



MESA, ARIZONA
PARKS, RECREATION &
COMMUNITY FACILITIES
COMPREHENSIVE PLAN

2022



PRCF Comprehensive Master Plan: Adoption

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TIMELINE

- ▶ May 2021 BerryDunn (formerly GreenPlay) hired to update PRCF Comprehensive Master Plan
- ▶ September – December 2021 Public Engagement Effort
- ▶ May 2022 Findings from public engagement and facility and program inventory presented to Parks and Recreation Advisory Board
- ▶ July 2022 Draft PRCF Comprehensive Master Plan recommended for approval by Parks and Recreation Advisory Board



Community Engagement:

- ▶ 5 Stakeholder Interviews
- ▶ 2 Focus Group Sessions (13)
- ▶ 6 Community Workshop Series (127)
- ▶ Statistically Valid Survey (2,402)
- ▶ Updates and feedback on footprintfuturemesa.com



Strengths and Opportunities

- ▶ Level of Service
- ▶ Recreation Programs
- ▶ Commercial Facilities
- ▶ Vertical Assets

Level of Service: Strengths

- Parks are well distributed with 95 percent of residents within walking distance to some outdoor recreation opportunities, including 69 percent within a target value area of five recreational components based on a ten-minute walk service area.
- Public aquatics facilities in Mesa typically occur within two to three miles of each other.
- Parks and facilities are well maintained, and the majority are in good condition. This helps achieve the full lifecycle of the assets.

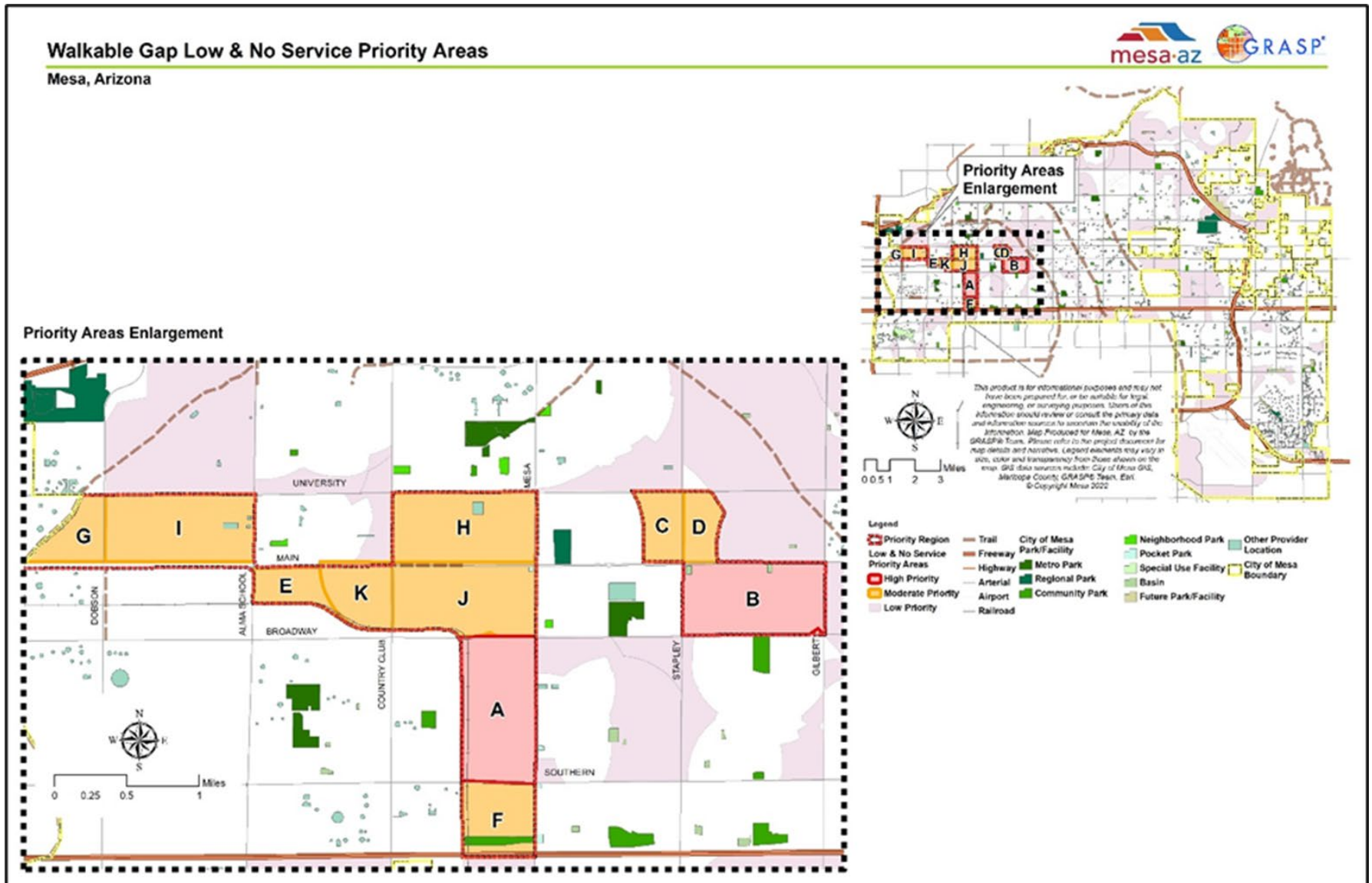
Level of Service: Opportunities

- A more consistent visitor experience
- Replacement Schedules: Playgrounds and Courts
- Trailheads at parks are not formalized
- Conservation through strategic turf reduction



Walkable Gap Low & No Service Priority Areas
Mesa, Arizona

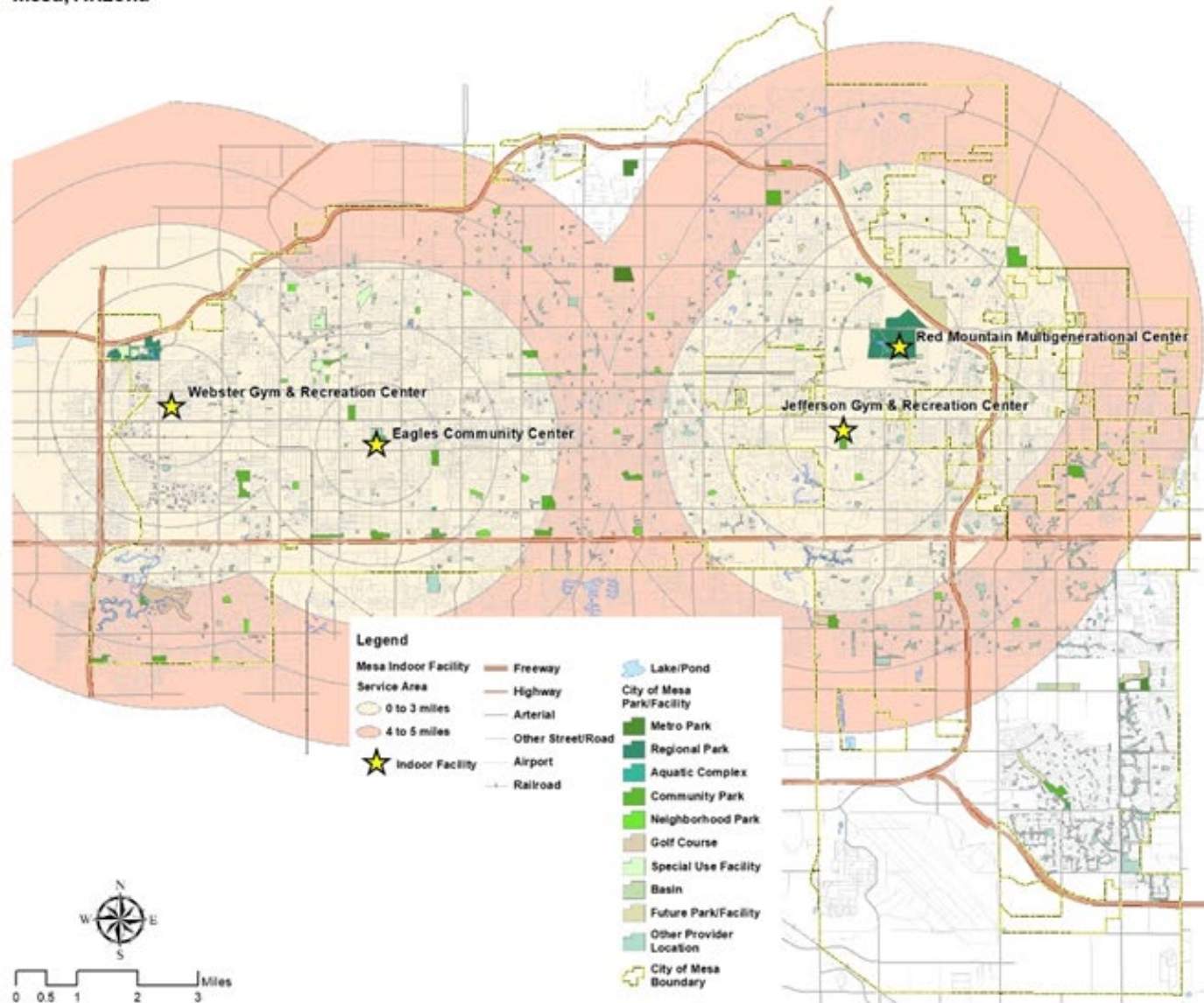
- We were able to identify key Low Service areas and prioritize them
- Some parks would benefit from programming opportunities or by adding new components
- Cool Routes/Safe Routes to Parks



Indoor Facilities - Service Areas

Mesa, Arizona

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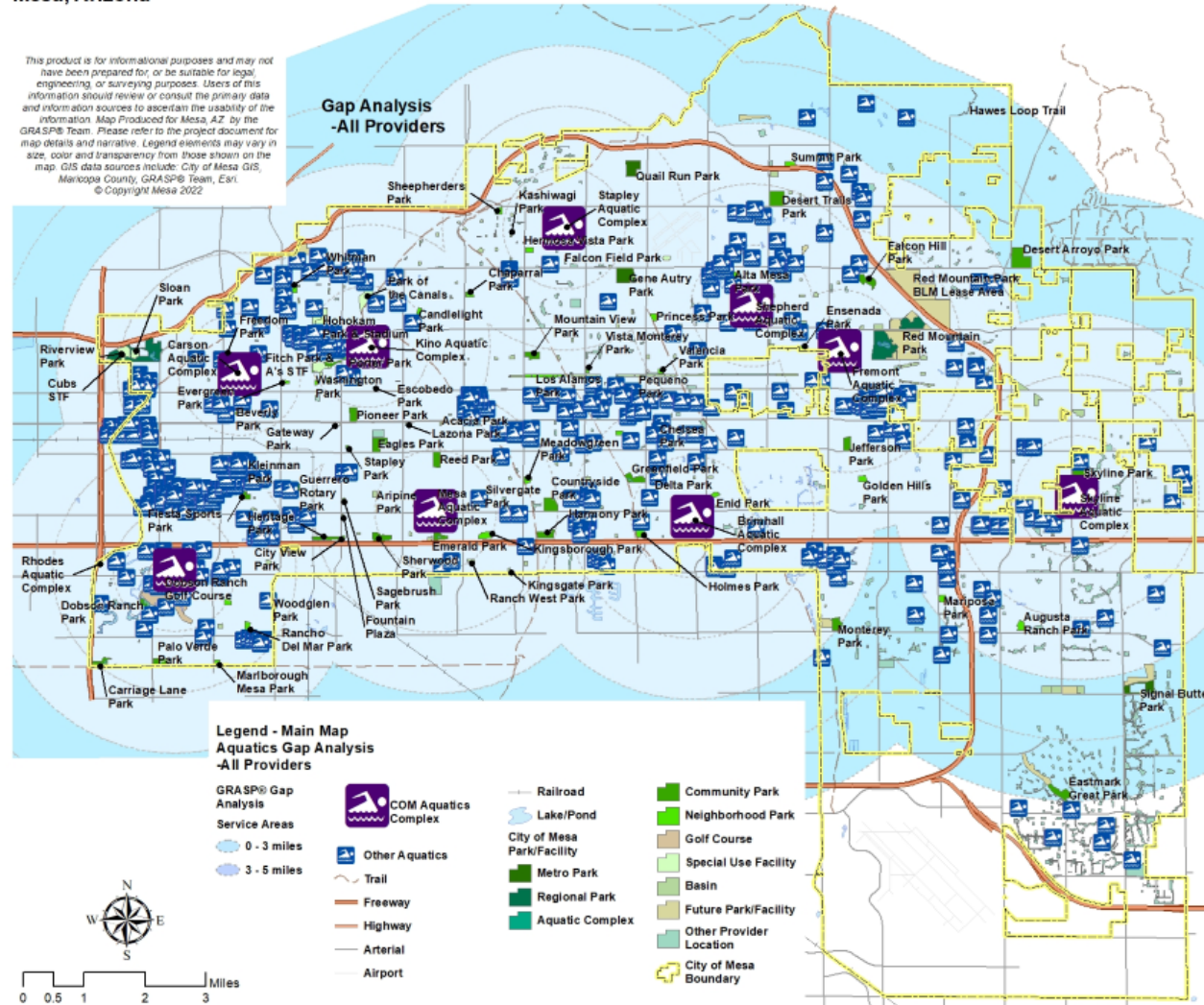
- Limited number and distribution of indoor recreation facilities. North, Central, and Southeast Mesa have the biggest gaps, with service often greater than a four to five-mile service area.

Aquatics Access

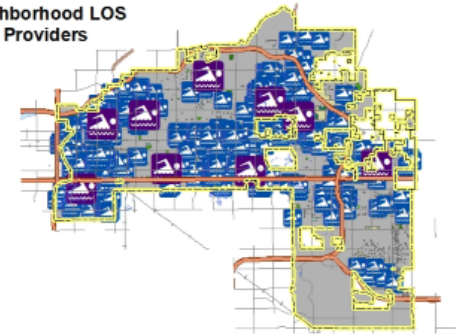
Mesa, Arizona

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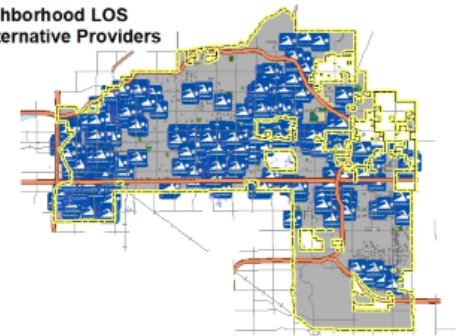
Gap Analysis -All Providers



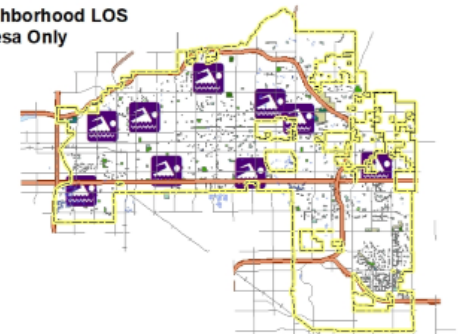
Neighborhood LOS -All Providers



Neighborhood LOS -Alternative Providers



Neighborhood LOS -Mesa Only



- The Southeast does not have access to a public aquatic facilities within five miles.

Recreation Programs: Strengths

- Programs are well attended generally reaching capacity due to limited indoor programming space. The overall Department fill rate is 81%.
- Special Events were demonstrated to be highly valued and meeting the needs of the Mesa community.

Recreation Programs: Opportunities

- 52% of survey respondents say that environmental/nature-based programs are most important,
- 40% of respondents say these programs are not currently meeting the needs of the community



Commercial Facilities: Strengths

- Golf rounds at Dobson Ranch have been higher each month since Paradigm Golf assumed management in 2019.
- The average revenue for the Convention Center and Amphitheater for FY16-FY19 was \$3 million annually. FY22 revenue will exceed \$5 million.
- The FY23 budget includes funding for the formation of a Special Events Office.
- Recent expansion of the Mesa Cemetery

Commercial Facilities: Opportunities

- The Convention Center and Amphitheater are well maintained, and improvements take place on a continual basis; however, there are opportunities for modernization of the facility and services. A Strategic Plan for the Convention Center and Amphitheater should be pursued.
- Undeveloped land in the southwest corner of the cemetery is available for a future expansion.
- The addition of The Post will provide a dynamic community event space.



Vertical Assets: Strengths

- In FY 20/21 FM responded to more than 6,000 work order requests.
- PRCF staff effectively maintains and manages over 9 million sq. ft. of City owned properties.

Vertical Assets: Opportunities

- Development of a Facilities Master Plan
- Implement preventative maintenance tasks for all building systems.





Recommendations

- ▶ Goals
- ▶ Action Items

Goal 1: Provide Consistently Exceptional Parks and Recreation Facility throughout the system.

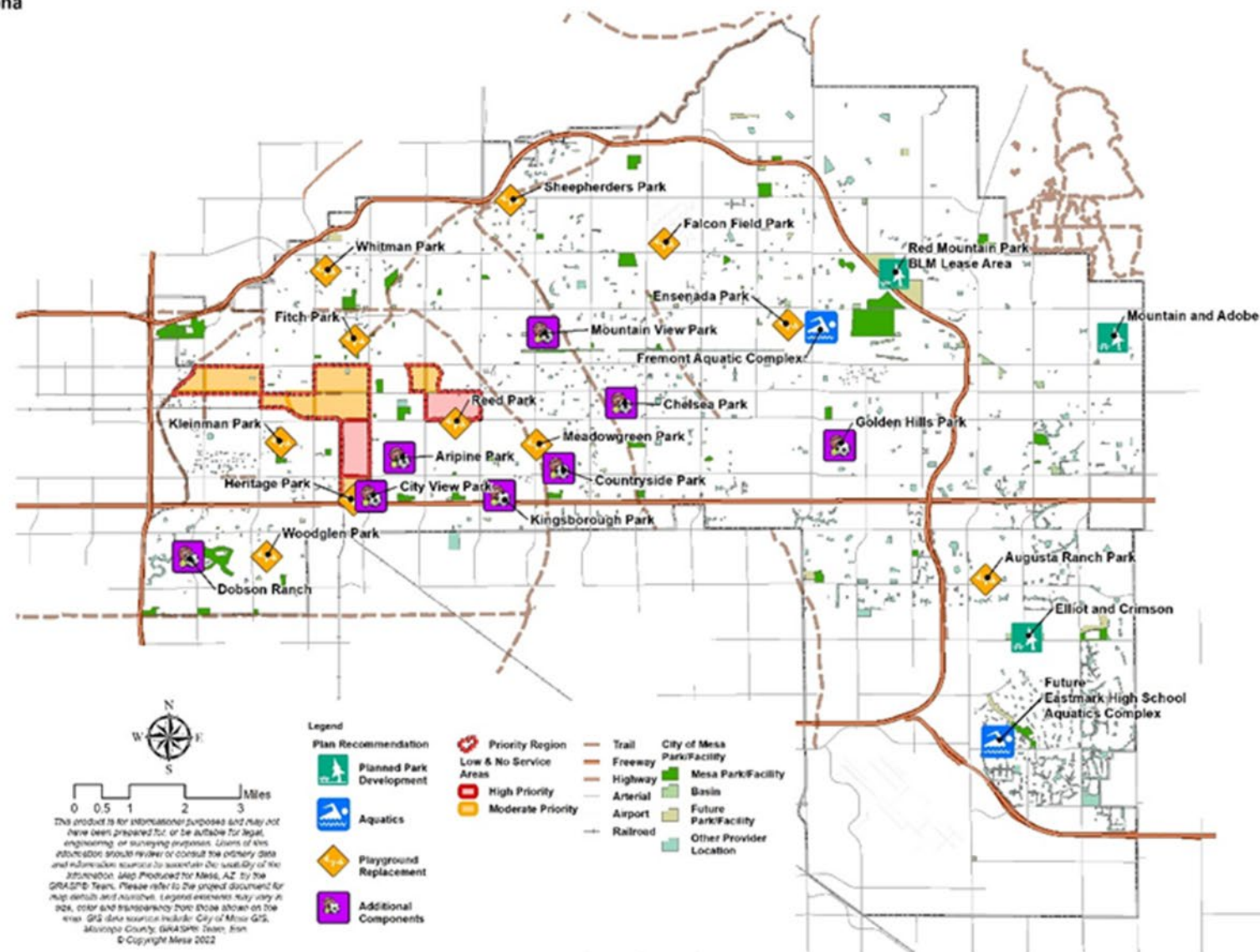
- Eight PRCF parks identified as benefiting from a park renovation or beautification project:
 - Holmes Park
 - Marlborough Mesa Park
 - Meadowgreen Park
 - Palo Verde Park
 - Kleinman Park
 - Whitman Park
 - Reed Park
 - Falcon Field Park
- Eighteen playgrounds were identified for replacement in the next ten years
- Update park maintenance standards by assigning properties to maintenance service levels or “modes”

Goal 2: Continue the development of a well-connected system that provides equitable access

- Make large-scale and small-scale park improvements by adding community desired features and components or through Park activation opportunities. Prioritize facilities in areas with low service or no service.
- Reduce, modify, or remove pedestrian barriers
- Implement planned park projects
- Expand trail network
- Conduct a feasibility study of the Fremont Aquatic Center to determine renovation or relocation possibilities.

Level of Service Recommendations Map

Mesa, Arizona



Goal 3: Deliver quality programs for residents of all ages and abilities that are equitably distributed

- Increase fill rate for general enrichment classes through further diversifying offerings.
- Take advantage of existing outdoor facilities by conducting fitness classes and other programs in the locations.
- Enhance the Recreation Program Assessment Matrix to track and monitor additional Key Performance Indicators (KPI).
- Pursue a feasibility study for an additional Community Recreation Center, similar in scope and scale to the Red Mountain Center. Include an analysis on whether other indoor recreation locations might be needed in addition to a complete Recreation Center.
- Develop a “Nature in Your Neighborhood” program and identify/create park areas that can be utilized as nature trails and areas.



Goal 4: Plan for staffing and / or seek contract support to meet future levels of service

- Maintain optimal personnel levels, contracted services, and volunteer positions within PRCF. Add necessary positions or contracted services as new facilities are added or expanded and the population increases.
- As budget allows, utilize contracted services, or add positions necessary to provide increased levels of preventive maintenance to the City's vertical assets.

Goal 5: Advance the operations of the Mesa Cemetery, Mesa Convention Center, and Amphitheater

- Plan for future burial plot and in-ground vault needs on the undeveloped tract in the Southwest corner of the Mesa Cemetery.
- Annual review of Convention Center and Amphitheater booking policies to balance meeting competing demands of community meeting space, trade shows, and convention business that drives community value, revenue goals, hotel nights, and outdoor concert opportunities.
- Pursue the development of a Strategic Plan for the Convention Center and Amphitheater with emphasis on Market and Demand, Site Analysis and Sensitivity/Gap Analysis.

Goal 6: Use innovative processes, methods, and procedures to maximize efficiencies and effectiveness of vertical asset management

- Develop a Facilities Master Plan (FMP) as a guiding document to provide strategic direction and a holistic view of the city's building portfolio.
- Develop a Facility Maintenance Policy to establish guidelines, which includes building maintenance standards, contract management, capital/non-capital replacements, custodial services, facilities management, building security, utility costs, asset management, fire alarm monitoring & testing, safety inspection, loss prevention and energy conservation programs.
- Using the preventative maintenance plan, provided by BV, implement a comprehensive preventative maintenance plan using staff dedicated to this program.
- Maximize Cityworks. to help forecast the costs of future assets added to the system for improved maintenance budget allocation. This is particularly important when maintaining aging amenities and facilities as it will show any increased costs in maintaining older assets.
- Use Cityworks to catalog vital building assets for the purposes of scheduling regular maintenance and for lifecycle management. Track complete lifecycle information for all physical assets, including theoretical life, estimated replacement date and current value

Goal 7: Continue to maintain and expand Strategic Partnerships

- Meet with strategic partner representatives on an annual basis to discuss and review standing agreements and to evaluate continued opportunities for collaboration.
- Explore opportunities with the County to establish a trail north of Red Mountain to the Hawes Trail System.
- Review aquatic operations with MPS to explore the need to clarify roles and responsibilities.
- Approach MPS to discuss their ability to provide after-hours, public access to specific school sites where gaps in service exist.
- Pursue a partnership with Queen Creek School District to develop a pool in Southeast Mesa on the Eastmark High School campus.
- Identify other public and private partnerships that could support indoor facility needs.
- Partner with other providers on the development of equitable and inclusive nature-based environmental education.

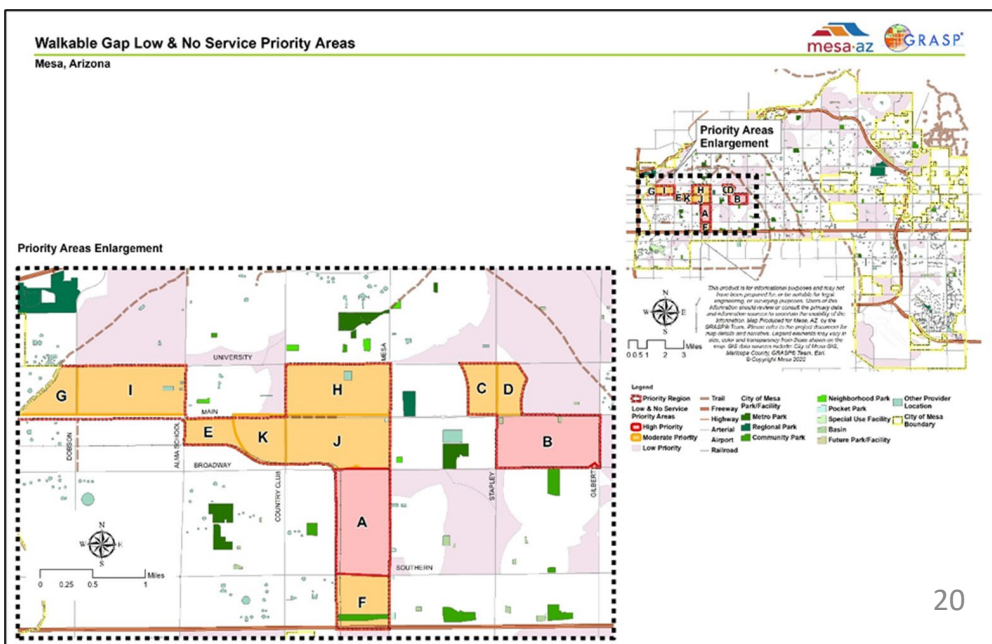
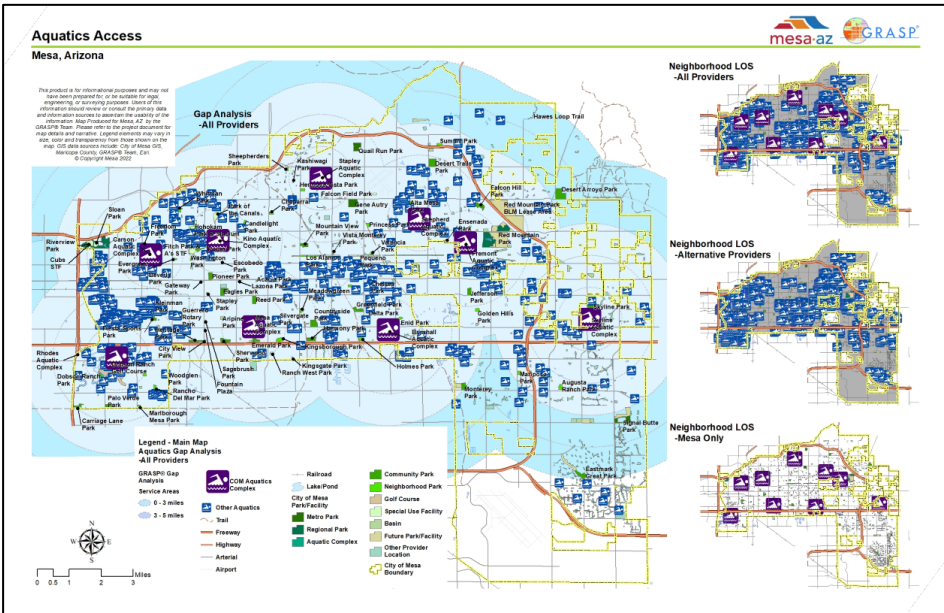
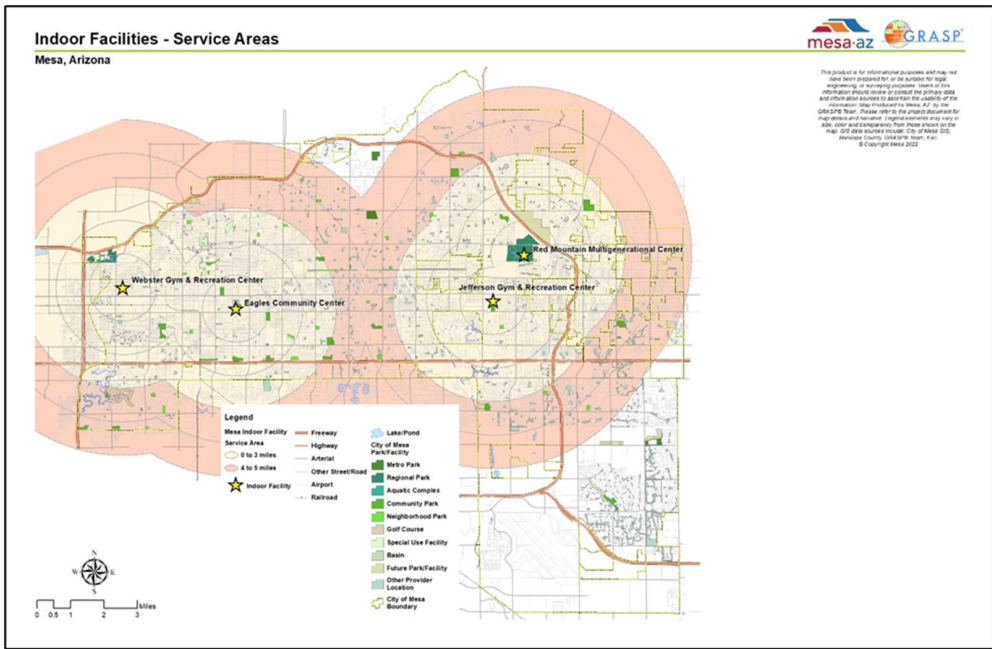


Goal 8: Diversify Funding Sources for long-term financial sustainability to maintain community access to programs, facilities, and services

- Pursue a bond referendum for funding park and facility projects to address gaps in service and to maintain the Department's current LOS relative to the City's growth.
- Remain open to public-private partnership opportunities and recognition of private service providers to address gaps in service or facilities and programs.
- Expand the current Cost Recovery philosophy and policy to further define Partial Cost Recovery goals.
- As the population grows maintain current General Fund per capita spending and staffing levels in the area of parks and recreation.



Future Financial Needs





QUESTIONS