

City of Glendale

PARKS AND RECREATION MASTER PLAN UPDATE



PRESENTATION FOR:

Public Meeting #3



09/22/10



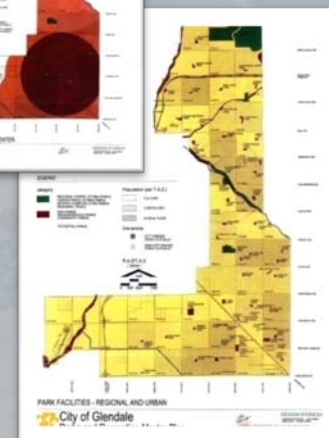
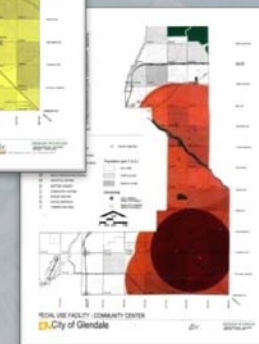
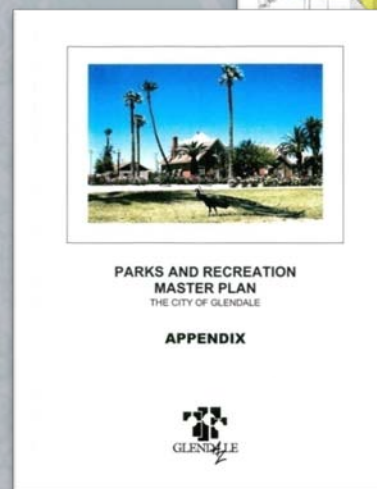
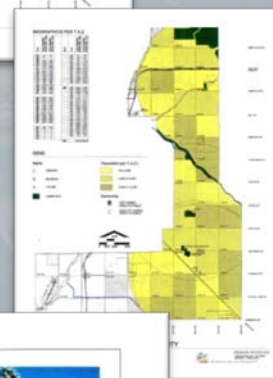
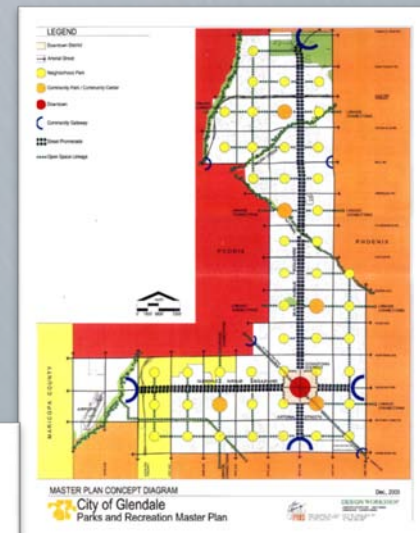
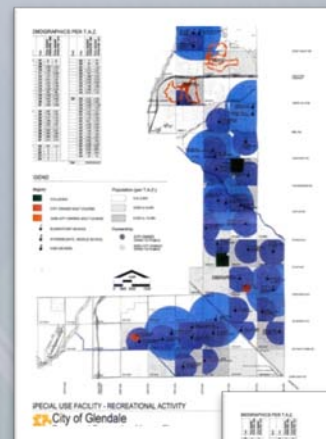
In Association with: **pros consulting** and ETC Institute



Parks & Recreation Master Plan Update

Project Background

- Existing Parks and Recreation Master Plan was adopted in 2002
- 10 month planning process to identify community priorities
- Input from local interest groups, community organizations, businesses, public officials, private citizens, and staff.
- Establish priorities for current and future parks and recreation services, programs and facilities plan of action.





Parks & Recreation Master Plan Update

Project Process and Schedule





Parks & Recreation Master Plan Update

Community Input Timeline/ Summary:

- **02/08/10: Parks and Recreation Commission discussion**
- **02/09/10: 9 Mayor and Councilmember interviews**
- **02/09/10: City Manager and Assistant City Manager interviews**
- **03/02/10: 2 Staff interview sessions**
- **05/24/10: 60 Online Surveys completed**
- **06/14/10: 14 Community Focus Groups, 20 Community Leader Interviews and 14 Other City Department Interviews conducted**
- **06/23/10: 1,008 Completed Community Surveys**





Parks & Recreation Master Plan Update

Public Meeting #1

- Held on April 29, 2010
- 16 attendees

Topics Discussed

- Project Background
- Preliminary Vision, Goals & Objectives
- Project Process and Schedule
- Leadership Interviews and Results
- Parks and Facilities
- Programs and Services
- Demographics and Trends
- Goals and Values





Parks & Recreation Master Plan Update

Sampling of Comments Received:

- Take care of what we have and prioritize maintenance needs at existing facilities
- Maintenance on softball fields can improve
- Department offers great variety
- Adaptive Recreation Programs are important
- Needs are not well met in SW portion of city
- Expand adaptive recreation programs
- Pursue creative funding opportunities
- Find partnership funding
- Trails and Fields are most important
- Need more toddlers programs scheduled in the evening
- Keep the sports programs as well as swim programs.
- More "green spaces" and children's activities
- Develop the Western Area Regional Park
- Good program which seems to be heading in the right direction
- The parks should be thinking of more shade trees or perhaps shade barriers



Parks & Recreation Master Plan Update

Public Meeting #2

- Held on June 29, 2010
- 15 attendees

Topics Discussed

- Project Background
- Preliminary Vision, Goals & Objectives
- Project Process and Schedule
- Public Meeting #1 Results
- Community Survey Results
- Leadership Interview Results
- Focus Group Interview Results





Parks & Recreation Master Plan Update

Sampling of Comments Received:

- Parks reducing crime.
- Water bill mailer for Department communication.
- Lack of facilities in SW portion of the City.
- Restroom availability in City parks.
- Impact of Camelback Ranch Facility on youth sports programs.
- Recreation Center Fee price adjustments for special needs.
- Would like the geographical locations of returned community surveys.
- Community Survey results available online.
- Existing Skate and X-Courts are overcrowded.



Parks & Recreation Master Plan Update

Core Services

- **Care of Infrastructure**
 - parks, facilities, pools and trails
- **Health and Prevention**
 - after-school programs, senior, adult, teen, youth & family wellness
- **Safety**
 - parks and facility supervision, maintenance, water safety
- **Community Heritage & Preservation**
 - conservation park, historical properties, parks and green space



Parks & Recreation Master Plan Update

Draft Strategies/ Key Recommendations



Maintain and enhance park and recreation facilities and programs to promote community interaction, healthy lifestyles and safety.

Strategy	Care for and enhance the quality of current park sites, facilities, amenities and programs within the parks and recreation system.
Strategy	Maintain facilities that are equitably accessible to residents throughout the City and reflect the ability to serve a diverse public.
Strategy	Upgrade park and recreation facilities to meet the needs of modern day users and uses.
Strategy	Integrate public art into the design of park and recreation sites and facilities.
Strategy	Continue to enhance safety and security in parks and neighborhoods that encourages positive use of the community's amenities.
Strategy	Maintain all parks and recreation sites and facilities in a high quality fashion, with facility needs being met promptly and thoroughly.
Strategy	Pursue responsible improvements and expansion of the parks and recreation system in areas of the greatest growth and unmet needs.
Strategy	Leverage a variety of resources to support capital and operational needs of the Department.
Strategy	Develop and maintain facilities that meet all compliance requirements for ADA and other users with special needs.



Update and utilize standards for development, design, operations, and maintenance of park and recreation facilities.

Strategy	Utilize best practices that match the established levels of maintenance for sites and facilities.
Strategy	Establish shade standards for outdoor facilities and parks.
Strategy	Maintain consistent landscape standards for park development (city-specific), including standards for water and energy conservation.
Strategy	Maintain timely standards of response to public complaints or concerns
Strategy	Define and maintain a consistent and ongoing public input process to continually refine the successful delivery of services, design of facilities, and site improvements.
Strategy	Establish standards for partnerships within both the public and private sectors to augment the capital and operational resources of the Department.
Strategy	Establish and maintain communication standards for marketing and promoting programs, services, and facilities of the Department.
Strategy	Maintain consistent standards for asset and amenity management in order to maximize and expand their useful lifespan.
Strategy	Establish a department environmental sustainability policy.



Provide balance and consistency in delivery of programs and services by meeting the needs of the diverse community.

Strategy	Align all programs and services to the core services of the Department.
Strategy	Develop and maintain high quality programs that promote health and wellness.
Strategy	Increase the accessibility of facilities and programs to the public for purposes of promoting the community and its amenities.
Strategy	Engage residents in programs that build community and reflect its values.
Strategy	Provide programs and services that have a regional appeal for purposes of economic development.
Strategy	Expand partnerships with entities and organizations in both the public and private sectors to increase the amount of resources supporting programs and services offered to the community.
Strategy	Continue to monitor and evaluate alternative services provided to the public that are either complementary or competitive with the programs and services of the City of Glendale.
Strategy	Provide access to quality programs, services and partnerships that fulfill the unique and specialized needs of the community's residents.
Strategy	Develop and maintain programs that interpret the significance of the natural, cultural and historic resources of the City



Manage park and recreation facilities and programs that support Department and City cost recovery goals and policies.

<p>Strategy</p>	<p>Develop a comprehensive cost recovery plan for programs, services, and facilities that appropriately balances public funding with earned revenues.</p>
<p>Strategy</p>	<p>Maintain an appropriate balance of affordability and entrepreneurialism in the programs and services of the Department.</p>
<p>Strategy</p>	<p>Improve the effectiveness of marketing and promotion of programs, services, and facilities to increase and diversify usage, and participation that generates earned revenues.</p>
<p>Strategy</p>	<p>Maximize the capability of new and existing technology to enhance business practices.</p>
<p>Strategy</p>	<p>Utilize cost control measures utilized by the Department in order to enhance efficiency and effectiveness of operations.</p>
<p>Strategy</p>	<p>Pursue and establish alternative funding sources that support capital and operating expenses.</p>
<p>Strategy</p>	<p>Update the department fee philosophy and pricing plan to reflect total costs of service, level of service, cost recovery goals, characteristics of the users, and a sustainable approach to managing programs and facilities.</p>
<p>Strategy</p>	<p>Retain status as an accredited agency through the Commission of Accreditation for Park and Recreation Agencies.</p>



Maximize resources through equitable partnerships that leverage facilities and open space development and program opportunities.

Strategy	Develop a formalized on-going community outreach strategy to expand awareness of parks and recreation services offered to the community.
Strategy	Maintain and monitor services provided to the community. Play an active and appropriate role in the network of services and opportunities available to residents.
Strategy	Pursue and develop appropriate partnerships with youth service organizations and schools for youth development.
Strategy	Develop a sustainable partnership with an appropriate non-profit organization to leverage private sector funding to support select capital projects and programs.
Strategy	Review and update terms of any agreements with existing partners utilizing City of Glendale parks and facilities for private events.
Strategy	Develop public/public, public/not-for-profit, and public/profit partnership policies, including neighborhoods and community organizations for maintaining park facilities, programs and services.



Parks & Recreation Master Plan Update

Maintenance Management

Maintenance Area	Quantity	Percent of Total Workload
Park Maintenance	92 parks / 2054.8 acres	70%
Trails Maintenance	14.0 miles (h.s.) / 27.0 miles (n.s.)	10%
Sports Complexes	4 large facilities	10%
Urban Forestry	13,000 trees	4%
Open Space Maintenance	1,185 acres	2%
Facility Maintenance	116,674 square feet	2%
City-wide Responsibilities	21 sites	2%



Parks & Recreation Master Plan Update

Initial Key Recommendations

Enhance ability to take care of what we have through partnerships, alternative funding and continue to analyze efficiency and effectiveness of operations.

Define the maintenance needs of the system – sites, facilities, labor and infrastructure.

Improve awareness of facilities, services, and programs in the community.

Establish and follow prudent standards for amenity development as community grows.

Complete the Western Area Regional Park.

Support development of a primary non-profit partner (i.e., conservancy, friends group, or foundation).

Expand or enhance the financial resources of the Department through multiple means.



Parks & Recreation Master Plan Update



Discussion



Parks & Recreation Master Plan Update

Discussion Comments:

- Public comments will be typed here.



Parks & Recreation Master Plan Update

Next Steps

- **Visit the Parks and Recreation Web Site**
 - *www.glendaleaz.com/parksandrecreation*

- **Parks and Recreation Commission Meeting**
 - **Monday October, 18th (Tentative)**
 - Preliminary Master Plan
 - Strategic Action Items (Implementation Program)
 - Financial/ Funding Strategies



Parks & Recreation Master Plan Update





Parks & Recreation Master Plan Update

Community Survey Distribution

Note:

The areas of southwest Glendale that are not as heavily represented by the distribution of red dots which identify returned surveys, is based on lower residential population densities. Much of this land is currently undeveloped or non-residential, and a significant area is comprised of Luke Air Force Base.

