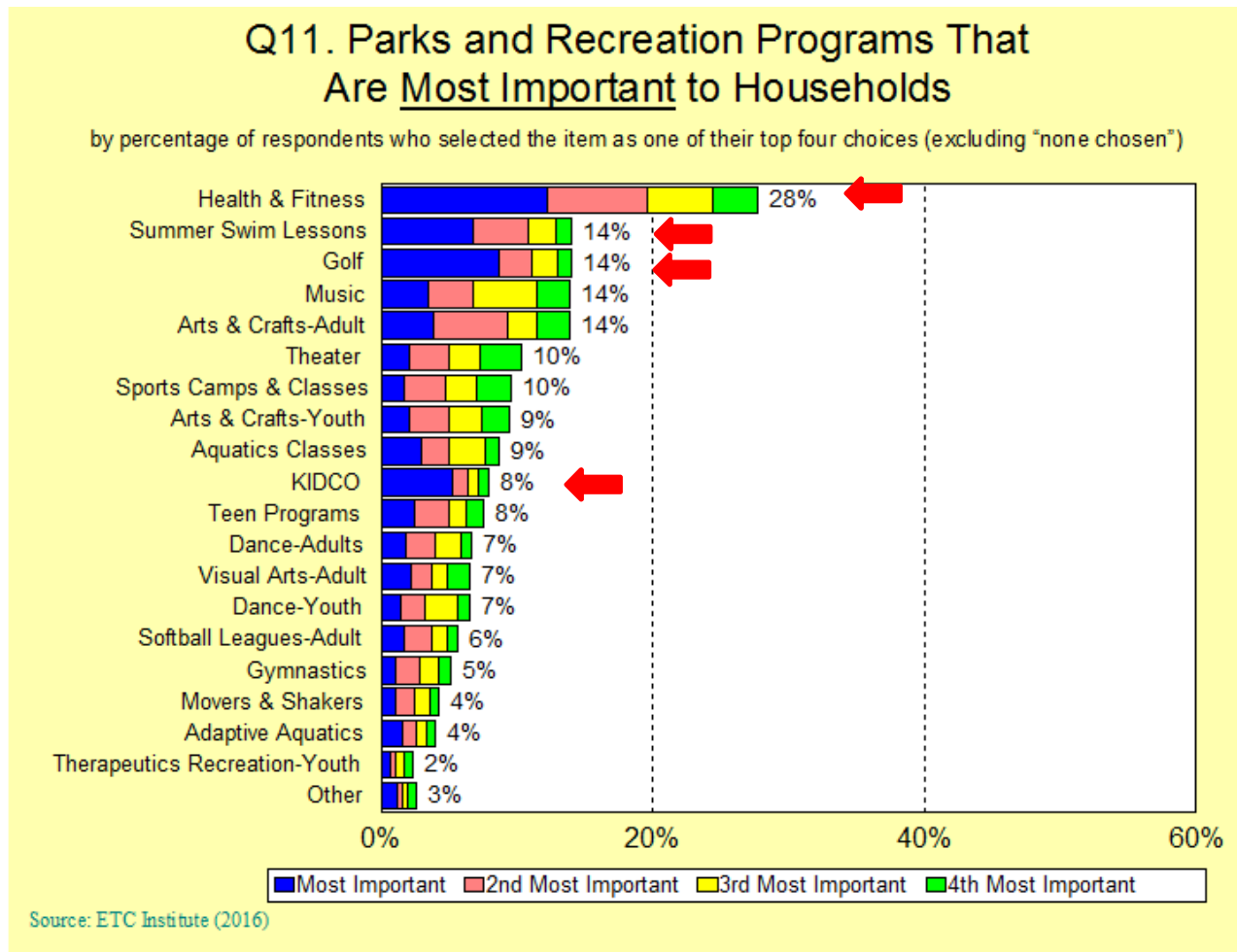


Source: ETC Institute (2016)

**More than 35% of households in ALL 6 Wards listed “unaware of what is being offered” as a Major barrier**

# Community Survey

## Health and Fitness Programs are the Most Important Programs



**In ALL 6 Wards "Health and Fitness" Programs are Most Important to Households**

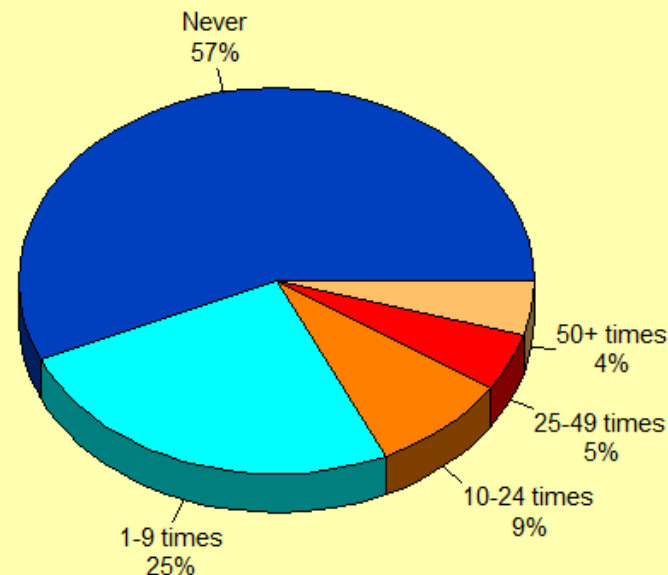
**← Arrow indicates High 1<sup>st</sup> Choice**

# Community Survey

Usage of Recreation, Neighborhood or Senior Centers is Low

Q13. How Often Households Have Used Recreation, Neighborhood, or Senior Centers Operated by the City of Tucson Parks and Recreation Department Over the Past 12 Months

by percentage of respondents (excluding "not provided")

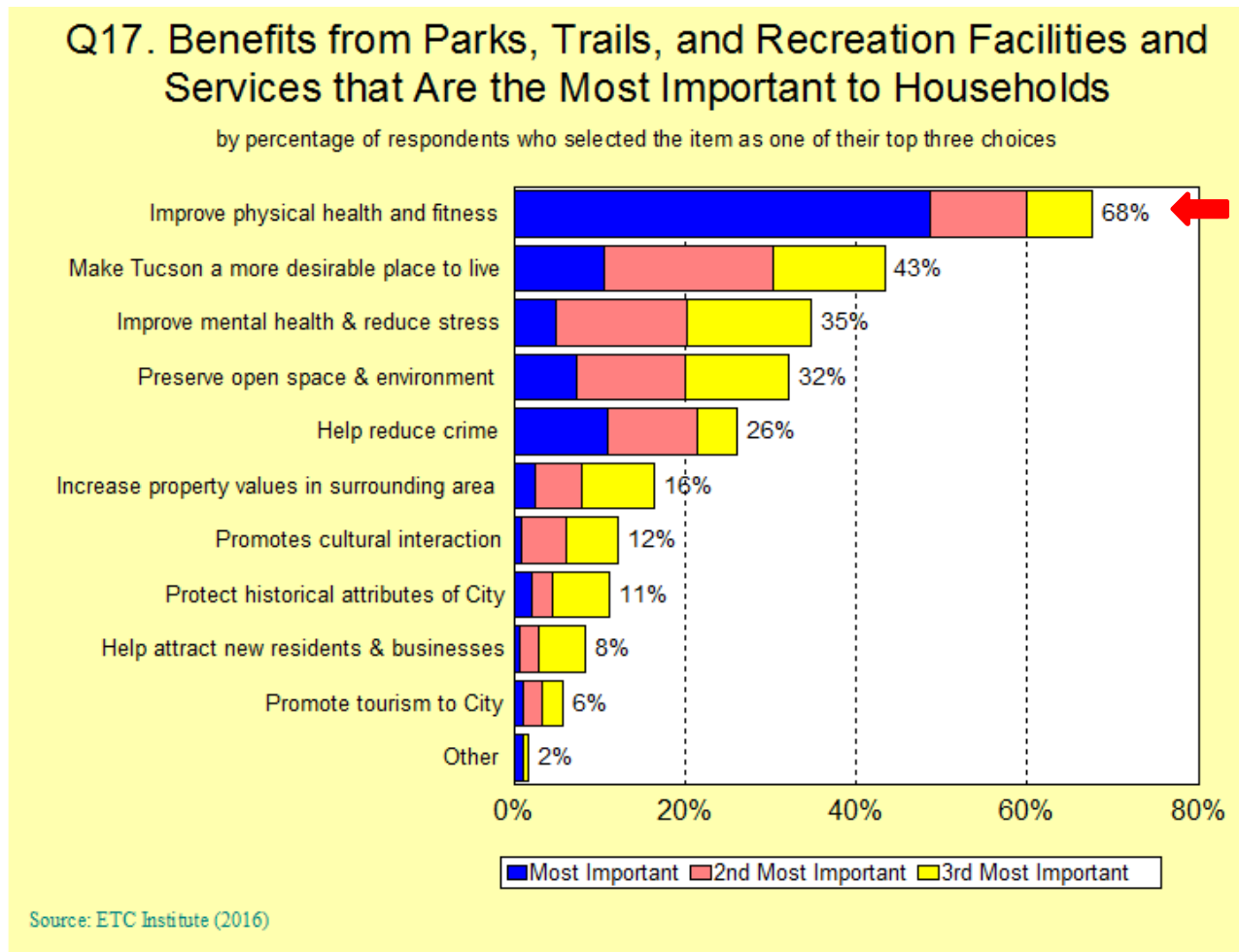


Source: ETC Institute (2016)

**In ALL 6 Wards Less than 45% of Households Have Used Recreation, Neighborhood or Senior Centers in the Past 12 Months, with the Majority of Households Using the Facilities Less than 10 Times Per Year**

# Community Survey

By a Wide Margin “Improve Physical Health and Fitness” is the Most Important Benefit from Parks, Trails, and Recreation Facilities and Services



Increasing “Physical Health and Fitness” Programming will Substantially Increase Program Participation and Facility Usage

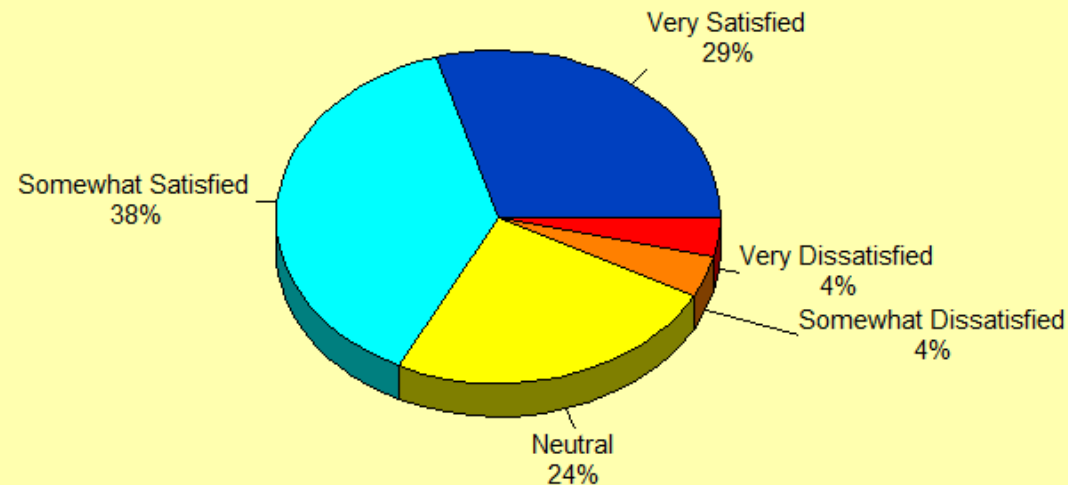


# Community Survey

67% of Households are Very or Somewhat Satisfied with the Overall Value Received from City of Tucson Parks and Recreation Facilities and Programs

Q14. Satisfaction with the Overall Value Households Receive from the City of Tucson Parks and Recreation Facilities and Programs

by percentage of respondents (excluding don't know)



Source: ETC Institute (2016)

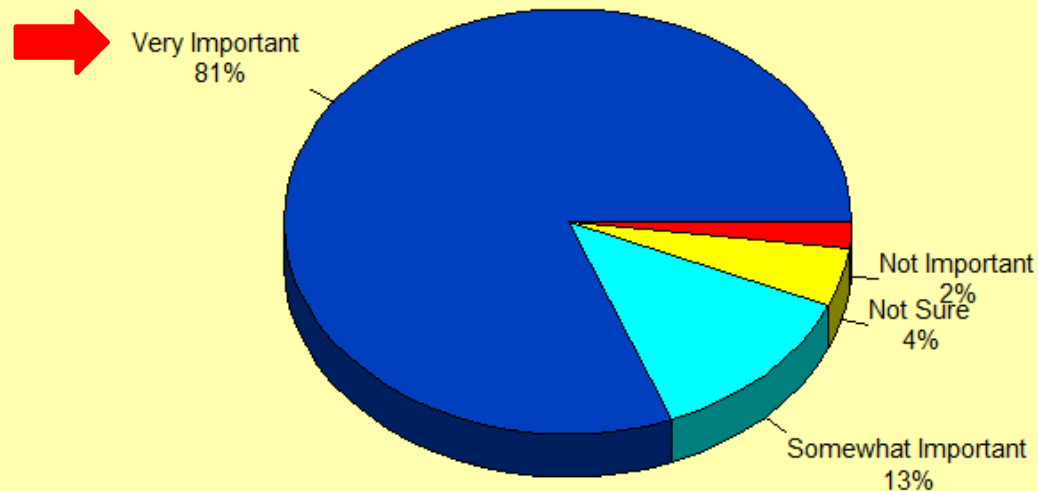
**Opportunities Exist to Increase “Very Satisfied” Ratings**

# Community Survey

Over 90% of Households Indicated it Was Very or Somewhat Important to Provide High Quality Parks, Trails and Recreation Facilities

Q15. How Important it is for the City of Tucson to Provide High Quality Parks, Trails, and Recreation Facilities

by percentage of respondents (excluding "don't know")

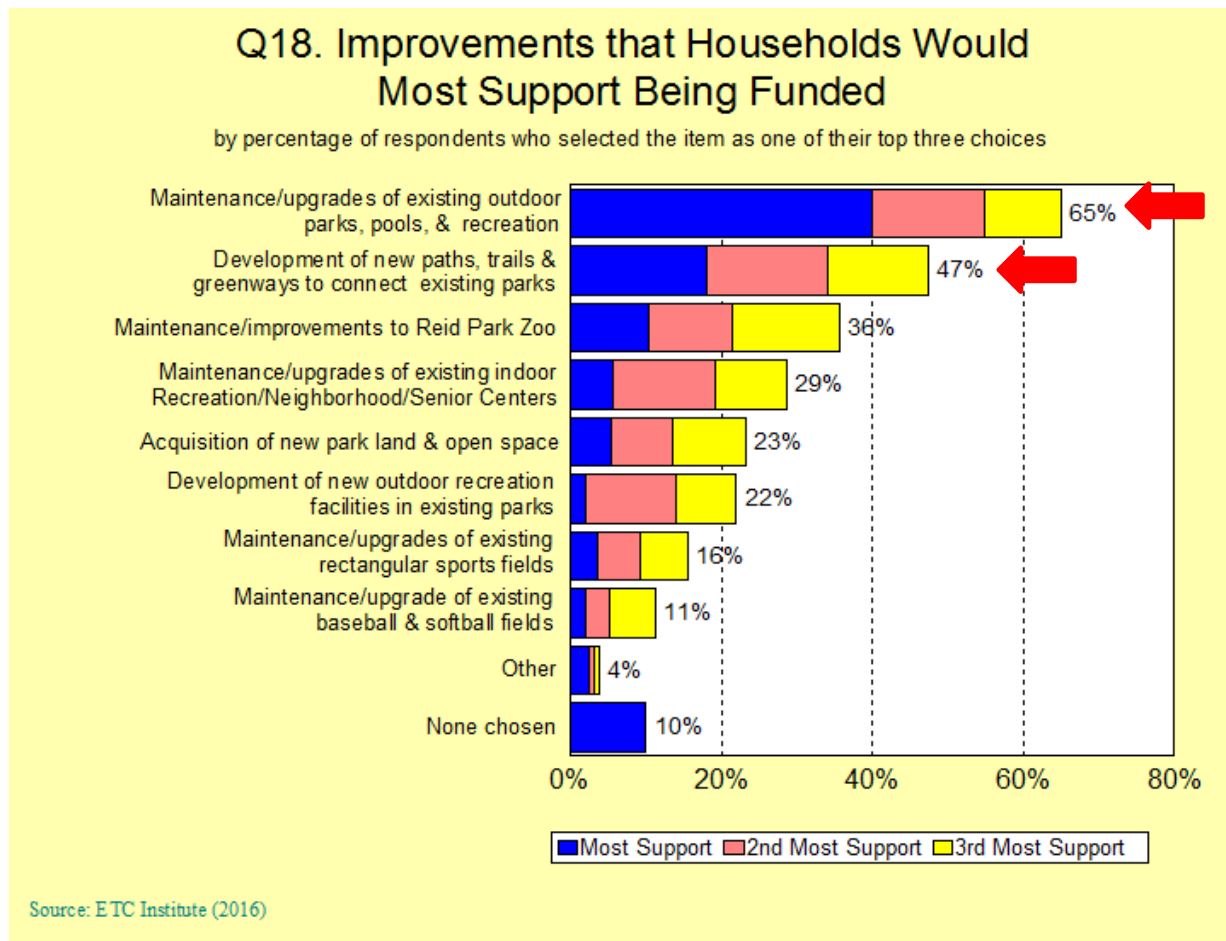


Source: ETC Institute (2016)

**In ALL 6 Wards at Least 70% of Households Indicated Very Important**

# Community Survey

90% of Households Would Support Funding For Improvements to the Outdoor Parks and Recreation System



**In ALL 6 Wards Maintenance/Upgrades of Existing Outdoor Parks, Pools, and Recreation Facilities and Development of New Paths, Trails and Greenways to Connect Existing Parks Were the Two Most Important Improvements**

# Next Steps

*Completed*

## Master Planning Inventory and Assessment

- Facilities Inventory and Assessment
- Integration with Other Planning Efforts
  - Plan Tucson
  - 2006 Parks and Recreation 10-Year Strategic Plan
- Community Engagement – Initial Outreach
- Community Survey
- Demographics Analysis
- Benchmarking
- Programs and Services Analysis
- Service, Management and Operations Analysis

*Current*

Needs Assessment Summary

*Next Steps*

Community Engagement – Follow Up Outreach

Prioritized Recommendations and Implementation Strategies

# Questions / Answers

