# MESA, ARIZONA PARKS, RECREATION & COMMUNITY FACILITIES COMPREHENSIVE PLAN

**2022**

mesa·az

# ACKNOWLEDGMENTS

# Executive Summary

## A. Purpose of the Plan

The City of Mesa, Parks, Recreation and Community Facilities Comprehensive Plan (Plan) serves as a 20-year guide and implementation tool for the management and development of facilities and programs within the Mesa community. This Plan builds on previous planning efforts and provides an up-to-date understanding of the current and future park, recreation, facility and maintenance needs and opportunities within the City.

The Plan aims to:

- Identify service gaps;
- Anticipate new recreation needs;
- Develop prioritization for new park and recreation facility acquisition and development;
- Outlining the park improvements required to implement Plan recommendations;
- Establish routine and preventive maintenance standards for grounds and buildings;
- Designate building maintenance responsibilities;
- Recognize funding strategies.

The Plan will assist with the prioritization of capital improvement funds and provide a framework for equitable distribution of park and recreation resources, ensuring that funding will be directed where it can have the most impact. The document is intended to be flexible, and presents findings and recommendations that should be evaluated, and/or modified every 5 years as the City responds to unforeseen opportunities and constraints as well as changes in residents' needs and demands in the context of other City priorities.

# B. Key Findings

The project team utilized several tools and techniques to gather, evaluate, and analyze both qualitative and quantitative data. Each key finding was discussed in detail to develop preliminary recommendations that then led to the creation of the final Strategic Implementation Plan. The following synopsis of key findings are drawn from the public input, inventory, level of service analysis, findings feedback, and all the information gathered during the planning process with a primary focus on maintaining, sustaining, and improving PRCF service delivery.

## DEMOGRAPHICS AND TRENDS IN 2021

Population:
- 504,258 people live in Mesa, AZ
- The City is expected to grow to an estimated 584,911 residents by 2030

Age:
- Median age: 36.6 years old
- The age groups that are experiencing the highest growth are those between the ages of 55 to 79 years old.
- The age distribution in the City of Mesa in 2021 was reflective of families with young children. Approximately 21% of the population was under 15 years old in Mesa – more than the State of Arizona and the United States.

Race & Ethnicity:
- 73% of the population is White
- 30% of the population is of Hispanic/Latino origin

Household Overview:
- Median household income: $61,640
- Poverty levels are distinctly different based on residency location –West

Mesa sees the highest concentration of poverty at 16.21% of residents. This not only is reflected in the lower median household income ($53,760) but also with regard to home value. Compared to Southeast Mesa's home value ($327,579), West Mesa's median home value is $274,943.
- The average household size in the City was estimated at 2.66 in 2021.

Diversity:
- Based on historical data, the City is increasingly becoming more diverse over time. In 2010, 26.3% of the population identified as Hispanic. This percentage increased to 30% in 2021. West Mesa has the most diverse demographic makeup, with 38% of residents identifying as Hispanic, and 5.1% identifying as Black or African American. Northeast Mesa is the least ethnically diverse subarea, with 84.1% of residents identifying as White.

Fitness Trends:
- Esri Business Analyst provides estimates for activity participation and consumer behavior based on a specific methodology and survey data to makeup what Esri terms "Market Potential Index." The activities with the highest participation for adults 25 and older in Mesa include walking for exercise, swimming, hiking, overnight camping trips, and weightlifting.

## COMMUNITY ENGAGEMENT

Community Workshop Attendance: 127
Website Visits: 6,900
Focus Group Attendance: 13
Stakeholder Interviews: 8
Needs Assessment Survey Responses: 2,402

Program and Facility priorities that emerged include:

- Youth sports programs
- Recreation center fitness programs
- Environmental/nature-based programs
- Walking/Hiking/Biking Trails and pathways
- Splash pads
- Shade
- Parks and open spaces

The three top ways to increase use include:

- Increase in indoor programs
- Better access to recreation centers near my home/residence
- Better condition/maintenance of parks or facilities

Budget priorities include:

- Repairing and maintaining existing parks, trails, and facilities

## RESOURCES AND LEVEL OF SERVICE

The Department manages 2,500+ acres of park land including 205 parks with unique playgrounds, first-class athletic fields, nine aquatic centers, splash pads, trails, four recreation centers, a championship golf course, convention center, amphitheater, cemetery, two spring training baseball stadiums, and Facility Maintenance of more than 9 million square feet of City properties.

## PARKS

PRCF classifies the outdoor facilities into the following categories: Pocket Parks, Neighborhood Parks, Community Parks, Metro Parks, Regional Parks, Special Use Parks, and Retention Basins, which replaces the former classification found in the General Plan. Each park type provides standard and unique recreation opportunities.

As part of the Park Inventory all park elements were assigned a quality score based on quality, quantity, uniqueness, age, and diversity of amenities and neighborhood accessibility. Overall, the study found that more than 80% of all PRCF components received a score indicating good quality and function.

Strengths

- Mesa has an extensive park system spread across the City with exceptional recreational value.
- Parks and facilities are well maintained, and the majority are in good condition. This helps achieve the full lifecycle of the assets and presents amenities in good working order.
- Park signage is fairly consistent across the system

Opportunities

- The system assessment revealed opportunities for improvements so that a consistent visitor experience is available throughout the system.
- More predictable and systemic replacement of amenities can be developed. Several playgrounds are due for replacement, and there is a need to replace sand with a more accessible surface such as safety surfacing at some playgrounds. Some sports courts are showing aging surfaces.

- There is a need for more shade in parks especially over components like playgrounds.
- Trailheads at parks are not formalized.
- Opportunities exist for greater water conservation by concentrating turf to areas of high recreational value in parks and basins.

## LEVEL OF SERVICE

Level of Service (LOS) describes how a recreation system provides residents access to recreational assets and amenities. It indicates the ability of people to connect with nature and pursue active lifestyles. Mesa's level of service is evaluated based on residents being able to access at least five outdoor recreational components within one mile of their homes when looking at both City-owned locations and privately owned facilities. Considering both Mesa and private/homeowners association features, current conditions can be benchmarked and future planning efforts developed.

Strengths
- Only 10% of the land area in this analysis has no service within one-mile. The majority of that land is the airport in southeast Mesa. And when compared to census data, the no service areas account for less than 1% of the total population.
- The analysis indicates that parks are located well and capture a higher population than land area. 95 percent of residents are 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. These are positive results, but also offer opportunities for improvement.

- Public aquatics facilities in Mesa typically occur within two to three miles of each other.

Opportunities
- Low Service Areas account for 25% of land area. These areas, by definition, have current service, but that service does not currently meet the target value of five recreational components based on a ten-minute walk service area. These areas may be served by PRCF, alternative providers, or a combination of providers.
- Some parks would benefit from programming opportunities or other activation to increase use
- There is potential to increase activation and utilization of parks by adding new recreational components.
- Existing parks can be better connected by trails and active transportation facilities like sidewalks and bike lanes.
- Mesa has a limited number and distribution of indoor recreation facilities. The highest LOS is provided at Red Mountain Center. An equivalent facility is not available elsewhere in Mesa. Other indoor facilities do exist throughout the City but have fewer components or offer limited, niche indoor recreation opportunities. North, Central, and Southeast Mesa have the biggest gaps in indoor facilities, with service often greater than a four to five-mile radius to the nearest facility.
- The southeast corner of Mesa does not have access to a public pool within five miles.

## RECREATION PROGRAMS

On average over 25,000 participants register for PRCF programs annually. Programs are offered at nearly 40 locations including elementary schools, various parks, recreation centers, and aquatics facilities. Through programs with registration, memberships, and drop-in visits, PRCF consistently has over 300,000 annual community touchpoints.

Strengths

- Programs are well attended and are in high demand by the community and participation is generally reaching capacity due to limited indoor programming space. The overall Department fill rate is 81%.
- Many guidelines are in place to assist with operations. In some instances, formalized policies will help the Division reach the recreation direction set forth in this Plan.
- Special Events were demonstrated to be highly valued and meeting the needs of the Mesa community.

Opportunities

- When survey respondents were asked what would assist in additional use of PRCF parks and recreation facilities 10% of open-ended responses stated that additional program variety would increase use. PCRF has an opportunity to increase its fill rate through further diversifying its offerings. Programs classified as General Enrichment have the lowest fill rate at 40%.
- The survey showed half (52%) of respondents say that environmental/nature-based programs are most important, and 40% say these programs are not currently meeting the needs of the community.

- To support program delivery PRCF should consider enhancing its Recreation Program Assessment Matrix to track and monitor additional Key Performance Indicators (KPI), such as Age segmentation(s); classification of service and relation to cost recovery targets; pricing strategies; participant to staff ratio; marketing effectiveness; program cancellation rates; customer satisfaction level; customer retention rate.
- Future Recreation Program Plans should consider Facility Utilization and Capacity Rates. Recreation programming should drive facility design and future improvements.

## COMMERCIAL FACILITIES

The Commercial Facilities Division is responsible for the Mesa Cemetery, Mesa Convention Center and Amphitheater, The Post, the Dobson Ranch Golf Course, and Citywide coordination of Special Events.

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. The office will provide oversite to the city's 22 Signature Events and coordination for over 100 private event licenses annually.
- The expansion of the Mesa Cemetery includes 3,800 burial plots and 1,500 in-ground vaults.

## Opportunities

- The Convention Center and Amphitheater are well maintained, and improvements take place on a continual basis. There are opportunities for modernization of the facility and services.  A Strategic Plan with emphasis on Market and Demand, Site Analysis and Sensitivity/Gap Analysis is recommended by a firm specializing in similar venue types.
- Undeveloped land in the southwest corner of the cemetery is available for a future expansion.
- The addition of The Post will provide a dynamic indoor and outdoor community event space. The first floor will provide an open, programmable space.  An outdoor plaza on the west side of the building is being planned as an outdoor event venue.  The south side of the building has a second floor and mezzanine where there are currently plans for office space and a conference room space.

## VERTICAL ASSETS

The Facilities Maintenance Division (FM) strives to maintain all City buildings, equipment systems, and associated grounds. The Division's goal is to provide safe, sustainable, and functional work areas for City staff and others. FM provides building, electrical, plumbing, life/safety, and HVAC/mechanical repairs in addition to lifecycle replacements for all City owned facilities. The Division performs regular preventative maintenance to minimize downtime and maximize the life expectancy of building systems. FM utilizes both in-house staff and outside contractors to perform work as needed along with 24-hour emergency stand-by services. Some notable contracts are: Building Maintenance, Painting, Roofing, Custodial, Pest Control and Landscaping

Services. In addition, staff responds to various daily calls to address building related issues.

## Strengths

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

## Opportunities

- The Facility Conditions Assessment of the 17 selected facilities established 31.73 FTEs are needed to cover all preventative and repair maintenance standards for these locations. The square footage of FCA represents 7% of the total square footage managed by PRCF. The Facilities Maintenance Division has 40.6 FTE's. Maximize the use of Cityworks to analyze trends and make data-driven decisions regarding facility and maintenance processes, asset enhancements, productivity, additional staffing needs, and future budgeting plans.
- Establish regular preventative maintenance tasks for all types of building systems; use work order management data to determine adequate staffing levels for reactive and preventative maintenance tasks; establish metrics to adequately fund and staff new vertical assets as they are planned to be added; create systemic analysis of all maintained vertical assets to establish short and long term infrastructure needs.
- To improve the long-term vision for facilities, a Facilities Master Plan (FMP) is called for. An FMP sets the framework for responsible decision making and will facilitate ongoing stewardship of City of Mesa buildings and property in an efficient and effective manner that best serves

the community, maximizes efficient provision of services, minimizes impact on the environment, and manages risk.

# C. Recommendations

The following Recommendations are drawn from the public input, inventory, LOS analysis, findings feedback, and all the information gathered during the planning process with a primary focus on maintaining, sustaining, and improving City parks, recreation, and trails.

## Goal 1: Provide Consistently Exceptional Parks and Recreation Facilities throughout the system

The system inventory and subsequent analysis of the existing assets revealed opportunities for improvements so that a consistent visitor experience is available throughout the system. Combining these opportunities with community workshop participant and survey respondents expressed desire to see existing facilities well-maintained, there are several recommended actions:

- Adopt park construction standards which define what park features should be utilized when renovating an existing park or building a new park. Park feature standards should include specifications for items including benches, playground surfacing, shelters, signage, courts, and trash bins. Typically used park features should be specified. This will assist in improving asset management and operational efficiency.
- Park renovations and beautification projects can substantially increase park use and levels of physical activity both in the short-term and over multiple years. Eight PRCF parks are identified

as being able to benefit from a park renovation or beautification project .

- PRCF is responsible for the care, safety, and maintenance of nearly 70 playgrounds. Eighteen playgrounds were identified for replacement in the next ten years. See Chapter 9: Capital Improvement Plan through 2040 for prioritization and Capital Cost Estimates.
- Update park maintenance standards by assigning properties to maintenance service levels or "modes," which take into consideration the level and type of park usage, location, type and size of landscapes, amenities and facilities, athletic fields, and hardscape items. The grouping of properties into modes and setting standards for each maintenance category in a mode, establishes consistency throughout the system. Some properties may cross over between two or more modes, depending upon amenities available at that park.

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

Community survey results indicated a desire from the community for existing facilities to be maintained and improved upon. It is recommended that improvements be prioritized and made to parks in areas which fall below the target service level. PRCF has the opportunity to advance the community benefits parks and recreation facilities bring by considering the following strategies for increasing access:

- Make large-scale and small-scale park improvements by adding community desired features and components.
- Reduce, modify, or remove pedestrian barriers. Pedestrian barriers (i.e.,

major streets, highways, routes without shade) play a significant role in reducing people's ability to access parks. It is recommended that PRCF work with the Transportation Department to assess areas identified in this Plan where improved or eased access will increase service in areas with low service or no service. Each situation is unique and may require special planning efforts and neighborhood engagement. Some situations may call for a "Cool Route to Play," which calls for developing routes that limit UV exposure. The extreme heat in Arizona is a factor that impacts walkability.

- Implement planned park projects.
- Pursue opportunities for greater connectivity and accessibility to parks and recreation facilities through an expanded route and trails network.
- PRCF has always embraced the partnership concept, a critical reason for the successful park system found in the City today. The development of opportunities through alternative provider should be considered.

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

In general, Mesa residents have limited access to indoor facilities and the programming available within those facilities. The highest LOS is provided at the Red Mountain Center. An equivalent facility is not available in the central and southern areas of the City. It is recommended that a feasibility study be conducted to determine what specific programming needs are in these areas. Once a study reveals the programming needs and opportunities for developing a new facility, the City is encouraged to pursue investing in the provision of indoor facilities to meet the

programming needs identified in this plan. Namely these are additional open gym, youth and adult general enrichment programs and fitness and wellness activities.

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

The population continues to grow as the City's high quality of life indicators make it a very desirable place for people to call home. As population grows, the needs and levels of service will grow too and the City will need to determine ways to address its aging infrastructure while planning to meet the growing recreation program and facility needs of the current and future populations. As growth is realized and facilities are expanded or added, it will be prudent for the City to consider adding FTEs to maintain the same LOS.

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

The Mesa Convention Center and Mesa Amphitheatre have been an economic driver and community resource in downtown Mesa since the late 1970's. The Convention Center partners closely with Visit Mesa, The Delta Hotel Phoenix Mesa and other local hotels, to bring business into the City to generate additional revenue and stimulate Mesa's economy. The Convention Center remains the largest meeting and event space in the East Valley, but continued innovation of the facility and services will be necessary to maximize the economic benefits provided through this community asset.

The Mesa Cemetery has served the community with dedication and distinction for more than a century. The year 2016 marked 125 years of operation for the Mesa

Cemetery. Cemeteries hold great significance to communities as a place of memorial and local history. Continued efforts to expand the Cemetery as well as ongoing care for existing resources will help to ensure the Mesa Cemetery remains a point of pride for the community.

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

An essential best practice of facility management is to collect and track information. The list includes storing details such as manufacturer, serial number, emergency repairs, and warranty information for all equipment and assets, tracking labor rates and hours, inventory levels, and equipment downtime. Reporting and analytics will provide insight into facility operations and performance on a daily, weekly, monthly, or even yearly occurrence. The continued implementation of the Cityworks work order system offers the opportunity to analyze trends and make data-driven decisions regarding facility and maintenance processes, asset enhancements, productivity, additional staffing needs, and future budgeting plans.

## Goal 7: Continue to maintain and expand Strategic Partnerships

Partnerships can help accomplish tasks with limited resources, respond to compelling issues, encourage cooperative interaction and conflict resolution, involve outside interests, and serve as an education and outreach tool. Partnerships can broaden ownership in various projects and increase public support for community recreation goals. Partners often have flexibility to obtain and invest resources or money in products or activities where municipal government may be limited. To grow and improve its use of partnerships,

PRCF must evaluate its existing relationships on an ongoing basis.

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

As already established, parks and recreation facilities and services are an essential part of urban life.

PRCF manages a large amount of land and facility assets and is expected to provide a large and wide-ranging set of programs as well. In order to address deferred maintenance and to continue to provide diverse recreation opportunities, resources must continue to be made available to the Department so it may meet its mission. In addition to continuing to allocate General Fund resources to operations and maintenance, the City should consider a bond to address the need for additional indoor recreation space, aquatics facilities, and recommended expansion of the level of service through updates and enhancements to existing parks and recreation facilities. Through the Needs Assessment Survey, we learned 55% of Invite respondents would support a new bond program to expand Parks and Recreation as their first or second choice out of four funding options. Other funding mechanisms should continue to be pursued including partnerships with other government agencies and nonprofits, public-private partnerships, grants, donations, and fees.

## D. Action Items

In addition, the Plan Team developed Action Items for each Goal that will be updated and utilized by staff to implement and track progress on recommendations. Action Items can be found in *Chapter 8: Key Findings and Strategic Implementation Plan.* Probable costing has been developed for all Action Items that include an *. Associated costs can be found in *Chapter 9: Capital Improvement Plan through 2040.*

*Map 1: LOS Recommendation Map,* on the following page, reflects the locations of actions items associated with increasing access and use, as well as the Short-term playground replacement needs. The Map establishes there are some needs across the City, but also highlights the concentration of need in West Mesa.

# Level of Service Recommendations Map

## Mesa, Arizona

mesa·az  GRASP®

Sheepherders Park

Falcon Field Park

Red Mountain Park
BLM Lease Area

Whitman Park

Ensenada Park

Mountain and Adobe

Fitch Park

Mountain View Park

Fremont Aquatic Complex

Reed Park

Chelsea Park

Kleinman Park

Meadowgreen Park

Golden Hills Park

Heritage Park

Aripine Park

Countryside Park

City View Park

Kingsborough Park

Augusta Ranch Park

Woodglen Park

Dobson Ranch

Elliot and Crimson

Future
Eastmark High School
Aquatics Complex

### Legend

N
W          E
S

0   0.5   1        2        3   Miles

*This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information. Map Produced for Mesa, AZ by the GRASP® Team. Please refer to the project document for map details and narrative. Legend elements may vary in size, color and transparency from those shown on the map. GIS data sources include: City of Mesa GIS, Maricopa County, GRASP® Team, Esri.*
*© Copyright Mesa 2022*

**Plan Recommendation**

**Planned Park Development**

**Aquatics**

**Playground Replacement**

**Additional Components**

**Priority Region**

**Low & No Service Areas**
**High Priority**
**Moderate Priority**

Trail
Freeway
Highway
Arterial
Airport
Railroad

**City of Mesa Park/Facility**

Mesa Park/Facility

Basin

Future Park/Facility

Other Provider Location

THIS PAGE IS INTENTIONALLY LEFT BLANK

## E. Conclusion

The master planning process was developed to create a comprehensive and thorough approach to identify priorities to develop a strategic plan to guide PRCF for the next 20 years. Providing cost-effective parks and recreation services within the City is key to meeting residents' expectations and needs. In addition to servicing community members, having quality park and recreation system features that meet a consistent standard, regardless of area within the City's boundaries, elevate economic development. Throughout this comprehensive plan process community members expressed a desire to see existing facilities maintained, renovated, and improved upon before taking on projects in undeveloped parklands. Analysis conducted in support of this plan propel projects aimed at assuring older neighborhoods serviced by walkable park and recreation system facilities are prioritized in future years.

PRCF's staff is a group of experienced professionals dedicated to the community's well-being and the organizational culture centers on teamwork and forward-looking focus, elements that are critical to the success of the Plan's implementation. The Consulting Team has no doubt that PRCF staff in conjunction with City leadership will leave no stone unturned to ensure this plan continues to meet and exceed the parks, recreation, cultural and facility maintenance needs of the Mesa community now and in the years to come.

# Chapter One:

## INTRODUCTION

This community-driven Plan utilizes national benchmarks and professional expertise to evaluate research data, citizen and staff input, demographics, and other community attributes to provide a 20-year, comprehensive analysis of the recreational and public resources and needs of the Mesa community. This Plan will contribute to the health and wellness of Mesa citizens while establishing a community vision for recreation and public facilities and services to guide future decision-making regarding planning, budgeting, and funding for the Parks, Recreation and Community Facilities Department (PRCF).

The planning team, led by Berry Dunn, includes J2 Design, Bureau Veritas and RRC Associates. Berry Dunn is a multidisciplinary firm specializing in park and recreation planning and was responsible for the development of this report. This document serves as both a comprehensive plan and an action plan. It provides PRCF with recommendations and strategies for future program planning efforts and capital improvement projects.

## A. Project Approach

The Plan process commenced with an examination of the characteristics that define the community, and an inventory of the existing recreational opportunities and resources available within the city. The inventory and analysis provide the foundational understanding of the community and serve as the starting point from which community members are engaged and their needs are identified.

# Our Mission

We contribute to a healthy and vibrant community by providing exceptional experiences and services to those who live, work and play in Mesa.

We are committed to:

Being responsible stewards of parklands, facilities and finances, and transparent in how we manage these resources.

Providing safe spaces and places for people to enjoy and recreate.

Working together to focus on services that meet the ever-changing needs of our Community.

**mesa·az**

Established methods of community involvement including a statistically-valid survey, stakeholder interviews, and community workshops provided multiple opportunities to engage community members. Multiple measures emerged from which a broad understanding of community values, recreational facility and program usage patterns, and community needs for parks and recreation facilities are identified.

Identified needs, facility usage patterns, recreation standards and population projections provide the basis for the quantification of facilities required to meet identified community needs. Facility recommendations are derived based on priority of needs. General costs for implementation of the recommendations are also identified.

The City combined aspects of this Plan to maximize the opportunities and reach of community engagement with the development of the Climate Action Plan, Community Action Study. Both efforts seek to develop a collective vision to make Mesa a more vibrant, prosperous, and thriving City for generations to come. The aligned endeavor provides efficiency and effectiveness in marketing and staff resources. This combined effort is branded "Footprint for the Future."



## B. Other Related Planning Efforts and Integration

Recent and ongoing planning efforts by the City help direct and inform the planning process. The following documents were reviewed and used to guide this planning process and ensure that issues and recommendations regarding recreation facilities, programs and funding strategies are all well integrated:

1.  Mesa 2040 General Plan
2.  Mesa Parks, Recreation and Commercial Facilities: Gold Medal 2025 (15 Year Strategic Master Plan)
3.  Parks Recreation and Community Facilities Recreation Program Plan 2016 – 2020
4.  Footsteps for the Future: 2018 – 2022 Strategic Plan
5.  Pertinent documents from CAPRA Accreditation
6.  Individual park master plans as applicable

# Chapter Two:

## COMMUNITY PROFILE

The recreation needs and trends of a community are dependent on the preferences and way of life of its people. Preference and lifestyle are often dependent on age, gender, education and socio-economic status. Demographic research and public input generates data that allows us to anticipate public desires and predict the activities that will likely become popular as a community's demographic profile changes.

Although accurate data is available every 10 years, demographic factors, such as age, are ever-changing. Age is likely the most influential aspect of recreation trends. For example, the child who is 10 years old when a plan is developed maybe interested in team sports like baseball; however, at the midpoint of the plan's timeframe, they have taken an interest in individual recreation activities like running and cycling. Knowledge of a community's age and its predicted changes are useful when a large percentage of the population will soon reach an age at which their recreation preferences are likely to change. This trend is now noticeable with the large number of baby-boomers who are reaching retirement age across the country, including Mesa.

" Mesa is a city on the move. For many years Mesa has been one of the fastest growing cities in the country.

– From the Mesa 2040 General Plan
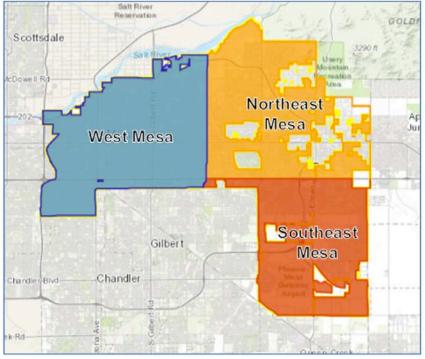
# A. City of Mesa Demographic Profile

The City's demographic profile was developed to provide an analysis of household and economic data in the area, helping to understand the type of park and recreation components that may best serve the community. Data referenced throughout this report was primarily sourced from Esri Business Analyst as of January 2022.

In addition, when applicable, other sources were referenced such as the American Community Survey for information about disabilities and health-related outcomes. In order to have a complete understanding of the demographic makeup of the community, an overview of population and ethnicity was also provided for the three subareas in Mesa. These subareas correspond to the areas identified in the statistically valid survey in this study, and include:

- Southeast Mesa (Greenfield Road to east City boundary south of US 60)
- Northeast Mesa (Greenfield to east City boundary, north of US 60)
- West Mesa (West City boundary to Greenfield)

**Map 2: Identified Subareas in the City of Mesa**



Source: City of Mesa, Esri Business Analyst
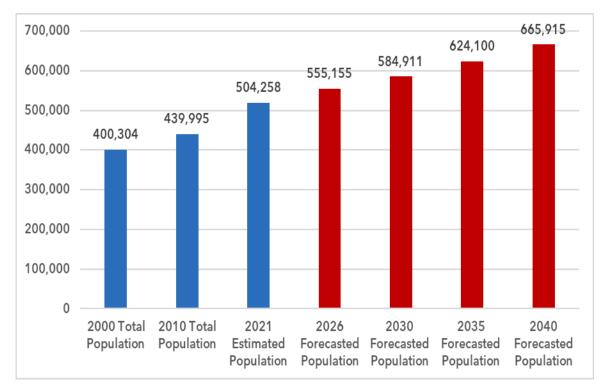
## POPULATION

From a population of just over 400,000 in 2000, the City has continued to grow steadily over the past two decades. In 2021 the population in Mesa was 504,258 – with an anticipated compound annual growth rate of 1.34% between 2021 and 2026. If this growth rate continues, the population could reach over 584,900 in 2030, and over 665,915 in 2040.

**504,258**
Population

Source: 2021 Esri Business Analyst

**Figure 1: Projected Population Growth in the City of Mesa, 2001 - 2040**



Source: Esri Business Analyst

The table below indicates the population for the three subareas identified in the City. Southeast Mesa experienced the highest population growth at an annual compound growth rate of 4.04%, higher than the overall growth in the City. Southeast Mesa still had the smallest population of 90,466 in 2021, followed by Northeast Mesa (128,940) and West Mesa (299,288).

**Table 1: Population Change in Mesa Subareas, 2010 to 2021**

|  | Southeast Mesa | West Mesa | Northeast Mesa | City of Mesa |
|---|---|---|---|---|
| 2010 Total Population | 57,937 | 267,782 | 113,942 | 439,995 |
| 2021 Total Population | 89,466 | 291,852 | 122,940 | 504,258 |
| 2010-2021 Population: Compound Annual Growth Rate | 4.04% | 0.99% | 1.11% | 1.49% |

## AGE

According to Esri Business Analyst, the median age in the City of Mesa in 2021 was 36.6 years old, slightly younger than the State of Arizona (37.7) and the United States (38.8). The median age is projected to increase to 37.1 in the City by 2026.
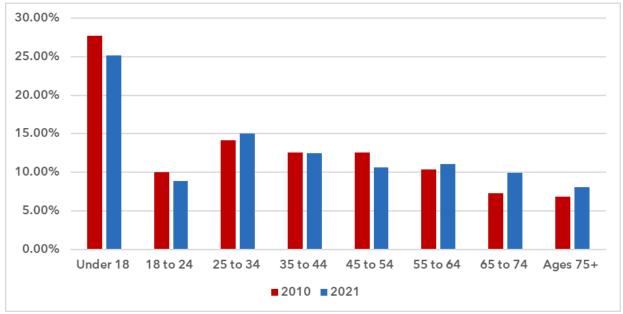
The age distribution in the City of Mesa in 2021 was reflective of families with young children, although the community follows a similar age distribution as the state and the country overall. Approximately 21% of the population was under 15 years old in Mesa – more than the State of Arizona and the United States.

**36.6**
Median Age

Source: 2021 Esri Business Analyst



**Figure 2: Mesa Age Distribution Comparison from 2010 to 2021**



Source: Esri Business Analyst

Table 2 demonstrates the change in age groups amongst residents. Although those under 24 experienced a decline in overall population distribution, their demographic makeup is still higher in 2021 than the State of Arizona and the United States. The age groups that are experiencing the highest growth are those between the ages of 55 to 79 years old.

**Table 2: Age Group Distribution from 2010 to 2021**

| Age Group | 2010 | 2021 | % Change |
|---|---|---|---|
| Under 18 | 27.67% | 25.18% | -2.49% |
| 18 to 24 | 10.03% | 8.85% | -1.18% |
| 25 to 34 | 14.15% | 15.06% | 0.91% |
| 35 to 44 | 12.56% | 12.50% | -0.06% |
| 45 to 54 | 12.58% | 10.60% | -1.98% |
| 55 to 64 | 10.33% | 11.04% | 0.71% |
| 65 to 74 | 7.31% | 9.94% | 2.63% |
| Ages 75+ | 6.79% | 8.06% | 1.27% |

Source: Esri Business Analyst

## DIVERSITY IN MESA

Understanding the race and ethnic character of Mesa residents is important because it is reflective of the diverse history, values, and heritage of the community. This type of information can assist the City in creating and offering recreational programs that are relevant and meaningful to residents. In addition, this type of data when combined with the LOS analysis can be used in finding gaps and disparities when it comes to equitable access to parks.

Based on historical data, the City is increasingly becoming more diverse over time. In 2010, 26.3% of the population identified as Hispanic. This percentage increased to 30% in 2021. The subareas, as demonstrated in Table 3, shows that West Mesa had the most diverse demographic makeup, with 38% of residents identifying as Hispanic, and 5.1% identifying as Black or African American. Northeast Mesa is the least ethnically diverse subarea, with 84.1% of residents identifying as White.

The U.S. Census classifies Hispanic origin is irrespective of race, meaning that citizens can identify as a certain race and still consider themselves Hispanic – therefore the percentages in chart below has a sum greater than 100 across the various categories.

**Figure 3: Ethnicity in the City of Mesa**



Source: Esri Business Analyst
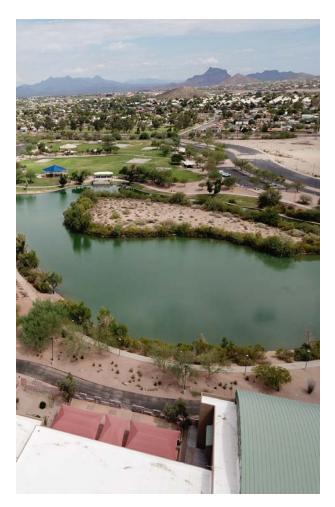
## Table 3: Race/Ethnicity in City of Mesa Subareas

| | Southeast Mesa | West Mesa | Northeast Mesa | City of Mesa |
|---|---|---|---|---|
| White Population | 76.0% | 66.7% | 84.1% | 72.7% |
| Black/African American Population | 4.6% | 5.1% | 2.9% | 4.4% |
| American Indian/Alaska Native Population | 1.3% | 3.6% | 1.2% | 2.6% |
| Asian Population | 4.2% | 2.3% | 2.3% | 2.6% |
| Pacific Islander Population | 0.4% | 0.5% | 0.2% | 0.4% |
| Other Race Population | 9.1% | 17.4% | 5.7% | 13.1% |
| Population of Two or More Races | 4.4% | 4.4% | 3.6% | 4.2% |
| Hispanic Population | 23.1% | 38.2% | 15.9% | 30.0% |

Source: Esri Business Analyst

## HOUSEHOLD OVERVIEW

The U.S. Census estimates that more than 37 million people lived at or below the federal poverty level in 2020 (below $31,661), meaning that over 11.4% of Americans lacked enough resources to meet their basic needs. Poverty levels have a significant impact on overall family dynamics, earning potential, and home value, among other things. Studies show that children who live in low-poverty neighborhoods are less likely to earn more as an adult, less likely to attend college, and more likely to live in lower-poverty neighborhoods themselves.[1] In Mesa, 13.3% households lived under the poverty level (2020). This was similar to the State of Arizona (13.64%) and the United States. Approximately 19.38% of Mesa households made between $50,000 and $74,999, as seen in *Figure 4*. Only 8.19% of households made less than $15,000 per year. The average household size in the City was estimated at 2.66% in 2021.



---

1        Joint Center for Housing Studies of Harvard University. The State of the Nation's Housing 2020.
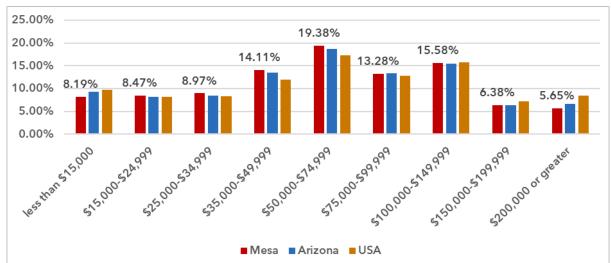
**Figure 4: Median Household Income Distribution, 2021 Estimates**



Source: Esri Business Analyst

In Mesa, the subareas had distinct different poverty levels – with those in West Mesa having 16.21% of residents living in poverty. This not only is reflected in the lower median household income ($53,760) but also with regard to home value. Compared to Southeast Mesa's home value ($327,579), West Mesa's home value is only $274,943.

**Table 4: Household Overview in City of Mesa Subareas**

|  | Southeast Mesa | West Mesa | Northeast Mesa | City of Mesa |
|---|---|---|---|---|
| Households below the poverty level | 6.16% | 16.21% | 9.22% | 13.3% |
| Home Value | $327,579 | $274,943 | $277,499 | $286,479 |
| Median Household Income | $83,110 | $53,760 | $66,759 | $60,770 |

Source: Esri Business Analyst

## PEOPLE WITH DISABILITIES

According to the American Community Survey, 12.6% of Mesa's population in 2021 experienced living with some sort of hearing difficulty, vision difficulty, cognitive difficulty, ambulatory difficulty, self-care difficulty, and/or independent living difficulty. This is lower than the state at 14.7% but still reaffirms the importance of inclusive programming and ADA transition plans for parks and facilities. Types of disabilities within the City of Mesa:

1. Hearing difficulty – 5.0%
2. Vision difficulty – 2.5%
3. Cognitive difficulty – 3.4%
4. Ambulatory difficulty – 5.6%
5. Self-care difficulty – 1.6%
6. Independent living difficulty – 4.4%

## B. Park and Recreation Influencing Trends

The following summarize some of the key trends that could impact the City over the next five to ten years. In addition, Esri Business Analyst provides estimates for activity participation and consumer behavior based on a specific methodology and survey data to makeup what Esri terms "Market Potential Index." The following charts showcase the participation in fitness activities, outdoor recreation, and sports teams for adults 25 and older in Mesa. The activities with the highest participation include walking for exercise, swimming, hiking, overnight camping trips, and weightlifting.
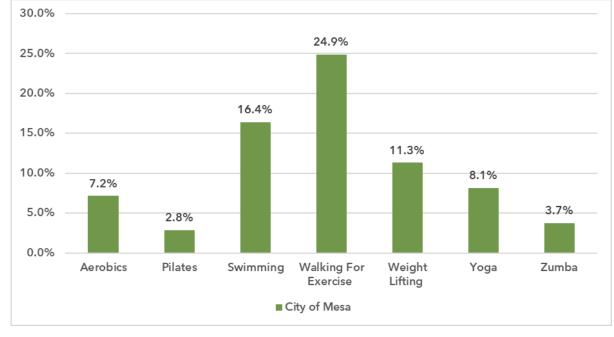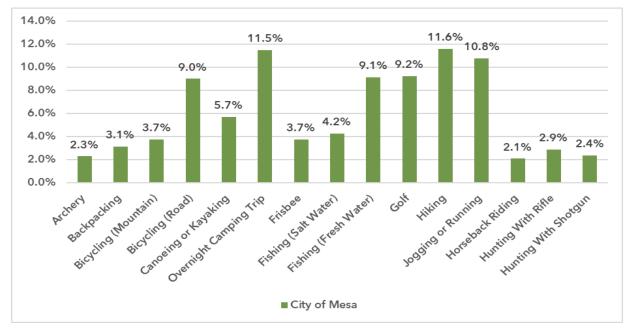
**Figure 5: 2020 Adult Participation for Fitness Activities**



Source: Esri Business Analyst

**Figure 6: 2020 Adult Participation in Outdoor Recreation**



Source: Esri Business Analyst
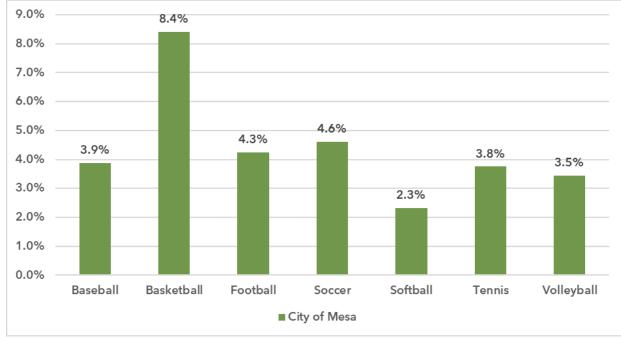
**Figure 7: Adult Participation in Team Sports**



Source: Esri Business Analyst

## GENERATIONAL CHANGES

Activity participation and preferences tend to vary based on several demographic factors but can also differ based on generational preferences.

1. The Silent Generation (1928 – 1945) began life in difficult conditions, including the Great Depression, World War II, and economic and political uncertainty. The youngest have reached 75 years of age and can be greatly assisted by the social interaction that takes place at senior centers or within senior programs.

2. As Baby Boomers (1946 – 1964) enter and enjoy retirement, they are looking for opportunities in fitness, sports, outdoor activities, cultural events, and other activities that suit their lifestyles. When programming for this age group, a customized experience catering to the need for self-fulfillment, healthy pleasure, nostalgic youthfulness, and individual escapes is important.

3. Many members of Generation X (1965 – 1980) are in the peak of their careers, raising families, and growing their connections within the community. Programming for this age group may revolve around adult sport leagues and outdoor entertainment such as music and arts events.

4. Millennials (1981 – 1996) tend to be more tech-savvy, socially conscious, and achievement-driven with more flexible ideas about balancing wealth, work, and play. They generally prefer different park amenities and recreational programs from their counterparts in the Baby Boomer generation.

5. As of the 2020 Census, Generation Z (1997 – 2012) forms about a quarter of the U.S. population, nearly half of the youth population is ethnically diverse.

6. Generation Alpha are the children of Millennials (2013 - 2030), they will have no fear of technology. Every effort to accommodate this generation with high quality, state of the art technology in facilities and with programs will be necessary to reach this group.

## NATIONAL HEALTHY LIFESTYLE TRENDS

The population of the United States is becoming more diverse. As demographics are experiencing an age and ethnic shift, so too are landscapes, daily lifestyles and habits changing. The number of adults over the age of 65 has increased, and lifestyle changes have encouraged less physical activity; collectively these trends have created profound implications for the way local governments conduct business. Below are examples of trends and government responses. More and more, local governments are accepting the role of providing preventative health care through park and recreation services. The following facts are from an International City/County Management local government survey[2]:

1. 89% of respondents' parks and recreation departments should take the lead in developing communities conducive to active living.

2. 84% had already implemented recreation programs that encourage active living in their community.

---

2    "Active Living Approached by Local Government: Survey," International City/County Management Association, http://bookstore.icma.org/freedocs/Active%20Living%20and%20Social%20Equity.pdf, 2004.

3. The highest priority selected for the greatest impact on community health and physical inactivity was a cohesive system of parks and trails and accessible neighborhood parks.

## RECREATIONAL PREFERENCES BY ETHNICITY

As the recreation field continues to function within a more diverse society, race and ethnicity will become increasingly important in every aspect of the profession. More than ever, recreation professionals will be expected to work with, and have significant knowledge and understanding of, individuals from many cultural, racial, and ethnic backgrounds. According to the 2021 Outdoor Participation Report, participation rates among diverse groups is evolving quickly, but does still not reflect the diverse populations throughout the country. The study showed nearly 75 percent of outdoor participants were white. Participation rates declined 7 percent annually among Asian Americans for the past three years; stagnated for the last three years among Black people and grew among Hispanics but remained well below whites.

To ensure that parks and outdoor spaces are more inclusive, several recommendations are listed below for consideration that agencies can incorporate into their policies and programs. These items were originally published in The Atlantic in partnership with REI as a way for national parks to become more inclusive and welcoming. However, these ideas can be applied in local parks and outdoor spaces as well.[3]

- Teach the full history of the American Outdoors
  - Seek property grants and donations for memorials
  - Lobby governments to create storytelling-driven memorials
  - Hire historians to write true history of outdoor spaces
- Make all visitors feel welcome and secure
  - Update Park uniforms with modern, welcoming look
  - Be flexible and accommodating with park visitation rules
- Create underlying policies on diversity and fairness
  - Increase number of paid internships and fellowships
  - Encourage diversity advocates to unite and form coalitions for action
- Increase economic accessibility to create more access points for all
  - Offer free admission for first-time users
  - Subsidize or provide free transportation for low-income families
- Make open spaces more representative, culturally relevant, and cool
  - Utilize special events as a way to celebrate unique cultural differences in festivals
  - Ensure images in marketing campaigns are diverse and representative
  - Celebrate diverse organizations

---

3    "Outdoor Recreation Satellite Account, U.S. And States, 2020 | U.S. Bureau of Economic Analysis (BEA)." Bea.gov, 2020, www.bea.gov/news/2021/outdoor-recreation-satellite-account-us-and-states-2020. Accessed 16 Nov. 2021.

## ECONOMIC AND HEALTH BENEFITS OF PARKS

The Benefits of Parks: Why America Needs More City Parks and Open Space, a report from the Trust for Public Land, makes the following observations about the health, economic, environmental, and social benefits of parks and open space: [4]

- Physical activity makes people healthier.
- Physical activity increases with access to parks.
- Contact with the natural world improves physical and physiological health.
- Residential and commercial property values increase.
- Value is added to community and economic development sustainability.
- Benefits of tourism are enhanced.
- Trees are effective in improving air quality and act as natural air conditioners.
- Trees assist with storm water control and erosion.
- Crime and juvenile delinquency are reduced.
- Recreational opportunities for all ages are provided.
- Stable neighborhoods and strong communities are created.

## Figure 8: Park System Benefits Provided to



Source: Earth Economics, 2011

## OUTDOOR RECREATION

Outdoor recreation has become a thriving economic driver, creating 4.3 million direct national jobs in 2020 and generated $689 billion in consumer spending. The U.S. Bureau of Economic Analysis (BEA) estimated that the outdoor recreation economy makes up 1.8% of the current gross domestic product (GDP) in 2020, accounting for more than $374.3 billion. The COVID-19 pandemic impacted the outdoor recreation industry. Although the full extent of that impact is not known yet, one of the primary data points is around outdoor recreation employment, which decreased in all fifty states in 2020. The top three conventional outdoor recreation activities according to the BEA in 2020 was boating/fishing, RVing, and hunting/shooting/trapping.[5]

---

4        "Benefits of Parks White Paper." The Trust for Public Land, 2018, www.tpl.org/benefits-parks-white-paper. Accessed 30 Sept. 2021.

5        "Outdoor Recreation Satellite Account, U.S. And States, 2020 | U.S. Bureau of Economic Analysis (BEA)." Bea.gov, 2020, www.bea.gov/news/2021/outdoor-recreation-satellite-account-us-and-states-2020. Accessed 16 Nov. 2021.

In the State of Arizona, the outdoor recreation economy generates:

## 95,183 Direct Jobs

| $7.7 billion total outdoor recreation value added | $2.1 billion in wages and salaries | 2.0% of GDP |
|---|---|---|

The 2020 Arizona State Parks and Trails 2020 Economic Impact Report conducted by the University of Arizona Cooperative Extension on behalf of Arizona State Parks Board presents an analysis of the importance of State Parks to the state's economy and to the 13 county economies where state parks are located. The study measures two types of economic effects: county economic impacts and state economic contributions. Both measures are rooted in visitor spending.

Arizona State Parks generated approximately $449 million in economic impact in 2020 and contributed an estimated $272 million to Arizona's Gross State Product. Through visitor spending in local economies, Arizona's state parks supported an estimated 4,200 jobs statewide.

# Chapter Three:



## ORGANIZATIONAL CONTEXT

PRCF relies upon dedicated staff, partner organizations and volunteers to provide the residents of Mesa outstanding facilities and programs to enhance their quality of life. The PRCF system is a premier destination that welcomes and captivates residents and visitors. The park system and its beauty are part of the daily life and shape the character of the City.

## A. Organizational Structure



PRCF is committed to enhancing the quality of life for Mesa residents and playing a significant role in shaping the character of the City through preeminent parks and recreation. The Department manages 2,500+ acres of park land including 205 parks with unique playgrounds, first-class athletic fields, nine aquatic centers, splash pads, trails, four recreation centers, a championship golf course, convention center, amphitheater, cemetery, two spring training baseball stadiums, and Facility Maintenance of more than 9 million square feet of City properties.
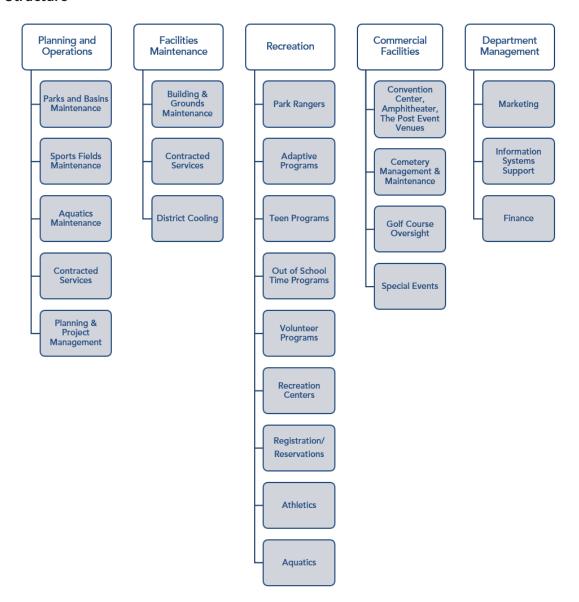
How PRCF is organized provides an outline for the activities and duties the Department must take to achieve its goals. Its structure is the foundation on which its operating procedures and daily routines stand.

Figure 9: PRCF FTE Organizational Structure

| Planning and Operations | Facilities Maintenance | Recreation | Commercial Facilities | Department Management |
|---|---|---|---|---|
| Parks and Basins Maintenance | Building & Grounds Maintenance | Park Rangers | Convention Center, Amphitheater, The Post Event Venues | Marketing |
| Sports Fields Maintenance | Contracted Services | Adaptive Programs | Cemetery Management & Maintenance | Information Systems Support |
| Aquatics Maintenance | District Cooling | Teen Programs | Golf Course Oversight | Finance |
| Contracted Services | | Out of School Time Programs | Special Events | |
| Planning & Project Management | | Volunteer Programs | | |
| | | Recreation Centers | | |
| | | Registration/ Reservations | | |
| | | Athletics | | |
| | | Aquatics | | |

## ADMINISTRATION DIVISION

The Administration Division is responsible for the overall leadership, coordination, and management of the Department. Budget preparation and oversight, payroll, marketing, and all personnel functions are coordinated through this division. This office is also the liaison with other City Departments, City Manager, City Council, and other agencies.

### Parks and Recreation Advisory Board (PRAB)

Defined by City Code 2-7, PRAB is a City Council appointed board of 11 citizen representatives who meet bi-monthly. PRAB's role is to advise City Council on policy matters relating to the operation and development of all City parks and recreational facilities, including all City-owned or operated golf courses, and on the recreational programs of the City.

### PRCF Park and Recreation Foundation (Foundation)

The Foundation serves as a fundraising and support arm of the department. A 501c3 non-profit organization, this all-volunteer support entity fosters good will and citizen engagement for park events, such as Celebrate Mesa. The Foundation works to enhance and support the parks and recreation programs in Mesa by providing scholarships and financial aid to programs to expand their reach to all citizens in Mesa.

## PLANNING AND OPERATIONS DIVISION

The Planning and Operations Division maintains Mesa's vast expanse of parks, trails, aquatic, facilities, stadiums and sports fields. Staff also manages a myriad of infrastructure replacement, facility renovation and enhancement projects.

## RECREATION DIVISION

The Recreation Division aims to help residents enjoy Mesa to the fullest through a comprehensive park system, aquatics facilities, indoor recreation facilities and a wide-range of recreation programs. The Division is responsible for sports, aquatics, fitness, recreation classes, park rangers, and the operations of four recreation centers and nine aquatic centers.

## COMMERCIAL FACILITIES DIVISION

In addition to the traditional parks and recreation services listed above PRCF is responsible for the Mesa Cemetery, Mesa Convention Center, The Post and Amphitheater, the Dobson Ranch Golf Course, and Citywide coordination of Special Events.

## FACILITIES MAINTENANCE DIVISION

The Facilities Maintenance Division is responsible for providing heating, ventilation, and air conditioning (HVAC), electrical, plumbing, life safety, carpentry, cleaning, landscape maintenance, and structure maintenance for all City facilities with in-house p ersonnel, and outside service contracts when needed. In addition, lifecycle planning, and replacement and comprehensive preventive maintenance programs are used to minimize downtime and preserve the life expectancy of buildings and building systems.

## FTE ANALYSIS

One way to understand a department's staffing is to measure it relative to the population that it serves. Findings from the National Recreation and Park Association (NRPA), 2021 Agency Review, show that the median full-time equivalent employee (FTE) count of a typical agency with a population greater than 250,000 is 289.7 FTEs.

Agencies located in more-populated areas tend to have fewer FTEs on staff per population. The 2021 Agency Review suggests that a typical agency with a population over a half-a-million would need 270 total FTEs, which is 5.2 FTE per 10,000 residents. Fiscal Year 2021 (FY21) staffing for PRCF consists of 220 full-time employees and approximately 477 seasonal staff. The total number of FTE employees was 330.5.

While PRCF's FTE count exceeds that of a typical, similar sized agency, it is important to highlight the unique nature of PRCF. Most Parks and Recreation Departments do not include facility maintenance, a convention center or cemetery operations.

## B. Financial Assessment

The Department's FY 2019 fees and charges structure was divided into 14 unique revenue generating service environments all supported by a customer service element.

### CURRENT FEES AND CHARGES SERVICE ENVIRONMENT

Department fees and charges related services generated an estimated $8,771,722 of revenue in FY 2019. The identified and assigned total direct cost to deliver services over that same period of time was estimated to be $11,180,688. BerryDunn calculated the percentage of costs recovered by way of current fees and charges, finding that Department services recovered an estimated 78.5% of the cost to provide services over the time period analyzed. The following table highlights core fees and charges services revenue, expense, and cost recovery:

**Table 5: Core Revenue Generating Department Services: FY 2019**

| Core Service Area | Fees & Charges Revenue | Direct Expense | Fees & Charges Cost Recovery | Revenue % of Department Total |
|---|---|---|---|---|
| Convention Center & Amphitheatre | $3,134,059 | $3,263,714 | 96.0% | 35.7% |
| Cemetery | $1,518,213 | $1,131,683 | 134.2% | 17.3% |
| Adaptive | $120,337 | $494,799 | 24.3% | 1.4% |
| Summer Programs | $172,385 | $255,825 | 67.4% | 2.0% |
| Youth Sports | $145,301 | $199,751 | 72.7% | 1.7% |
| Adult Sports | $1,347,456 | $995,323 | 135.4% | 15.4% |
| Jefferson Recreation Center | $59,175 | $337,034 | 17.6% | 0.7% |
| Webster Recreation Center | $21,995 | $270,804 | 8.1% | 0.3% |
| Red Mountain Multi-Gen Center | $566,931 | $1,324,783 | 42.8% | 6.5% |
| Aquatics Programming | $1,133,542 | $1,964,504 | 57.7% | 12.9% |
| Registration Reservation | $203,087 | $315,021 | 64.5% | 2.3% |
| Special Events | $68,334 | $249,660 | 27.4% | 0.8% |
| Autry Tennis Center | $216,375 | $207,871 | 104.1% | 2.5% |
| Eagles Community Center | $64,532 | $169,916 | 38.0% | 0.7% |
| Total Fees & Charges Services: | $8,771,722 | $11,180,688 | 78.5% | 100.0% |

Additionally, BerryDunn identified eight internal indirect core service areas and associated expenses totaling $20,157,481 in FY 2019. Though these service areas do not generate revenue by way of user fees and charges, they are nonetheless vital components of the Department's service delivery operation and must be funded to sufficient levels annually. The following table highlights core internal indirect expense as identified in FY 2019:



**Table 6: Table 6: Core Internal Indirect Department Services: FY 2019**

| Core Service Area | Internal Indirect Expense | Expense % of Department Total |
|---|---|---|
| Facilities Maintenance | $7,194,754 | 35.7% |
| Pro Sports: HHK and CUB | $766,781 | 3.8% |
| Aquatics Maintenance | $1,228,174 | 6.1% |
| Parks Administration | $2,182,623 | 10.8% |
| Sports Complex Maintenance | $2,241,980 | 11.1% |
| Riverview Park Maintenance | $2,290,976 | 11.4% |
| Community Facility District Support (PRCF) | $220,749 | 1.1% |
| Park Maintenance | $4,031,444 | 20.0% |
| Total Internal Indirect Services: | $20,157,481 | 100.0% |

## DEPARTMENT TECHNICAL COST OF SERVICE (COS) FINDINGS

As is evident from the FY information above, the Department has now become increasingly aware that expenditures have begun to outpace revenues year over year in certain core service categories. To help assure that Department services continue to be delivered at current levels and that increased service levels can be achieved to accommodate increased customer demand, select fees may need to be systematically increased to help offset increased expenditures in the future.

BerryDunn recommends the Department consider increases of select fees and charges beginning in FY 2024 or FY 2025, which would result in additional revenue gains to help recover a greater portion of the costs incurred to deliver Department services, as well as to accommodate the Department's growth trajectory.

Though there is no absolutely certain way of knowing exactly what parks and recreation activity will look like in the future throughout the City, a three-to-five-FY plan to maintain and eventually increase cost recovery levels is an ambitious but plausible undertaking. Department staff should take care to monitor local indicators related to recreation activity and trends. Staff should track in detail the number of participants for the most common services provided and assess fee adjustments for those specific services on an FY basis to determine the level of impact any adjustments might have on revenue generation and to offset applicable costs.

## SUMMARY OF TECHNICAL FINDINGS

*Table 7* provides a summary of the key technical findings of BerryDunn's analysis of the Department's fees and charges environment.

**Table 7: Summary of Technical Findings**

| Summary of Findings | |
|---|---|
| **Category** | **Findings** |
| Overall Department Cost Recovery | BerryDunn identified and assigned $8,771,722 of revenue and $11,180,688 of direct expense to the fee-applicable services analyzed for this study. The Department's estimated cost-recovery rate for FY 2019 is 78.5%. |
| Department Cost Recovery (Direct Costs) | BerryDunn identified and assigned $20,157,481 of internal indirect expense to non-user fee core service areas. |
| Top Revenue Generating Core Services | BerryDunn identified the Department's top five core service areas and concluded that they generated an estimated $7,700,219 of revenue in FY 2019, accounting for 87.8% of total Department fees and charges revenue generated. |
| Cost Recovery | BerryDunn estimates that the Department might realize a 2.0% to 2.5% increase in the cost-recovery rate for each additional $200,000 of revenue generated annually (FY 2019 baseline, direct costs). |
| Fee Increases | BerryDunn estimates that select fee increases will be needed in FY 2024 or FY 2025, unless non-fee funding source can continue increased support in future FYs. |
| Funding Structure | The general fund is used to account for revenues and expenses related to the provision of all Department services. The major revenue generating elements for the general fund are fees gathered from operating the City's commercial facilities and recreation services. |
| Charging Methodology | The Department uses a mix of flat fees for services but does not use any overtly complex calculations to assess fees for services. |

## C. Comparative Analysis

Benchmarking with other nearby communities can be an effective tool that allows for a point of comparison with other agencies – allowing the City of Mesa to understand areas of opportunity or saturation. This process of benchmarking creates a deeper understanding of other service providers in the area, thereby gaining clarity on how other agencies manage their budget, bring in revenue, offer programs, and run their facilities.

The intent of benchmarking is not to compare "apple to apples" with other agencies, as each jurisdiction has its own unique identity, ways of conducting business, and distinct community needs. The political, social, economic, and physical characteristics of each community make the policies and practices of each Parks and Recreation agency unique.

Additionally, organizations do not typically measure or define various metrics the same way as parks, trails, facilities, and maintenance. Agencies also vary in terms of how they organize their budget information, and it may be difficult to assess whether the past year's expenses are typical for the community. Finally, the impact of COVID-19 has significantly altered program offerings, facility availability, and overall program delivery. Therefore, it is important to take all data in a benchmarking study with context, realizing that while benchmarking can be a great comparative tool, it doesn't necessarily lend itself into being a decision-making tool.

In this study, six agencies were compared to the City of Mesa utilizing NRPA Park Metrics data from 2021. Park Metrics is a national database where agencies submit relevant information related to their operations, budgets, and agency responsibilities. The agencies that are compared in this study are as follows:

- Arlington, Texas
- Aurora, Colorado
- Henderson, Nevada
- Kansas City, Missouri
- Tucson, Arizona
- Long Beach, CA

The following study looks at a number of metrics including:

1. Population and Jurisdiction Size
2. Operating Expenditures
3. Percentage of agency's total operating expenditures
4. FTE's per 10,000 Population
5. Programming Offered by Parks & Recreation Agencies
6. Responsibilities of Parks & Recreation Agencies

### POPULATION AND JURISDICTION SIZE

The population for these neighboring municipalities ranged from 318,668 (Henderson, NV) to 561,126 (Tucson, AZ). The City of Mesa sits on the higher range of the jurisdiction size, with a 2021 population currently of 504,258. The square mileage of the incorporated jurisdictions ranged from 52 square miles (Long Beach, CA) to 319 square miles (Kansas City, MO), with the City of Mesa at an estimated 136 square miles.

**Table 8: Jurisdiction Population and Size**

| | Mesa, Arizona | Arlington, Texas | Aurora, Colorado | Henderson, Nevada | Kansas City, Missouri | Tucson, Arizona | Long Beach, California |
|---|---|---|---|---|---|---|---|
| 2021 Population of Jurisdiction | 504,258 | 389,386 | 376,727 | 318,668 | 508,664 | 561,126 | 466,742 |
| Square Mileage of Incorporated Jurisdiction | 136 | 96 | 161 | 107 | 319 | 242 | 52 |

Population Source: Esri Business Analyst (2021);
Jurisdiction Size Source: NRPA Park Metrics (2021)

## CAPITAL AND OPERATING BUDGET

The following section reviews operating and capital budgets for 2021. Data from the study indicates that budgets varied greatly, especially for the fiscal year's capital budget. For instance, Arlington, TX, only budgeted $3.3 million dollars, compared to $50.8 million dollars in Henderson, NV. This stark difference could have been greatly impacted by COVID-19 or could be due to differences in the planned capital improvement projects for each jurisdiction. *Table 9* indicates how the budget is allocated between renovations, new development, acquisition, and other projects.

The agencies' operating budgets were more consistent, with the lower end of $32.8 million in Tucson, AZ, to the high end of $69.1 million in Long Beach, CA. PRCF had an operating budget of $36.8 million in FY21 with a capital budget of $40.3 million. Variations in benchmarking are common. The make-up of each Parks and Recreation Department varies significantly. For example, in Long Beach, CA the Department includes Animal Care and the Marine Bureau.

**Table 9: Agency Operating and Capital Budget**

| | Mesa, Arizona | Arlington, Texas | Aurora, Colorado | Henderson, Nevada | Kansas City, Missouri | Tucson, Arizona | Long Beach, CA |
|---|---|---|---|---|---|---|---|
| Agency Operating Budget (FY21) | $36.8 million | $33 million | $38 million | $37.9 million | $49.4 million | $32.7 million | $68.1 million |
| Agency Capital Budget (FY21) | $40.3 million | $3.3 million | $9.6 million | $50.8 million | $3.8 million | $21.9 million | $3.4 million |

Source: NRPA Park Metrics (2021)

**Table 10: Distribution of Agency's Capital Budget**

| | Mesa, Arizona | Arlington, Texas | Aurora, Colorado | Henderson, Nevada | Kansas City, Missouri* | Tucson, Arizona | Long Beach, CA |
|---|---|---|---|---|---|---|---|
| Renovation (%) | 40% | 95% | 72% | 4% | 51.% | 85% | 90% |
| New Development (%) | 55% | 5% | 27% | 95% | 41% | 15% | 5% |
| Acquisition (%) | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other (%) | 5% | 0% | 0% | 0% | 7% | 0% | 0% |

Source: NRPA Park Metrics (2021)

*Kansas City Capital Designation Data Only Available from 2020

When identifying the categories for the operating expenditures, the City of Mesa spends more on operating expenses compared to personnel services. Most agencies spend more on personnel than they do on operating expenditures.

**Table 11: Percentage of Agency's Total Operating Expenditures for the Following Categories**

| | Mesa, Arizona | Arlington, Texas | Aurora, Colorado | Henderson, Nevada | Kansas City, Missouri | Tucson, Arizona | Long Beach, CA |
|---|---|---|---|---|---|---|---|
| a. Personnel services | 42% | 54% | 62% | 69% | 38% | 72% | 50% |
| b. Operating expenses | 58% | 45% | 38% | 31% | 55% | 28% | 36% |
| c. Capital expense not in CIP | 0% | 1% | 0% | 0.2% | 4% | 0.1% | 0.0 |
| d. Other (describe below) | 0% | 0% | 0% | 0% | 3% | 0% | 0.0 |

Source: NRPA Park Metrics (2021)

## EMPLOYEES IN THE WORKFORCE

The following section looks at the total number of full-time equivalent (FTE) employees. PRCF had an estimated 330 FTEs in FY21, the average FTE count across the six agencies compares was 374. PRCF had the lowest FTEs per 10,000 population among the agencies study.

**Table 12: Comparative Analysis FTE Count**

| | Mesa, Arizona | Arlington, Texas | Aurora, Colorado | Henderson, Nevada | Kansas City, Missouri | Tucson, Arizona | Long Beach, CA |
|---|---|---|---|---|---|---|---|
| Total number of full-time equivalent employees (FTEs) | 330 | 278 | 383 | 388 | 383 | 433 | 427 |
| FTE's per 10,000 Population | 6 | 7 | 10 | 12 | 8 | 8 | 9.1 |

Source: NRPA Park Metrics (2021)

The next section identifies the allocation of time as a percentage of where full-time employees spend their time. Overall, in the City of Mesa it looks as if 49% of their full-time FTEs are involved in operations and maintenance of facilities. Only 8% of full-time FTEs are involved in programming, 7% in administration, and 2% in capital development. Approximately 34% are involved in "other" – which includes the Mesa Cemetery, and Mesa Convention and Amphitheater. The other agencies in the study allocated more full-time FTEs to programming and administration.

## PROGRAMS AND SERVICES

The next section reviews the types of programs and services offered by the agencies compared in this study. In general, the City of Mesa offered many of the same programs as the other agencies, except for visual arts and cultural craft activities.

One of the opportunities for programming is around e-sports and e-gaming, where only two other agencies compared currently offer these services. This is a low-entry activity that provides recreation to many participants of all skills and abilities. In addition, the City of Mesa does not offer pre-school or day-care services which are provided by some of the other agencies.

**Table 13: Percentage of Full-time FTEs Involvement in Operations Areas**

| | Mesa, Arizona | Arlington, Texas | Aurora, Colorado | Henderson, Nevada | Kansas City, Missouri | Tucson, Arizona | Long Beach, California |
|---|---|---|---|---|---|---|---|
| a. Administration | 7% | 9% | 9% | 7% | 11% | 20% | 5% |
| b. Operations/ Maintenance | 49% | 57% | 61% | 30% | 50% | 60% | 12% |
| c. Programmers | 8% | 14% | 20% | 61% | 36% | 10% | 44% |
| d. Capital development | 2% | 2% | 6% | 0% | 3% | 5% | 2% |
| e. Other | 34% | 18% | 4% | 0% | 0% | 5% | 37% |

Source: NRPA Park Metrics (2021)

**Table 14: Programming Offered by Parks and Recreation Agencies**

| Does your agency offer activities in the following categories? | Mesa, Arizona | Arlington, Texas | Aurora, Colorado | Henderson, Nevada | Kansas City, Missouri | Tucson, Arizona | Long Beach, California |
|---|---|---|---|---|---|---|---|
| a. Health and wellness education | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| b. Safety training | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| c. Fitness enhancement classes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| d. Team sports | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| e. Individual sports | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| f. Running/cycling races | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| g. Racquet sports | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| h. Martial arts | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| i. Aquatics | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| j. Golf | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| k. Social recreation events | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| l. Cultural crafts | No | No | Yes | Yes | Yes | Yes | Yes |
| m. Performing arts | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| n. Visual arts | No | Yes | Yes | Yes | Yes | Yes | No |
| o. Natural and cultural history activities | Yes | No | Yes | Yes | Yes | Yes | Yes |
| p. Themed special events | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| q. Trips and tours | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| r. eSports/eGaming | No | Yes | No | No | Yes | No | No |
| **Does your agency offer the following Out of School Time (OST) activities?** | **Mesa, Arizona** | **Arlington, Texas** | **Aurora, Colorado** | **Henderson, Nevada** | **Kansas City, Missouri** | **Tucson, Arizona** | **Long Beach, California** |
| a. Summer camp | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| b. Before school programs | No | No | No | Yes | No | No | No |
| c. After school programs | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| d. Preschool | No | Yes | Yes | Yes | No | No | No |
| e. Full daycare | No | No | No | Yes | No | No | No |
| f. Specific teen programs | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| g. Specific senior programs | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| h. Programs for people with disabilities | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| i. STEM Programs | Yes | Yes | No | Yes | Yes | No | Yes |

Source: NRPA Park Metrics (2021)

## AGENCY RESPONSIBILITIES

An analysis of agency responsibilities indicates that the City of Mesa manages and maintains similar types of facilities to the other agencies. For instance, most agencies do not operate campgrounds, fairgrounds, marinas, or beaches. The City of Mesa is unique in its management of their large performance outdoor amphitheater, two spring training baseball stadiums, and a convention center.

**Table 15: Agency Responsibilities**

| Agency Responsibilities | Mesa, Arizona | Arlington, Texas | Aurora, Colorado | Henderson, Nevada | Kansas City, Missouri | Tucson, Arizona | Long Beach, California |
|---|---|---|---|---|---|---|---|
| a. Operate and maintain park sites | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| b. Operate and maintain indoor facilities | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| c. Operate, maintain, or contract golf courses | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| d. Operate, maintain, or contract campgrounds | No | No | No | No | No | No | No |
| e. Operate, maintain, or contract indoor swim facilities/water parks | No | Yes | Yes | Yes | Yes | Yes | Yes |
| f. Operate, maintain, or contract outdoor swim facilities/water parks | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| g. Operate, maintain, or contract racquet sport activities/courts/facilities | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| h. Operate, maintain, or contract tourism attractions | Yes | No | No | Yes | Yes | Yes | Yes |
| i. Provide recreation programming and services | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| j. Operate and maintain non-park sites | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| k. Operate, maintain, or manage trails, greenways, and/or blueways (TGB) | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| l. Operate, maintain, or manage special purpose parks and open spaces | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

| Agency Responsibilities | Mesa, Arizona | Arlington, Texas | Aurora, Colorado | Henderson, Nevada | Kansas City, Missouri | Tucson, Arizona | Long Beach, California |
|---|---|---|---|---|---|---|---|
| m. Manage or maintain fairgrounds | No | No | No | No | No | No | No |
| n. Maintain, manage, or lease indoor performing arts center | No | No | No | No | Yes | No | No |
| o. Administer or manage farmer's markets | Yes | No | No | Yes | No | Yes | No |
| p. Administer community gardens | No | Yes | No | No | Yes | No | No |
| q. Manage large performance outdoor amphitheaters | Yes | Yes | No | No | No | Yes | Yes |
| r. Administer or manage professional or college-type stadium/arena/racetrack | Yes | No | No | No | No | Yes | No |
| s. Administer or manage tournament/event quality indoor sports complexes | No | Yes | No | No | No | No | No |
| t. Administer or manage tournament/event quality outdoor sports complexes | Yes | Yes | Yes | Yes | Yes | Yes | No |
| u. Conduct major jurisdiction wide special events | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| v. Have budgetary responsibility for its administrative staff | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| w. Include in its operating budget the funding for planning and development functions | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| x. Operate, maintain, or contract marinas | No | Yes | No | No | No | No | Yes |
| y. Maintain or manage beaches (inclusive of all waterbody types) | No | No | Yes | No | No | No | Yes |

Source: NRPA Park Metrics (2021)

# Chapter Four:

## COMMUNITY NEEDS ASSESSMENT

PRCF relies upon dedicated staff, partner organizations and volunteers to provide the residents of Mesa outstanding facilities and programs to enhance their quality of life. The PRCF system is a premier destination that welcomes and captivates residents and visitors. The park system and its beauty are part of the daily life and shape the character of the City.

## A. Key Stakeholder Interviews

One on one stakeholder interviews were conducted with selected individuals to establish an initial impression of relevant issues related to recreation facilities and programs in Mesa. Enthusiasm and support for PRCF was demonstrated by each organization and was evident in each of their contributions to determining important issues and in developing actions for a stronger overall system. See Chapter Five: Strategic Partnerships for key findings from stakeholder interviews.

## B. Focus Group Sessions

Focus groups were by invitation extended through the PRCF staff with the goal of soliciting broad based perspectives. Focus group sessions centered on teens and youth sports organizations. Each meeting lasted approximately 60 minutes. A series of questions was used to ensure that adequate input opportunity was afforded to all attendees. To maximize attendance, focus group sessions were conducted virtually.

Key take aways from the youth focus group sessions include high satisfaction for PRCF special events and a desire for E-gaming at Red Mountain Recreation Center. Youth sports organizations also expressed high satisfaction. Some concerns were expressed in the realm of aquatics, specific to the need for an indoor pool and a lack of understanding surrounding the relationship between PRCF and Mesa Public Schools.



## C. Community Workshop Series

Community workshops provide an opportunity to inform, consult, involve, and collaborate. The City hosted six community workshops between September 14, 2021 – September 23, 2021 to gather input on parks and recreation services from citizen stakeholders. The collective attendance for the workshop series was 127. Dot voting, also known as "sticker voting", "dotmocracy" or "voting with dots" was the facilitation method used throughout the workshop series. Dot-voting is a technique to identify problems or prioritize a long list of options or ideas. It allows participants to express a preference for more than one option at the same time. Conducted early in the information gathering phase, preferences expressed by participants helped shape the statistically valid community survey.

| | |
|---|---|
| 1 | Workshop One: Brimhall Aquatics Complex |
| 2 | Workshop Two: Mesa Aquatics, Parks & Sports Field Maintenance |
| 3 | Workshop Three: Hale Elementary School |
| 4 | Workshop Four: Eastmark Community Center |
| 5 | Workshop Five: Eagles Community Center |
| 6 | Workshop Six: Dobson Library |

Throughout the planning process, providing equitable opportunities was at the forefront. Workshop marketing material was developed in English and Spanish, bi-lingual staff were present at each, and a workshop was held in each Council District to support equitable access.



At each workshop, information on a variety of topics was gathered including:
- Current use of parks and programs
- Opinions on community needs being met by programs, parks, and recreation facilities
- Priorities for programs, parks, and recreation facilities
- Importance of indoor and outdoor facility amenities
- Budget Priorities
- Priorities for increased use of parks and recreation facilities

Priorities that surfaced during the Workshop Series include:

### Programs
- Youth sports programs
- Rec. center fitness programs
- Environmental/nature-based programs

### Facilities
- Walking/Hiking/Biking Trails and pathways
- Splash pads
- Parks and open spaces

The three top ways to increase use included:
- Increase in indoor programs
- Better access to recreation centers near my home/residence
- Better condition/maintenance of parks or facilities

In regard to Budget, "Repairing and maintaining existing parks, trails and facilities" was the top priority.

Overall responses across Mesa were similar. The collective results for recreation priorities, park priorities increased use, budget priorities are shown below in Figures 11 -14. Findings by location can be found in **Appendix A.**

**Figure 11: Workshop Series: Program Priorities**



Program Priorities
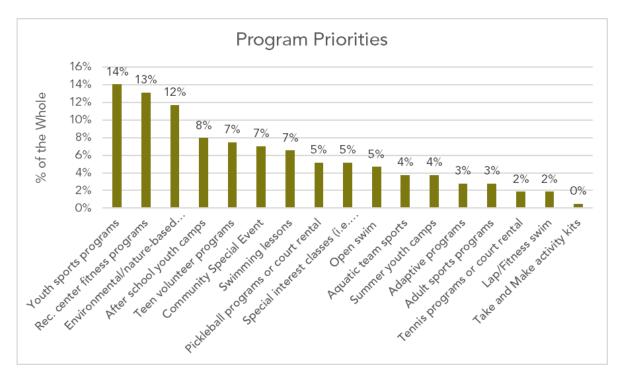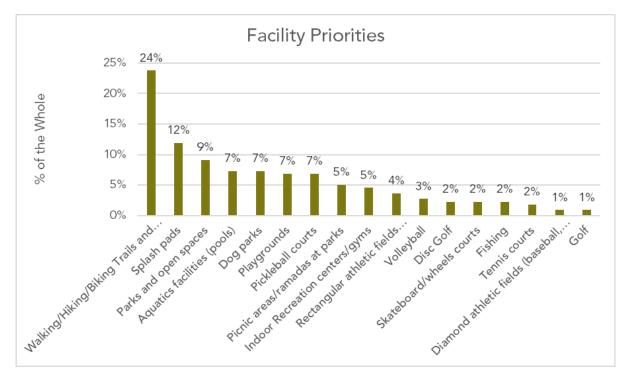
**Figure 12: Workshop Series: Facility Priorities**



Facility Priorities

**Figure 13: Workshop Series: Areas to Increase Use**



Areas to Increase Use
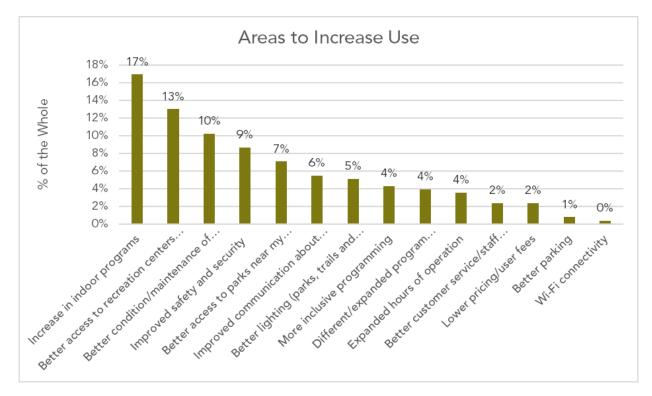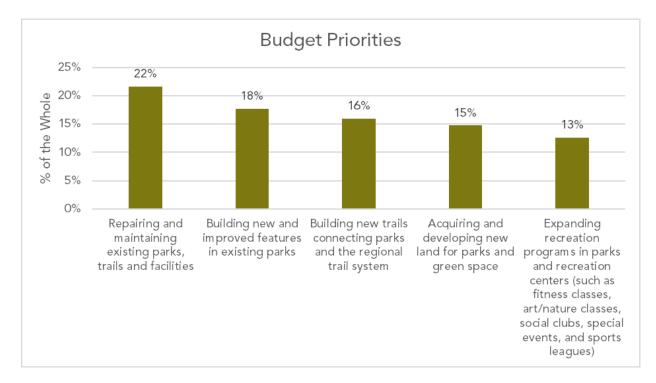
**Figure 14: Workshop Series: Budget Priorities**



Budget Priorities

## D. Online Engagement

Bang the Table was the platform used to host the project website, footprintfuturemesa.com. The online space provides the opportunity to give significantly more people access to information and enable them to contribute their thoughts and ideas. The website provided on-going engagement opportunities through the use of polls, interactive forums, and idea boards, and it used Google Translate to create the opportunity in multiple languages. The Plan webpage received nearly 7,000 visits with over 2,000 "Engaged Visitors". A visitor is considered 'engaged' if they contribute or provide feedback to an active tool on the site. *Appendix B* provides a summary of site engagement.

### IDEAS

Community members were asked to contribute ideas related to recreation facilities, programs, and services. One hundred and thirty ideas were generated. *Appendix C* provides a list of all community ideas received.

> *"Please build a new park on the vacant space by Souza Elementary. This space is surrounded by large neighborhoods that would benefit."*

The idea that received the most support is to build a Park at Mountain and Adobe Road.

> *"More indoor playgrounds and splash pads! Everywhere is packed in the summer and we need more spaces like this."*

Other ideas that received heavy visitor traffic and support were related to the addition of an indoor playground and the need for additional splash pads.

## E. Statistically Valid Survey

In order to gather community feedback on the parks and recreation facilities, a survey was distributed early in the planning process. The survey consisted of a "statistically valid" invite survey based on a random sampling of 5,000 residents of Mesa, together with an open link survey for all other residents who were not included in the invitation sample. Results are kept separate to maintain the statistical validity of the invitation sample.

The underlying data from the survey was weighted by age and ethnicity within the city to ensure appropriate representation of Mesa residents across different demographic cohorts in the sample. Using U.S. Census Data, the population, age, and race distributions in the total sample were adjusted to more closely match the actual population profile of Mesa.

This survey was available in English and Spanish. A total of 2,402 responses were received. The statistically valid sample contains 284 completed invite surveys and the open link sample closed with 2,118 completed surveys. The statistically valid sample results have a +/- 5.8% margin of error. *Appendix D* provides a comprehensive look at the survey findings.

To allow for a deeper level of analysis on varying community needs the Survey utilized the subareas referenced in Chapter Two: Community Profile.

Each subarea and the corresponding percentage of the Mesa population is shown below:

- Southeast Mesa (Greenfield Road to east City boundary south of US 60) (18%)
- Northeast Mesa (Greenfield to east City boundary, north of US 60) (56%)
- West Mesa (West City boundary to Greenfield) (24%)
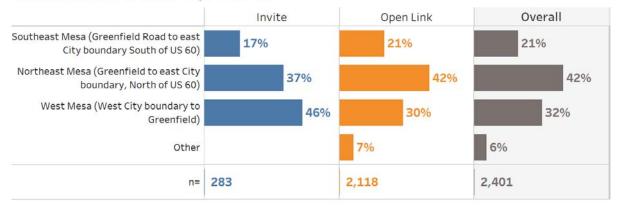
See *Map 2: Identified Subareas in the City of Mesa.*

Responses relative to subarea population aligned well for Southeast Mesa. Response levels compared to the percentage of the population was low for Northeast Mesa and elevated for West Mesa.

**Figure 15: Survey Results: Subarea Residency**

Q 2: Which area of Mesa do you live in?

| | Invite | Open Link | Overall |
|---|---|---|---|
| Southeast Mesa (Greenfield Road to east City boundary South of US 60) | 17% | 21% | 21% |
| Northeast Mesa (Greenfield to east City boundary, North of US 60) | 37% | 42% | 42% |
| West Mesa (West City boundary to Greenfield) | 46% | 30% | 32% |
| Other | | 7% | 6% |
| n= | 283 | 2,118 | 2,401 |

## KEY FINDINGS

### Living in Mesa

Residents have a long tenure in Mesa with 42% of overall respondents residing in Mesa for 21 years or more. However, there are still many newer residents to the area with 22% of overall respondents residing in Mesa for 5 years or less. The average length of residency is 17 years.

### Satisfaction

On a scale of 1 to 5, with 5 being very satisfied, about three-quarters of Invite respondents rated their current satisfaction with parks and recreation facilities a 4 or 5, for an average score of 3.9. Programs and services rated slightly lower at 3.6. Overall satisfaction was the lowest in Southeast Mesa.

**Figure 16: Survey Results: Satisfaction**

Q 4: How satisfied are you or members of your household with each of the following as provided by the City of Mesa?

| Rating Category | Overall | | Northeast Mesa | | Southeast Mesa | | West Mesa | |
|---|---|---|---|---|---|---|---|---|
| Parks | n=2,124 | 3.9 | n=875 | 4.0 | n=431 | 3.9 | n=685 | 3.9 |
| Facilities | n=1,856 | 3.9 | n=776 | 4.0 | n=387 | 3.9 | n=575 | 3.9 |
| Service | n=1,655 | 3.9 | n=701 | 4.0 | n=325 | 3.8 | n=531 | 3.8 |
| Programs | n=1,317 | 3.6 | n=541 | 3.7 | n=270 | 3.5 | n=419 | 3.6 |

*Ratings categories are sorted in descending order by the average rating of the overall average.

Source: RRC Associates

## Increased use of Parks and Recreation Facilities

Nearly half of all respondents say that increased communication about parks and recreation offerings would increase their use. Better condition/maintenance of parks/facilities, facilities closer to where I live/work, and improved safety and security also top the list for respondents (all about 30%). Respondents from different areas of the City were mostly in agreement. However Southeast Mesa would like to see facilities closer to where they live or work (46%), and West Mesa said improved safety and security would assist in use of facilities (30%).
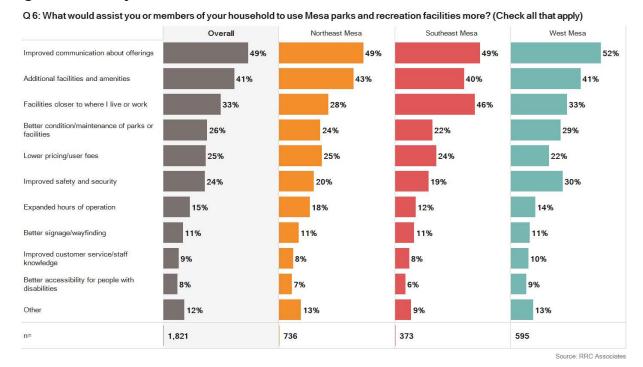
### Figure 17: Survey Results: Increased use of Parks and Recreation Facilities

**Q 6: What would assist you or members of your household to use Mesa parks and recreation facilities more? (Check all that apply)**

| | Overall | Northeast Mesa | Southeast Mesa | West Mesa |
|---|---|---|---|---|
| Improved communication about offerings | 49% | 49% | 49% | 52% |
| Additional facilities and amenities | 41% | 43% | 40% | 41% |
| Facilities closer to where I live or work | 33% | 28% | 46% | 33% |
| Better condition/maintenance of parks or facilities | 26% | 24% | 22% | 29% |
| Lower pricing/user fees | 25% | 25% | 24% | 22% |
| Improved safety and security | 24% | 20% | 19% | 30% |
| Expanded hours of operation | 15% | 18% | 12% | 14% |
| Better signage/wayfinding | 11% | 11% | 11% | 11% |
| Improved customer service/staff knowledge | 9% | 8% | 8% | 10% |
| Better accessibility for people with disabilities | 8% | 7% | 6% | 9% |
| Other | 12% | 13% | 9% | 13% |
| n= | 1,821 | 736 | 373 | 595 |

Source: RRC Associates

## Current Conditions

More than half (52%) of respondents say that environmental/nature-based programs are most important, and 40% say these programs are not currently meeting the needs of the community. Special events are important to respondents and meeting the current needs of the community.

**Figure 18: Survey Results: Current Conditions**

Q 8: Please rate how important the following Mesa programs/services are to your household. & Q 9: How do you think the following Mesa programs/services are currently meeting the needs of the community?
*All Only

| Rating Category | Northeast Mesa | | | | Southeast Mesa | | | | West Mesa | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Importance | | Needs Met | | Importance | | Needs Met | | Importance | | Needs Met | |
| Environmental/nature-based programs | n=751 | 3.2 | n=323 | 2.9 | n=369 | 3.2 | n=132 | 3.1 | n=616 | 3.3 | n=235 | 2.8 |
| Youth sports programs | n=753 | 3.0 | n=379 | 3.5 | n=368 | 3.1 | n=170 | 3.4 | n=613 | 3.3 | n=326 | 3.5 |
| Recreation center fitness programs | n=761 | 3.3 | n=359 | 3.4 | n=373 | 3.3 | n=158 | 3.4 | n=617 | 3.0 | n=232 | 3.1 |
| Open swim | n=755 | 3.0 | n=351 | 3.4 | n=370 | 3.1 | n=159 | 3.4 | n=616 | 3.2 | n=279 | 3.3 |
| Special interest classes (tumbling, dance, karate) | n=756 | 3.0 | n=322 | 3.2 | n=372 | 3.0 | n=142 | 3.2 | n=615 | 3.2 | n=238 | 3.0 |
| Swim lessons/swim teams | n=754 | 2.9 | n=356 | 3.5 | n=370 | 2.9 | n=163 | 3.3 | n=612 | 3.2 | n=303 | 3.6 |
| Open gym time | n=753 | 3.0 | n=326 | 3.3 | n=374 | 2.9 | n=130 | 3.1 | n=617 | 2.9 | n=201 | 3.0 |
| Lap/Fitness swim | n=753 | 2.8 | n=316 | 3.3 | n=373 | 2.8 | n=147 | 3.3 | n=616 | 2.8 | n=249 | 3.3 |
| Senior programs | n=761 | 3.0 | n=316 | 3.3 | n=378 | 3.0 | n=129 | 3.4 | n=618 | 2.6 | n=186 | 3.2 |
| Summer and/or after-school youth camps | n=753 | 2.7 | n=343 | 3.4 | n=370 | 2.7 | n=149 | 3.3 | n=615 | 2.9 | n=268 | 3.4 |
| Adult sports programs | n=759 | 2.8 | n=355 | 3.4 | n=375 | 2.7 | n=156 | 3.3 | n=613 | 2.6 | n=254 | 3.3 |
| Tennis/Pickleball programs or court rental | n=758 | 2.9 | n=327 | 3.3 | n=370 | 2.7 | n=131 | 3.0 | n=616 | 2.7 | n=220 | 3.1 |
| Teen programs | n=749 | 2.5 | n=245 | 3.1 | n=368 | 2.6 | n=105 | 3.0 | n=611 | 2.7 | n=182 | 3.0 |
| Adaptive programs for youth and adults with intellectual disabilities | n=758 | 2.2 | n=256 | 3.0 | n=374 | 2.4 | n=118 | 3.0 | n=613 | 2.4 | n=197 | 2.9 |

Source: RRC Associates

The matrix below represents the intersection of needs being met and importance. High importance and low needs met are key areas for potential improvements. Improving these facilities/programs would likely positively affect the degree to which community needs are met overall.

**Figure 19: Survey Results: Importance Performance Matrix**



Invite & Open Link Sample

Source: RRC Associates

## Future Facilities, Amenities and Programs

The top priorities for respondents are to fix/repair/update existing facilities, add more shaded areas, purchase land to preserve open space, and develop new walking/biking trails. New dog parks, sports fields and skate parks are of less importance. The greatest needs identified over the next 5 to 10 years was consistent across subareas.

**Figure 20: Survey Results: Future Facilities, Amenities and Programs**

Q 10: What are the greatest needs for facilities, amenities, and programs to be added in the City of Mesa over the next 5 to 10 years?
*All Only

| Rating Category | Overall | | Northeast Mesa | | Southeast Mesa | | West Mesa | |
|---|---|---|---|---|---|---|---|---|
| Fix-up/repair/update existing parks, playgrounds, picnic areas, etc. | n=1,544 | 4.1 | n=633 | 4.0 | n=304 | 4.0 | n=519 | 4.1 |
| Add more shaded outdoor areas (playgrounds, picnic areas, etc.) | n=1,551 | 4.1 | n=632 | 4.1 | n=310 | 4.0 | n=520 | 4.1 |
| Develop new walking/biking trails and connect existing trails | n=1,562 | 4.1 | n=641 | 4.2 | n=312 | 4.1 | n=521 | 4.0 |
| Purchase land to preserve open space, natural, and cultural areas | n=1,528 | 4.0 | n=624 | 4.0 | n=307 | 4.0 | n=509 | 3.9 |
| Develop new indoor recreation centers (indoor walking tracks, fitness equipment, gyms, meeting rooms, etc.) | n=1,542 | 3.7 | n=625 | 3.7 | n=311 | 3.8 | n=519 | 3.7 |
| Purchase land for passive usage, i.e., trails, picnicking, etc. | n=1,539 | 3.7 | n=628 | 3.8 | n=309 | 3.7 | n=516 | 3.6 |
| Upgrade existing youth/adult sports fields, including new lighting | n=1,515 | 3.5 | n=619 | 3.5 | n=299 | 3.5 | n=512 | 3.6 |
| Develop new playgrounds/splash pads | n=1,522 | 3.5 | n=620 | 3.5 | n=304 | 3.5 | n=512 | 3.6 |

## Values and Vision

There is preference for both Invite and Open link respondents to maintain current facilities rather than build new amenities. There is also strong desire to keep entrance fees the same. Both samples of respondents agree that the purpose of Parks and Recreation is to provide access to green and natural spaces and to allow opportunities for physical health and mental wellbeing.

## Financial Choices

There is support for expanding parks and recreation services in Mesa. A total of 55% of respondents supported a new bond program to expand Parks and Recreation as their first or second choice out of four funding options. West Mesa is most open to a new bond program.



**Figure 21: Survey Results: Financial Choices**

Q 15: Please rank in order from 1 to 4 possible funding sources to support expanded parks and recreation development, maintenance, and operations.

| | Northeast Mesa | | | | Southeast Mesa | | | | West Mesa | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Keep current funding sources/no change in funding sources | 41% | 20% | 16% | 20% | 33% | 17% | 18% | 25% | 33% | 23% | 18% | 24% |
| New bond programs | 34% | 22% | 16% | 18% | 33% | 27% | 19% | 12% | 37% | 21% | 16% | 19% |
| Increase in sales tax | 10% | 18% | 29% | 32% | 14% | 19% | 22% | 37% | 13% | 20% | 30% | 29% |
| Increase in user fees | 15% | 31% | 27% | 17% | 21% | 27% | 29% | 13% | 17% | 28% | 28% | 18% |

Source: RRC Associates

# Chapter Five:

## STRATEGIC PARTNERSHIPS

PRCF has always embraced the partnership concept, a critical reason for the successful park system found in the City today. The City provides more for the community by sharing facilities and spaces. Additionally, partnerships can broaden ownership in various projects and increase public support for community recreation goals.

### A. Aster Aging

Aster Aging provides a full continuum of programs and services aimed at independence with dignity as older adults and families navigate the sometimes-challenging journey of aging. Through a longstanding partnership and License Agreements with City of Mesa, Aster operates two Senior centers at City owned facilities. Aster Senior Centers are social hubs, providing activities, lunchtime meals, and a variety of daily activities. Each Center operates a Café, offering a casual setting to gather with friends and enjoy a snack. Regularly scheduled events include:

- Live Music and Movies
- Art, Yoga and Dance Classes
- Education Sessions and Support Groups
- Bingo

As part of this planning process a stakeholder interview was conducted with Deborah Schaus, Chief Executive Officer of Aster Aging. Throughout the interview Ms. Schaus expressed the importance and value the partnership between Aster Aging and the City of Mesa brings to the aging community. The relationship has clearly grown stronger through the years, and Aster Aging welcomes the idea of continuing to grow alongside the City.
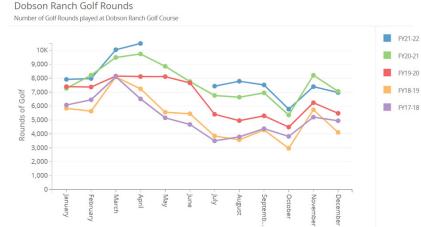
## B. Paradigm Golf

For 45 years, Dobson Ranch Golf Course has offered a fun, affordable golf experience to Mesa residents. On June 1, 2019, the City welcomed Paradigm Golf Group, a private golf course management firm, to assume the management and maintenance of the course. Improvements have included a re-branding of the course with a new logo and increased marketing efforts; fresh paint, outdoor music, expanded pro-shop inventory, new menus, and more community outreach. Long range plans include improved cart paths, bunkers, and more substantial restaurant upgrades. The changes have had an immediate impact on the players and the community. Golf rounds have been higher each month since the transition.

**Figure 22: Dobson Ranch Golf Rounds**



Dobson Ranch Golf Rounds
Number of Golf Rounds played at Dobson Ranch Golf Course

In a Stakeholder interview conducted with Joe Dahlstrom, Chief Operating Officer at Paradigm Golf Group he expressed a high level of satisfaction with the relationship that is being foraged with PRCF and a strong desire to continue the relationship for many years to come. Mr. Dahlstrom also expressed he welcomes more opportunities to work with PRCF to expose youth to the game of Golf.

## C. Visit Mesa

Visit Mesa is the Destination Marketing Organization (DMO) responsible for positioning and promoting Mesa, Arizona as a top destination for leisure, sports, and business-related travel. Visit Mesa is the driving force behind luring out-of-towners to plan their leisure, sports, and business trips in Mesa. They do this by targeting:

- The meetings industry and the legions of conference and tradeshow attendees that engage in corporate, association and government business travel
- Sports tournaments/events to utilize PRCF parks and event facilities, primarily reaching youth and amateur sports organizations and attracting collegiate-level competition here in our desert destination.
- Leisure travelers that are actively planning and searching for new destinations to explore and discover. While visitors may move around the valley and state while here, the primary objective is to anchor them in a Mesa hotel.

In the last 5 years, Mesa hotels alone have generated more than $506 Million in revenue and contributed more than $34 Million in tax revenues to the City of Mesa. (Source: STR, Inc)

Visit Mesa works closely with PRCF as it relates to promoting facilities and responding to Requests for Proposals for use of the Convention Center, sports fields, and aquatics facilities. Communication is strong between the two entities, but there are some divergent philosophies relative to facility rental rates and booking policies. The mission of PRCF and the mission of Visit Mesa have differing foundations, so frequent communication will continue to be essential to meet the needs and generate successes for both groups.

## D. Arizona Disabled Sports

Arizona Disabled Sports (AzDS), is a non-profit organization dedicated to providing sports and recreation opportunities for individuals with all types of disabilities. This can include but is not limited to developmental disabilities, orthopedic impairment, sensory deficit and/or neurological disorders.

The Association coordinates various resources in a cooperative effort with PRCF to provide a comprehensive program of sports and recreation to individuals with disabilities of all ages. AzDS has their home office at the Broadway Recreation Center (BRC) and uses the facility as the home court for their many programs. The City of Mesa owns BRC, but through a cooperative agreement the building is operated by AzDS. While BRC serves AzDS well, the key take away from the stakeholder interview with the Executive Director, Rhonda Carlson, is that more space is needed to meet demand.

## E. Mesa Public Schools

Mesa Public Schools is the largest public school district in the state of Arizona. Its approximately 64,000 students enjoy typical school formats as well as alternative opportunities such as Montessori, International Baccalaureate, dual-language immersion, honors and Advanced Placement courses and Franklin traditional schools. MPS serves most of the City of Mesa, plus small portions of Tempe and Chandler. The district has 82 schools, which includes fifty-five elementary schools, nine junior high schools, six comprehensive high schools, and several alternative schools.

In 1986 the City and Mesa Public Schools entered an agreement for the construction, development, cooperative maintenance, operation, and use of swimming pools on school property. Since then, nine pools have been constructed across the district with each located on a school campus.

In 2003 a second agreement was signed to allow for joint use of facilities. The document includes language that outlines the responsibilities of each entity and pricing philosophies associated with out-of-pocket expenses.

Considerable time and effort went into the development of both agreements. The second agreement is quickly approaching its 20th anniversary, and the first agreement is more than 35 years old. To maintain the intent of the partnership it is critical that these agreements are revisited on a regular basis. Findings from Stakeholder meetings include a need to clarify roles and responsibilities. Much of this need comes from the numerous policy and personnel changes that have occurred since the agreements were put into place.

# Chapter Six:

## RECREATION RESOURCES AND LEVEL OF SERVICE

### A. Park Inventory, Assessment and Use

In September 2021, Consultant Teams used mobile tablets pre-loaded with the GIS data to conduct site assessments. The standardized approach to park inventories and LOS analysis used is referred to as GRASP® (Geo-referenced Amenities Standards Process). In this system, park features fall into two categories: components and modifiers. Features that people go to a park or facility to use, such as a tennis court, playground, or picnic shelter, are components. Modifiers include shade, drinking fountains, restrooms, and amenities that enhance users' comfort and convenience. Evaluators assigned a quality value (between 0 and 3) to each park site, component, and modifier, allowing the comparison of sites and analysis of the overall LOS provided by PRCF. Park visits also allowed the team to assess and summarize general findings for PRCF parks and many alternative providers in the City. Several areas of focus emerged from these site visits, including:

- Overall, parks are in good condition and well maintained
- Park signage is fairly consistent across the system
- Some features have ADA access deficiencies, such as tables on concrete pads in turf areas and fencing around horseshoe pits exist
- Several playgrounds are due for replacement, and there is a need to replace sand with a more accessible safety surface at some playgrounds
- There is a need for more shade in parks especially over components like playgrounds
- Some sports courts are showing aging surfaces

- Some parks would benefit from programming opportunities or other activation to increase use
- Trailheads at parks are not formalized
- Opportunities to reduce the irrigated turf where recreational value is lower in parks and basins exist

Photos depict examples and conditions from site visits.

The Inventory Map, created to accompany each Scorecard, shows the park boundary as a green polygon and component locations as a green diamond. Following review and approval of park Scorecards and Inventory Maps, an Inventory Atlas is created. The Inventory Atlas is provided as a supplemental document to the Plan.

**For each park, a Scorecard and a GIS Map was created. The scorecard provides information, including**:

Section A

- Inventory date
- Total Neighborhood and Community GRASP® Scores
- The main difference between these total neighborhood and community scores is that community scores factor in the quantity of components. For example, a park with a playground, 4 tennis courts, 2 basketball courts, a volleyball court and 4 horseshoe courts will factor in 5 different or diverse components as a neighborhood score. But in calculating the community score the quantity of all components will be factored giving a higher community score. A park with multiples of each component is of greater value to the community as a whole versus what a single family has access to next door.
- Park Acres
- Property Owner

Section B

- Comfort and convenience modifiers are graded for their presence and overall quality
- Design and ambiance are an overarching grade for the park, including aesthetic factors such as the design and park setting
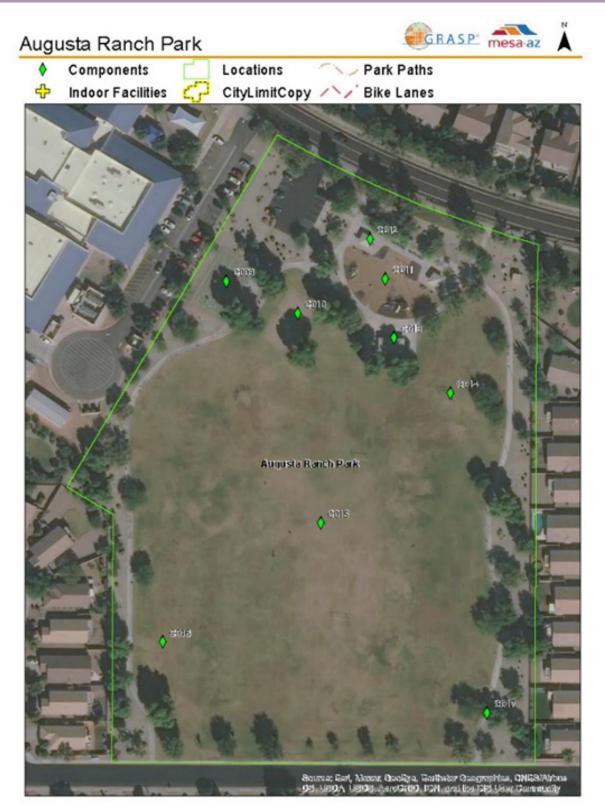
Section C

- Evaluators' comments are included in this section and reflect overall park or component observations

Section D

- All components are identified with a unique MAP ID that correlates to a GIS point
- The presence of lights for night use is indicated by a "Y"
- Individual component scores
- Components are evaluated from two perspectives: first, the value of the component in serving the immediate neighborhood, and second, its value to the entire community
- For example, a sports complex that is locked to walk-in use may score high in community score but zero in neighborhood score

Augusta Ranch Park

| Components | Locations | Park Paths |
| Indoor Facilities | CityLimitCopy | Bike Lanes |

The Inventory Map, created to accompany each Scorecard, shows the park boundary as a green polygon and component locations as a green diamond. Following review and approval of park Scorecards and Inventory Maps, an Inventory Atlas is created. The Inventory Atlas is provided as a supplemental document to the Plan.

## OUTDOOR FACILITY CLASSIFICATION

PRCF classifies the outdoor facilities into the following categories: Pocket Parks, Neighborhood Parks, Community Parks, Metro Parks, Regional Parks, Special Use Parks, and Retention Basins. Each park type provides standard and unique recreation opportunities.

### Pocket Park (typically less than 5 acres)

- Fewer than three unique recreational amenities
- Less frequent maintenance needs, typically weekly or biweekly landscape maintenance service
- Located within a half-mile radius of residential neighborhoods
- May have a primary purpose of stormwater management with secondary recreational opportunities

**Table 16: Pocket Park Summary and Component Count**

| Park/Location | Acres | Total Components | Component Diversity |
|---|---|---|---|
| City View Park | 1.8 | 2 | 100% |
| Fountain Plaza | 0.8 | 2 | 100% |
| Freedom Park | 0.2 | 3 | 100% |
| Gateway Park | 0.5 | 1 | 100% |
| Marlborough Mesa Park | 5.2 | 3 | 100% |
| Pequeño Park | 1.1 | 3 | 100% |
| Sagebrush Park | 1.1 | 3 | 100% |
| Vista Monterey Park | 3.2 | 2 | 100% |
| Total | 13.9 | 19 | - |

### Neighborhood Park (typically 5-15 acres)

Typically offers approximately five unique recreational amenities in a combination of passive and intense recreational activity areas, such as a practice game field, a game court area, playground, walking/jogging path, picnic and conversation areas, picnic ramadas, and open play areas.

- Located within a half-mile radius of residential neighborhoods and in close proximity to multi-family complexes
- Located near schools and centered with safe walking and bike access
- Limited non-organized sport group activities
- Limited lighting for security only
- No parking or convenience facilities provided
- Service various age groups with emphasis on the youth
- A one-to-two-hour experience customized to the demographic groups who use the park

Parks within the Neighborhood Park classification are shown in the following table. Many of these parks have 100% component diversity, which means there are not a lot of multiples of the same components.

For example, one playground or one basketball court and truly meant for neighborhood use and walkable access.

**Table 17: Neighborhood Park Summary and Component Count**

| Park/Location | Acres | Total Components | Component Diversity |
|---|---|---|---|
| Alta Mesa Park | 8.4 | 8 | 100% |
| Augusta Ranch Park | 10.1 | 11 | 82% |
| Beverly Park | 2.8 | 5 | 100% |
| Candlelight Park | 5.1 | 7 | 86% |
| Chaparral Park | 5.8 | 6 | 83% |
| Chelsea Park | 5.2 | 6 | 83% |
| Enid Park | 6.1 | 6 | 83% |
| Ensenada Park | 7.8 | 5 | 80% |
| Escobedo Park | 4.7 | 6 | 83% |
| Evergreen Park | 4.2 | 7 | 86% |
| Falcon Hill Park | 20.9 | 9 | 100% |
| Golden Hills Park | 8.3 | 3 | 100% |
| Harmony Park | 18 | 5 | 100% |
| Heritage Park | 17.1 | 6 | 83% |
| Hermosa Vista Park | 7.3 | 6 | 100% |
| Holmes Park | 11.0 | 2 | 100% |
| Kingsborough Park | 13.4 | 8 | 88% |
| Los Alamos Park | 15.8 | 2 | 100% |
| Mariposa Park | 8.3 | 5 | 100% |
| Meadowgreen Park | 6.7 | 4 | 100% |
| Mountain View Park | 17.3 | 10 | 80% |
| Palo Verde | 18.5 | 8 | 88% |
| Porter Park | 2.8 | 7 | 86% |
| Princess Park | 6.4 | 6 | 100% |
| Rancho Del Mar Park | 11.6 | 6 | 100% |
| Sheepherders Park | 7.8 | 8 | 88% |
| Sherwood Park | 21.1 | 9 | 67% |
| Silvergate Park | 10.0 | 5 | 80% |
| Stapley Park | 1.8 | 5 | 80% |
| Summit Park | 10.7 | 8 | 100% |
| Valencia Park | 4.7 | 6 | 100% |
| Vista Monterey Park | 3.2 | 2 | 100% |
| Whitman Park | 9.5 | 6 | 100% |
| Woodglen Park | 7.9 | 3 | 100% |
| Total: | 327.4 | 221 | — |

## Community Park (typically 16-40 acres)

Typically offers approximately ten unique recreational amenities in a combination of intense recreational activity areas, game courts, playgrounds, walking/jogging paths, spray pools and aquatic facilities, skate facilities, and picnic and conversation areas.

- May include smaller community pools, and recreation centers
- Located within a one-mile radius of residential neighborhoods and light business or manufacturing districts
- Organized sport group activities
- Single or pair of lighted field areas and facilities
- Convenience facilities provided
- Service various ages, with emphasis on casual sport group activities and potential protection of natural areas
- A two-to-three-hour experience



### Table 18: Community Park Summary and Component Count

| Park / Location | Acres | Total Components | Component Diversity |
|---|---|---|---|
| Brimhall Aquatic Complex | 1.4 | 6 | 83% |
| Carriage Lane Park | 22.5 | 10 | 80% |
| Carson Aquatic Complex | 1.3 | 5 | 80% |
| Desert Arroyo Park | 57.8 | 13 | 54% |
| Desert Trails Park | 37.1 | 11 | 27% |
| Dobson Ranch Park | 14.0 | 12 | 67% |
| Emerald Park | 16.1 | 9 | 100% |
| Fremont Aquatic Complex | 2.7 | 4 | 100% |
| Guerrero Rotary Park | 7.5 | 13 | 77% |
| Greenfield Park | 20.7 | 10 | 90% |
| Mesa Aquatic Complex | 2.3 | 5 | 80% |
| Reed Park | 18.4 | 12 | 58% |
| Rhodes Aquatic Complex | 1.1 | 6 | 100% |
| Shepherd Aquatic Complex | 1.6 | 6 | 83% |
| Signal Butte Park | 34.2 | 9 | 78% |
| Stapley Aquatic Complex | 1.4 | 6 | 67% |
| Washington Park | 1.9 | 12 | 75% |
| Total: | 252.1 | 160 | — |

## Metro Park (41-200 acres)

Typically offers approximately fifteen unique recreational amenities with a focus on high-end sports facilities or attractions including complexes for soccer, softball, baseball, and other amenities including walking and jogging paths, game court complexes, picnic areas, and multiple playgrounds.

- Community family aquatic centers, and recreation centers
- Service radius of five miles and near to a high school or business park
- Organized sport group activities
- Lighted field areas and facilities
- Convenience facilities provided
- Service various age groups
- A two-to-three-hour experience

**Table 19: Metro Parks Summary and Component Count**

| Park/Location | Acres | Total Components | Component Diversity |
|---|---|---|---|
| Countryside Park | 30.2 | 24 | 42% |
| Eagles Park | 28.2 | 12 | 75% |
| Fiesta Sports Park | 17.4 | 9 | 78% |
| Fitch Park | 35.7 | 23 | 54% |
| Gene Autry Park | 47.0 | 45 | 33% |
| Hohokam Park | 61.7 | 9 | 80% |
| Jefferson Park | 16.9 | 13 | 69% |
| Kino Aquatic Complex | 2.1 | 5 | 100% |
| Kleinman Park | 24.5 | 24 | 50% |
| Monterey Park | 20.6 | 12 | 75% |
| Quail Run Park | 33.9 | 13 | 62% |
| Skyline Aquatic Complex | 3.3 | 8 | 88% |
| Skyline Park | 28.8 | 22 | 45% |
| Total: | 350.3 | 219 | — |

## Regional Park (50 - 200+ acres)

Typically offers approximately twenty or more unique recreational amenities.

- Large areas for a diverse range of active and passive recreational activity areas, such as lighted ballfields and field game areas, organized group activity areas, golf facilities, large family aquatic facilities, playgrounds, game court complexes, walking and jogging paths, roller blade and roller hockey facilities, family group picnic and conversation areas, natural areas for outdoor recreation such as horseback riding, fishing, camping and hiking paths, sports complexes, regional recreation centers, and large outdoor festival and special events areas
- Designed to avoid adjacent land use impacts and be easily accessible to the public
- Organized sport group facilities
- Emphasize family and organized group activities
- Convenience facilities provided
- Service a variety of ages
- A full day experience

## Special Use Facilities

Parks range in activities offered from being the site of the Chicago Cubs spring training facility to a to providing sites for natural landscape and passive paths. Amenities vary for each site and can include both active and passive activities.

Unique in park management requirements based on specialized location and/or components

Focus on community or regional need use and enjoyment

**Table 21: Special Use Facilities Summary**

| Park/Location | Acres |
|---|---|
| Dobson Ranch Golf Course | 143.9 |
| Falcon Field Park | 5.2 |
| Hawes Loop Trail | 3.5 |
| Park of the Canals | 30.7 |
| Total: | 183.3 |

## Retention Basins

Retention basins are primarily designed for flood control. Their secondary use benefits the community by providing open space throughout the city in close proximity to neighborhoods as open space, typically with turf that has recreational value for informal/drop in use. Amenities are not designed for basins, but many of the sites are used by the community. There are presently 137 basin properties ranging from about 0.1 acres to 18 acres with the average size being 2.7 acres.

**Table 20: Regional Parks Summary and Component Count**

| Park/Location | Acres | Total Components | Component Diversity |
|---|---|---|---|
| Eastmark Great Park | 40.2 | 29 | 69% |
| Pioneer Park | 17.6 | 31 | 42% |
| Red Mountain Park | 557.4 | 46 | 39% |
| Riverview Park | 169.8 | 27 | 75% |
| Total: | 785 | 133 | — |
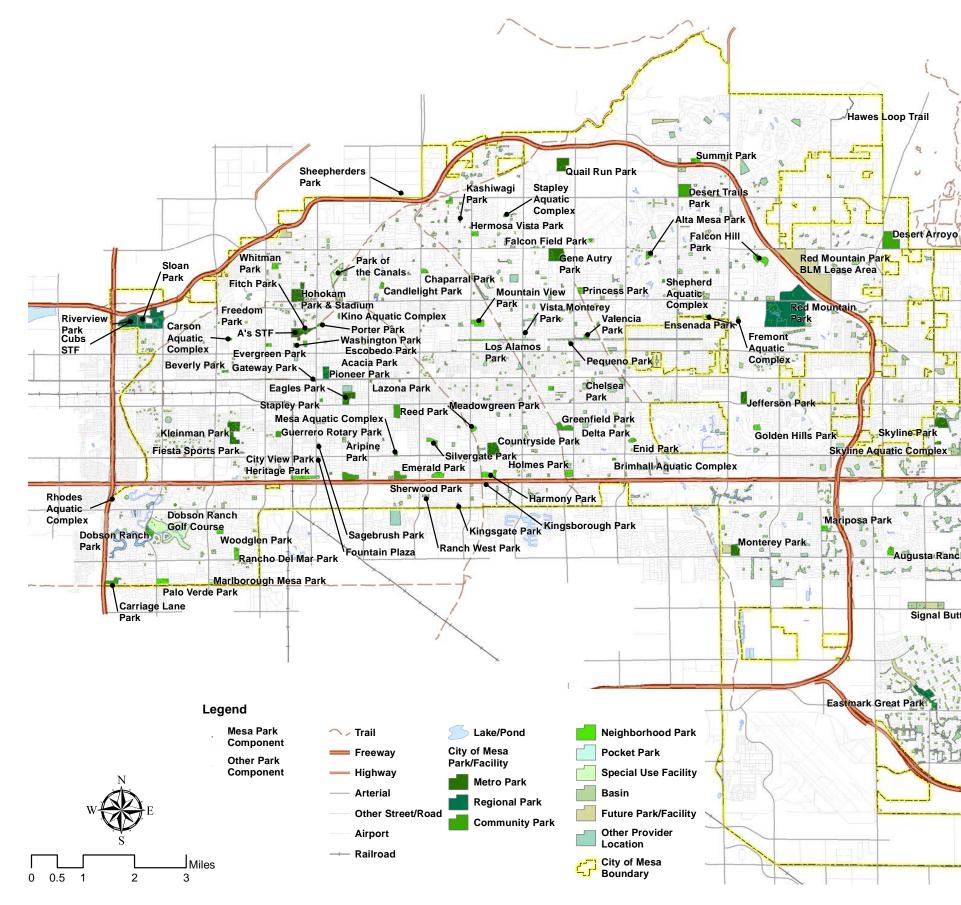
## SYSTEM MAP

The system inventory map shows Mesa's relative size and distribution of existing parks and recreation facilities. Developed parks are shown by classification and labeled. Basins and alternative providers are displayed on the map but not labeled to avoid confusion.

# Parks and Recreation System Map

## Mesa, Arizona

mesa·az GRASP

Hawes Loop Trail
Summit Park
Quail Run Park
Sheepherders Park
Kashiwagi Park
Stapley Aquatic Complex
Desert Trails Park
Hermosa Vista Park
Alta Mesa Park
Falcon Field Park
Falcon Hill Park
Desert Arroyo Park
Whitman Park
Park of the Canals
Gene Autry Park
Red Mountain Park BLM Lease Area
Sloan Park
Fitch Park
Chaparral Park
Mountain View Park
Princess Park
Shepherd Aquatic Complex
Red Mountain Park
Hohokam Park & Stadium
Candlelight Park
Vista Monterey Park
Freedom Park
Kino Aquatic Complex
Valencia Park
Ensenada Park
Fremont Aquatic Complex
Riverview Park Cubs STF
Carson Aquatic Complex
A's STF
Porter Park
Washington Park
Los Alamos Park
Escobedo Park
Acacia Park
Pequeno Park
Beverly Park
Evergreen Park
Gateway Park
Pioneer Park
Chelsea Park
Jefferson Park
Eagles Park
Lazona Park
Stapley Park
Meadowgreen Park
Mesa Aquatic Complex
Reed Park
Greenfield Park
Delta Park
Golden Hills Park
Skyline Park
Kleinman Park
Guerrero Rotary Park
Countryside Park
Enid Park
Skyline Aquatic Complex
Fiesta Sports Park
Aripine Park
Silvergate Park
Brimhall Aquatic Complex
City View Park
Heritage Park
Emerald Park
Holmes Park
Rhodes Aquatic Complex
Sherwood Park
Harmony Park
Mariposa Park
Dobson Ranch Golf Course
Sagebrush Park
Kingsgate Park
Kingsborough Park
Monterey Park
Dobson Ranch Park
Woodglen Park
Fountain Plaza
Ranch West Park
Augusta Ranch Park
Rancho Del Mar Park
Marlborough Mesa Park
Palo Verde Park
Signal Butte Park
Carriage Lane Park
Eastmark Great Park

## Legend

Mesa Park Component
Other Park Component

Trail
Freeway
Highway
Arterial
Other Street/Road
Airport
Railroad

Lake/Pond

City of Mesa Park/Facility
Metro Park
Regional Park
Community Park

Neighborhood Park
Pocket Park
Special Use Facility
Basin
Future Park/Facility
Other Provider Location
City of Mesa Boundary

N W E S

0  0.5  1  2  3  Miles

THIS PAGE IS INTENTIONALLY LEFT BLANK

## PRIVATE OR HOMEOWNER ASSOCIATION FACILITIES

The numerous Homeowners Associations in Mesa provide significant recreation opportunities to their residents and members. Evaluators conducted a widespread effort to identify and evaluate alternative service providers of outdoor recreation facilities. Each facility was evaluated using the same scoring method. Components were located using aerial photography and were confirmed during site visits. Facilities with restricted access were noted. The following map and summary table show the extensive distribution of alternative providers across Mesa. Approximately 1,200 alternate service providers were identified.

**Map 4: Alternative Service Providers**

## Table 22: Alternative Service Provider Database Summary

| | Apt or Condo | Manuf. Housing or Mobile Home Park | NBHD & Subd. | Total |
|---|---|---|---|---|
| Aquatics, Lap Pool | 7 | 8 | 5 | 20 |
| Aquatics, Leisure Pool | 234 | 49 | 121 | 404 |
| Aquatics, Spray Pad | | | 4 | 4 |
| Basketball Court | 7 | | 48 | 55 |
| Basketball, Practice | 10 | 2 | 59 | 71 |
| Diamond Field | | 3 | 12 | 15 |
| Diamond Field, Practice | | | 3 | 3 |
| Disc Golf | | | 3 | 3 |
| Dog Park | 7 | 5 | 11 | 23 |
| Event Space | | | 2 | 2 |
| Fitness Area | | | 3 | 3 |
| Fitness Course | | | 2 | 2 |
| Game Court | 26 | 411 | 230 | 667 |
| Garden, Community | | | 1 | 1 |
| Garden, Display | | | 3 | 3 |
| Golf, Miniature | | 4 | 2 | 6 |
| Golf, Practice | | 5 | 2 | 7 |
| Horseshoe Court | 1 | 34 | 25 | 60 |
| Loop Walk | 2 | | 26 | 28 |
| Multi-Use Pad | 6 | | | 6 |
| Natural Area | | | 2 | 2 |
| Open Turf | 125 | 23 | 588 | 648 |
| Passive Node | 10 | 1 | 29 | 40 |
| Pickleball Court | 5 | 84 | 110 | 199 |
| Picnic Ground | | | 2 | 2 |
| Playground, Local | 38 | 3 | 275 | 316 |
| Rectangular Field, Large | | | 1 | 1 |
| Rectangular Field, Multiple | | | 2 | 2 |
| Rectangular Field, Overlay | | | 1 | 1 |
| Rectangular Field, Small | 1 | | 5 | 6 |
| Shelter, Large | 1 | 8 | 32 | 41 |
| Shelter, Small | 91 | 78 | 388 | 557 |
| Tennis Court | 14 | 56 | 117 | 187 |
| Tennis, Practice Wall | | 1 | | 1 |
| Trail, Multi-use | | | 51 | 51 |
| Volleyball Court | 10 | 5 | 31 | 46 |
| Water Access, Developed | | | 2 | 2 |
| Water Feature | 3 | | 1 | 4 |
| Water, Open | 5 | 1 | 18 | 24 |

## PARK OPERATIONS

Currently, PRCF utilizes the contracted parks and recreation maintenance services for landscape maintenance services for sports fields, parks, retention basins or grounds adjacent to City facilities. Tasks performed include, but are not limited to: cleaning, irrigation, sprinkler system maintenance, trimming, mowing, weed control, fertilization, etc., depending on whether the area is turf, desert, or a combination of both.

PRCF has divided the landscaping maintenance into geographic areas known as Zones 1, 2, 3 and 4. Zone 1 encompasses 403.32 acres of parks land and 163.73 acres of retention basin land between Power Road and Meridian Drive. Zone 2 encompasses 206.62 acres of parks land and 122.75 acres of retention basin land between Power Road and Val Vista Drive. Zone 3 encompasses 172.88 acres of parks land and 80.78 acres of retention basin land between Val Vista Drive and Stapley Drive. Zone 4 encompasses 313.44 acres of parks land and 32.01 acres of retention basin land between Stapley Drive and Price Road.

The contracted vendor works in close communication and is given direction by PRCF staff. Priorities are determined by PRCF in consideration of park users, community organizations, and for the stewardship of public land. PRCF has conducted an analysis to bring the work under contract in-house and found contracting continues to be in the best financial interest of the City.

In addition to the maintenance services provided through contract, PRCF staff are instrumental to the overall health and beauty of the system. Annually, staff perform over 2,500 facility safety inspections, more than 11,000 environmental inspections, in excess of 8,000 sports field preps and more than 700 work orders. Standard Operating Procedures (SOPs) have been developed to provide well-defined maintenance standards and expectations, as well as to ensure maintenance issues are resolved in a timely manner and work orders are being completed.

The system assessment revealed opportunities for improvements so that a consistent visitor experience is available throughout the system.

1. Create and maintain a standard and replacement program for playground equipment
2. Adopt park construction standards which define what park features should be included when renovating an existing park or building a new park. Park feature standards should include specifications for items including benches, playground surfacing, picnic ramadas, signage, courts, and trash bins. Typically used park features should be specified. This will assist in improving asset management and operational efficiency.

## Component Scores

All park elements were assigned a quality score based on a three-point scale, with 3 being the highest score and 0 being the lowest score. Generally, a component that scores a "2" is good quality and functioning as intended. Components that score a "3" often exceed what is typically seen at other parks, while poor quality or low-functioning element receive a score of 1. Components that score a "0" have been found to present a health or safety issue.
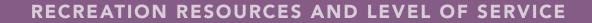
Overall, the study found that more than 80% of all PRCF components received a score of "2" or met the assessor's expectations. PRCF's scoring percentages compared to GRASP® scoring in other communities across the country is shown below.

**Table 23: PRCF's Component Scores Compared to the National Dataset**

| Mesa Neighborhood Scores | | Mesa Community Scores | | National Dataset Neighborhood Scores | | National Dataset Community Scores | |
|---|---|---|---|---|---|---|---|
| Scores | Percent % | Scores | Percent % | Scores | Percent % | Scores | Percent % |
| 0 | 8% | 0 | 0% | 0 | 2% | 0 | 2% |
| 1 | 7% | 1 | 7% | 1 | 11% | 1 | 11% |
| 2 | 83% | 2 | 89% | 2 | 79% | 2 | 78% |
| 3 | 2% | 3 | 4% | 3 | 8% | 3 | 10% |

A list of low scoring components has been provided as a staff document.

## Park Scores

There is no ultimate or perfect park score. Scores are cumulative and the total number and quality of the components in a park, in addition to the availability of amenities such as restrooms, drinking fountains, seating, parking, and shade. In general, parks with the highest scores offer more and higher quality recreation opportunities than those that score lower. GRASP® emphasizes components diversity. For example, a park with a playground, picnic ramada, loop walk, and a basketball court will score higher than a park that has only four tennis courts and no other components.

In addition to locating components, assessments included the functional quality of each element. Park scores vary significantly across an extensive system such as PRCF and are often more easily understood when parks are grouped and compared within a similar park classification. The following tables use park classifications to compare parks. The bar proportion relates to the highest-ranking parks overall in that classification.



### Table 24: Pocket Parks Scores

| Pocket Park | Community Score | Neighborhood Score | Pocket Park | Community Score | Neighborhood Score |
|---|---|---|---|---|---|
| City View Park | 6.6 | 6.6 | Marlborough Mesa Park | 19.2 | 19.2 |
| Fountain Plaza | 16.8 | 18.8 | Pequeño Park | 21.6 | 21.6 |
| Freedom Park | 13.2 | 13.2 | Sagebrush Park | 17.6 | 17.6 |
| Gateway Park | 8.8 | 8.8 | Vista Monterey Park | 8.4 | 8.4 |

### Table 25: Neighborhood Park Scores

| Neighborhood Park | Community Score | Neighborhood Score | Neighborhood Park | Community Score | Neighborhood Score |
|---|---|---|---|---|---|
| Alta Mesa Park | 45.6 | 45.6 | Los Alamos Park | 7.2 | 7.2 |
| Augusta Ranch Park | 62.4 | 52.8 | Mariposa Park | 28.8 | 28.8 |
| Beverly Park | 26.4 | 26.4 | Meadowgreen Park | 10.8 | 10.8 |
| Candlelight Park | 36 | 31.2 | Mountain View Park | 57.6 | 48 |
| Chaparral Park | 36 | 28.8 | Palo Verde | 45.6 | 37.2 |
| Chelsea Park | 36 | 31.2 | Porter Park | 45.6 | 38.4 |
| Enid Park | 33.6 | 28.8 | Princess Park | 36 | 36 |
| Ensenada Park | 26.4 | 21.6 | Rancho Del Mar Park | 34.8 | 34.8 |
| Escobedo Park | 38.4 | 33.6 | Sheepherders Park | 42 | 37.2 |
| Evergreen Park | 43.2 | 38.4 | Sherwood Park | 48 | 33.6 |
| Falcon Hill Park | 50.4 | 50.4 | Silvergate Park | 28.8 | 24 |
| Golden Hills Park | 21.6 | 21.6 | Stapley Park | 28.8 | 24 |
| Harmony Park | 31.2 | 31.2 | Summit Park | 46.8 | 46.8 |
| Heritage Park | 29.7 | 29.7 | Valencia Park | 36 | 36 |
| Hermosa Vista Park | 33.6 | 33.6 | Vista Monterey Park | 8.4 | 8.4 |
| Holmes Park | 6.6 | 6.6 | Whitman Park | 36 | 36 |
| Kingsborough Park | 46.8 | 42 | Woodglen Park | 18 | 18 |

### Table 26: Community Park Scores

| Community Park | Community Score | Neighborhood Score | Community Park | Community Score | Neighborhood Score |
|---|---|---|---|---|---|
| Brimhall Aquatic Complex | 36 | 24 | Greenfield Park | 59.8 | 54.6 |
| Carriage Lane Park | 63.7 | 50.7 | Mesa Aquatic Complex | 36 | 21.6 |
| Carson Aquatic Complex | 33.6 | 19.2 | Reed Park | 61.2 | 38.4 |
| Desert Arroyo Park | 100.8 | 64.8 | Rhodes Aquatic Complex | 46.8 | 37.2 |
| Desert Trails Park | 81.6 | 24 | Shepherd Aquatic Complex | 38.4 | 28.8 |
| Dobson Ranch Park | 74.4 | 48 | Signal Butte Park | 52 | 41.6 |
| Emerald Park | 51.6 | 51.6 | Stapley Aquatic Complex | 36 | 19.2 |
| Fremont Aquatic Complex | 36 | 26.4 | Washington Park | 69.6 | 52.8 |
| Guerrero Rotary Park | 76.8 | 60 | | | |

### Table 27: Metro Park Scores

| Metro Parks | Community Score | Neighborhood Score | Metro Parks | Community Score | Neighborhood Score |
|---|---|---|---|---|---|
| Countryside Park | 138 | 59.8 | Kino Aquatic Complex | 33.6 | 19.2 |
| Eagles Park | 111.8 | 41.6 | Kleinman Park | 156 | 69.6 |
| Fiesta Sports Park | 64.8 | 24 | Monterey Park | 60 | 48 |
| Fitch Park | 168 | 52.8 | Quail Run Park | 94.8 | 32.4 |
| Gene Autry Park | 312 | 60 | Skyline Aquatic Complex | 48 | 28.8 |
| Hohokam Park | 90.6 | 31.2 | Skyline Park | 135.6 | 44.4 |
| Jefferson Park | 79.2 | 55.2 | | | |

### Table 28: Regional Park Scores

| Regional Park | Community Score | Neighborhood Score | Regional Park | Community Score | Neighborhood Score |
|---|---|---|---|---|---|
| Eastmark Great Park | 330.3 | 206.7 | Pioneer Park | 276.9 | 136.5 |
| Red Mountain | 270 | 78 | Riverview Park | 219.3 | 90 |

### Table 29: Special Use Facilities

| Special Use Park | Community Score | Neighborhood Score | Special Use Park | Community Score | Neighborhood Score |
|---|---|---|---|---|---|
| Dobson Ranch Golf Course | 19.2 | 19.2 | Hawes Loop Trail | 13.2 | 13.2 |
| Falcon Field Park | 76.8 | 52.8 | Park of the Canals | 70.2 | 49.4 |

**Park Design and Activation**

The existence of a park does not guarantee people will use it, even when the park offers many recreational opportunities. Some parks maintained and managed by PRCF were found to provide a good LOS but appear to be underutilized. Through programming, park enhancements, or beautification projects, park use can be increased.
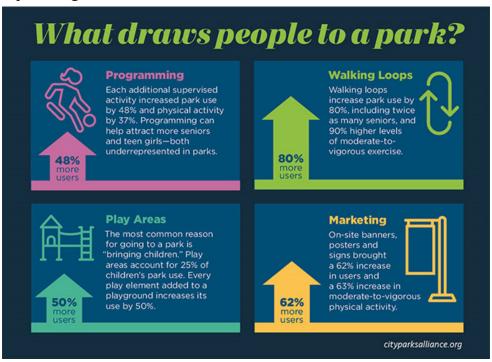
To help increase active behaviors in parks City Parks Alliance has published Active Parks, Healthy Cities: Recommendations from the National Study of Neighborhood Parks. Over a two-year period, trained data collectors observed park use in 174 parks in 25 cities identifying to what degree neighborhood parks in cities encourage people to be physically active. The study found programming increases park use and physical activity significantly. Each additional supervised activity led to a 48 percent increase in park use and a 37 percent increase in physical activity.

PRCF parks identified as locations that may benefit from park programming, or activation include:

- Beverly Park
- Evergreen Park
- Escobedo Park
- Pioneer Park
- Guerrero Rotary Park
- Kleinman Park
- Eagles Park
- Reed Park
- Stapley Park

This study also found, the presence of walking loops was associated with increased park use and increased physical activity. In contrast to other park facilities that support physical activity, such as gyms, swimming pools and skate parks, walking loops provide a relatively inexpensive addition that can be integrated into many existing park designs. Loop walks would be particularly beneficial for Mesa's aging population.

**Figure 23: Recommendations from the National Study of Neighborhood Parks**

A six-year study conducted by the Children's Nature Network found that Park renovations and beautification projects can substantially increase park use and levels of physical activity both in the short-term and over multiple years

PRCF parks identified as locations that may benefit from a park renovation or beautification project include:

1. Holmes Park
2. Marlborough Mesa Park
3. Meadowgreen Park
4. Palo Verde Park
5. Kleinman Park
6. Whitman Park
7. Reed Park
8. Falcon Field Park

*Table 59: Park Improvement Capital Cost Estimates,* provides detail on suggested improvements for each facility.



PRCF is responsible for the care, safety, and maintenance of nearly 70 playgrounds. As stated above in **Figure 23** playgrounds account for 25% of children's park use. Every playground activity added increases use by 50%.

The following playgrounds will require replacement in the next ten years. See Chapter 9: Capital Improvement Plan through 2040 for prioritization and Capital Cost Estimates.

1. Alta Mesa Park
2. Candlelight Park
3. Chaparral Park
4. Evergreen Park
5. Falcon Field Park
6. Reed Park
7. Valencia Park
8. Kleinman Park (Shade Structure)
9. Augusta Ranch Park
10. Countryside Park
11. Red Mountain Park
12. Silvergate Park
13. Skyline Park
14. Fitch Park
15. Golden Hills Park
16. Rotary Park
17. Princess Park
18. Pequeño Park
19. Guerrero Rotary Park

**Park Maintenance Best Practices**

The maintenance standards, as detailed on the following table, are based on a Level (1), (2) and (3) mode (tasks and frequencies of each task) and follow best practices as established by NRPA.

This approach to establishing park maintenance standards assigns properties to maintenance service levels or "modes," which take into consideration the level and type of park usage, location, type and size of landscapes, amenities and facilities, athletic fields, and hardscape items. The grouping of properties into modes and setting standards for each maintenance category in a mode, establishes consistency throughout the system. In addition, properties that are used the most receive the highest levels of maintenance. Some properties may cross over between two or more modes, depending upon amenities available at that park. The standards below are intended as a resource. Many factors influence the appropriate level of frequency for an agency.



## Mode 1

**Mode 1 Park Elements:**

Very high intense maintenance applications usually associated with high use/ high participation elements that predominately provide upper gradient programs and services. Any element that has a very high safety risk exposure (i.e., play equipment, splashpads) are considered Mode 1. Additionally, certain environmentally sensitive Conservation/Natural Resource Management Areas are considered Mode 1.

## Mode 2

**Mode 2 Park Elements:**

High level maintenance applications usually associated with reasonably moderate visitation that accommodates structured recreational gradient programs and services.

## Mode 3

**Mode 3 Park Elements:**
Moderate to low maintenance applications usually associated with low levels of visitation.

**Table 30: NRPA Maintenance Standards**

| Task | Mode 1 Frequency | Mode 2 Frequency | Mode 3 Frequency |
|---|---|---|---|
| **Turf** | | | |
| Mow/Trim/Blow Clippings | 1x/7 days | 1x/7 to 10 days | 1 or 2x/year |
| Aerate | 2x/year | 1x/year | As needed |
| Overseed | 1x/year | As needed | Not performed |
| Fertilize | 2 to 4x/year | 1x/year | Not performed |
| Apply weed control | 2x/year and as needed | As needed | As needed |
| Trim Shrubs | 1x/7 days | 1x/year | As needed |
| Pick up trash prior to mowing | 1x/7 days | 1x/10 days | 1x/10 days |
| Control Pest | Biweekly | As needed | As needed |
| Manage leaves | 2x/year and as needed | 2x/year and as needed | 1x/year |
| Line Trim | 1x/week | 1x/week | Monthly |
| Edge | 1x/month | 1x/year | As needed |
| **Ramadas** | | | |
| Clean and Sweep | Daily | Weekly | As needed |
| Remove and/or replace Garbage Bags and Trash cans | Daily | As needed | As needed |
| Paint Ramada | As needed | As needed | As needed |
| Power wash | Daily | Weekly | As needed |
| Inspect Electrical System | 1x/year | 1x/year | 1x/year |
| Inspect Picnic Tables | 1x/week | 1x/week or as needed | Monthly |
| **Restrooms** | | | |
| Clean and restock | 1x/day (weekdays); 2x/day weekend | 1x/day | Daily |
| Repair vandalism | As needed | As needed | As needed |
| Remove and/or replace Garbage Bags and Trash cans | 7x/week | 7x/week | 2x/week |
| Mechanical Inspection (plumbing) | Weekly | 1x/month | 1x/month |
| Schedule Lighting/ Mechanical Systems | 1x/week | 1x/week | 1x/year |

| Task | Mode 1 Frequency | Mode 2 Frequency | Mode 3 Frequency |
|---|---|---|---|
| **Fence** | | | |
| Inspect | Monthly | 1x/year and following storms | 1x/year and following storms |
| Repair | As needed | As needed | As needed |
| Replace | As needed | As needed | As needed |
| Repaint | As needed | As needed | As needed |
| Vegetation Control | 1x/year and as needed | 1x/year and as needed | 1x/year and as needed |
| **Mulching** | | | |
| Apply Mulch | 2x/year | 1x/year | As needed |
| Weed Control | 2x/year | 1x/year | As needed |
| **Playgrounds** | | | |
| Inspect and Document | Weekly | Monthly (7x/year) | Bi-Monthly (4x/year) |
| Major Inspection | Monthly | Semi-Annually | Annually |
| Repair | As needed | Monthly (7x/year) | As needed |
| Clean and pick up trash | Daily | Daily | Weekly |
| Remove graffiti | As needed | As needed | As needed |
| Inspect water fountains | Weekly | Monthly | As needed |
| Rake fiber mulch | Daily | Daily | Monthly |
| Seal rubberized, poured in place | Annually | Annually | Every 2 years |
| Supplement Fiber Mulch | Annually | Every two years | As needed |
| Replace | Every 10 years | Every 15 years | As needed |
| Inspect for Pest/Bees/etc. | Weekly | Monthly | As needed |

## PARK USE

Measuring and understanding park use can be fundamental to strategic decision making. With concrete numbers to support the demand for park services and facilities, departments can determine the need for staff, maintenance, park components and facilities. Learning more about usage patterns and their fluctuations is highly valuable in understanding how to best optimize resources. A review of FY19 Park Ramada use shows nearly 2,500 reservations with user reported attendance exceeding 80,000.

**Table 31: Ramada Use**

| Ramada Location | Reservation Count | Attendance |
|---|---|---|
| Countryside Park | 265 | 7,877 |
| Dobson Ranch Park | 107 | 3,161 |
| Eastmark Great Park | 3 | 65 |
| Falcon Field Park | 106 | 3,718 |
| Fitch Park | 81 | 2,807 |
| Gene Autry Park | 84 | 2,555 |
| Greenfield Park | 91 | 2,798 |
| Jefferson Park | 56 | 1,532 |
| Kleinman Park | 101 | 3,261 |
| Park of the Canals | 7 | 125 |
| Pioneer Park | 397 | 16,721 |
| Red Mountain Park | 488 | 24,287 |
| Reed Park | 18 | 665 |
| Riverview Park | 404 | 7,502 |
| Skyline Park | 240 | 6,264 |
| Total | 2,448 | 83,338 |

An assessment of FY19 sports field reservations shows over 700 permits issued with user reported attendance estimates over 16,000. Internal benchmarking is a key step in showing demand for park services and facilities and can be helpful in guiding park planning and management strategies.
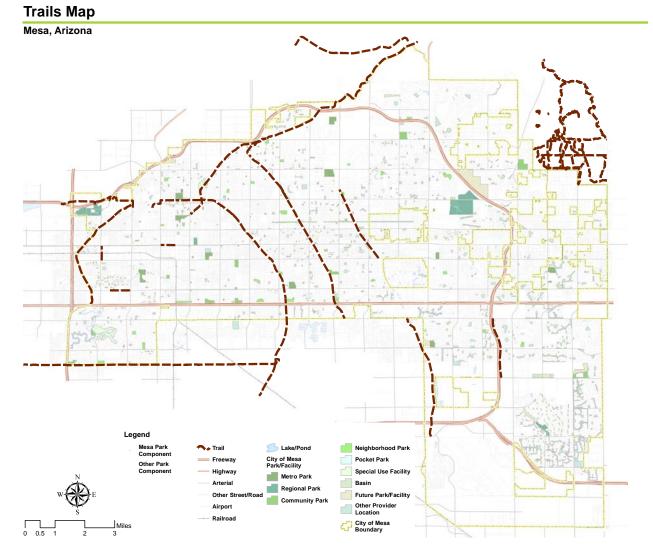
# B. Trails and Multi-Use Path Inventory

The development of multi-use paths can help provide and enhance additional recreational opportunities. A multi-use path system serves as a close-to-home recreational area for bicycle and pedestrian paths. PRCF provides and maintains many loop walks within parks, and some trails across the city. Planning and development of canal paths and other shared-use paths falls under the City's Transportation Department. Other trail opportunities exist through private homeowners' associations, Tonto National Forest, and Maricopa County's Usery Park.

**Map 5: Trails and Multi-Use Path Map**

## TRAILS AND HEALTH

Studies have shown that there is a direct correlation between how close people live to a connected system of trails and their level of physical activity in a community. Trails can provide a wide variety of opportunities for being physically active, such as walking/ running/hiking, rollerblading, wheelchair recreation, bicycling, fishing, and horseback riding. Active use of trails results in positive health outcomes and is an excellent way to encourage people to adopt healthy lifestyle changes. In a study released in 2014, results indicate that there were benefits for those that lived up to 2.5 miles away from a biking or walking infrastructure, and for those that lived within one mile, they were getting on average 45 minutes more exercise per week.

**Trails Map**

**Mesa, Arizona**

**Legend**

Mesa Park Component
Other Park Component

Trail
Freeway
Highway
Arterial
Other Street/Road
Airport
Railroad

Lake/Pond
City of Mesa Park/Facility
Metro Park
Regional Park
Community Park

Neighborhood Park
Pocket Park
Special Use Facility
Basin
Future Park/Facility
Other Provider Location
City of Mesa Boundary

N W E S

0   0.5   1      2      3   Miles

The American Heart Association has found that for every $1 spent on building trails, $3 is saved medical costs. The health benefits are equally as high for trails in urban neighborhoods as for those in state or national parks. Data from the American Trails Association indicates that all trail use is beneficial for physical health. [1] A trail in the neighborhood, creating a 'linear park,' makes it easier for people to incorporate exercise into their daily routines, whether for recreation or non-motorized transportation. Urban trails need to connect people to places they want to go, such as schools, transit centers, businesses, and neighborhoods.



## C. Recreation and Aquatic Programs and Facility Inventory

PRCF provides a diverse array of recreation opportunities year-round for youths, adults, and seniors. Structured programs and open use of recreation facilities and pools are both made available to the public. Programs are well attended and are in high demand by the community and participation is generally reaching capacity due to limited indoor programming space. Through programs with registration, memberships, and drop-in visits to recreation facilities and pools, PRCF consistently has over 300,000 annual community touchpoints.

### RECREATION PROGRAMS

On average over 25,000 participants register for PRCF programs annually. Programs are offered at nearly 40 locations including elementary schools and various parks. Programs with registration are categorized into Adaptive Recreation, Aquatics, Fitness and Wellness, General Enrichment, School Break Programs and Sports. Program categories and FY19 participation rates are summarized below. In FY19, across the five (5) service categories, PRCF offered 1,950 programs serving 27,584 participants. Map 6 reflects enrollment by location. The map shows programs in FY19 had limited reach in Southeast Mesa.

---
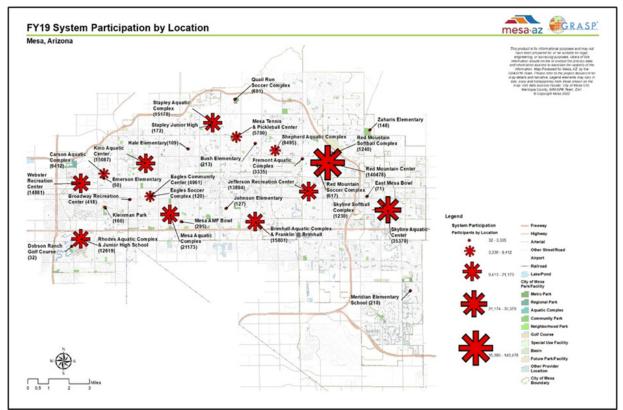
1       "Health Benefits of Trails - American Trails." Americantrails.org, 2014, www.americantrails.org/healthbenefits. Accessed 1 Nov. 2021.

**Table 32: FY19 Program Registration**

| | Program Count | Sum of Total Enrolled | Max Enrollment | Fill Rate | Waitlist | Revenue |
|---|---|---|---|---|---|---|
| Adaptive | 41 | 1,501 | 1706 | 86% | 40 | $81,890 |
| Aquatics | 1,358 | 11,997 | 15,390 | 78% | 462 | $447,604 |
| General Enrichment | 196 | 1,600 | 3,905 | 41% | 25 | $21,323 |
| School Break | 105 | 2,422 | 3,411 | 71% | 98 | $135,746 |
| Sports | 241 | 10,059 | 9,732 | 83% | 17 | $292,018 |
| Total: | 1,950 | 27,583 | 34,144 | 81% | 642 | $978,590 |

**Map 6: FY19 System Participation by Location**
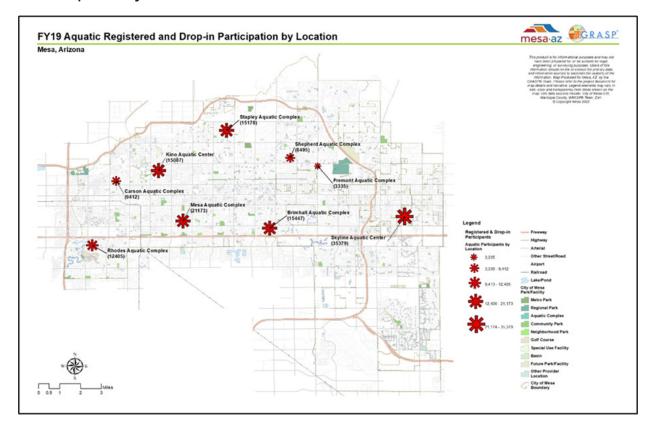
## Adaptive Programming

Adaptive sports, recreation and social programs are offered to youth and adults with developmental disabilities. PRCF offers a wide variety of activities including weekly sports and recreation programs, special interest classes, social activities, and summer camps. Inclusive and adaptive programming is critical to ensuring all people have access to quality park and recreation offerings. Adaptive program offerings in Mesa are highly desirable and demonstrate the highest fill rates at 86%.

## Aquatics

The PRCF aquatics program strives to provide a safe, fun, and creative experience to patrons of all ages. On average, PRCF provides fitness opportunities and swim lessons to over 15,000 registered participants annually through over 1,300 programs across its nine aquatic facilities. Additionally, the collective drop-in use at pools accounts for over 123,000 community touch points. Map 7 shows aquatic opportunities and uses are well distributed across the City with the exception of Southeast Mesa where a public pool is not available.

### Map 7: FY19 Aquatic Registered and Drop-in Participation by Location



FY19 Aquatic Registered and Drop-in Participation by Location
Mesa, Arizona

## General Enrichment

General Enrichment programs provide an opportunity for youth and adults to experience new activities or further expand current knowledge and abilities. Classes are taught by private contractors and appeal to the broadest audience. The range of programs offered throughout the year include pre-kindergarten classes, karate, dance, and STEM programs. Participants may sign up on a monthly basis, or for a 6 or 8-week session or an individual workshop. General Enrichment classes are primarily held at the Red Mountain Center. While General Enrichment programming reflects the lowest fill rate at 40% it should be noted that typical agency fill rates are 40 to 65%.
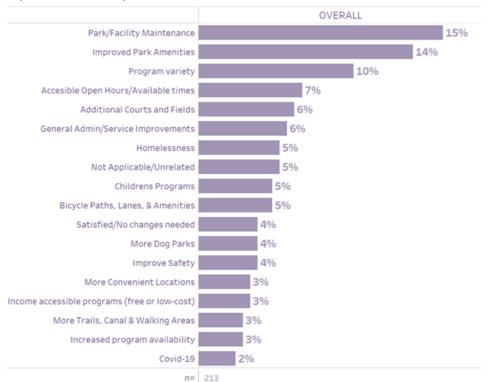
When survey respondents were asked what would assist in additional use of PRCF parks and recreation facilities 10% of open-ended responses stated that additional program variety would increase use. PCRF has an opportunity to increase its fill rate through further diversifying its offerings.

**Figure 24: Survey Results: Increased Use, Open-ended Responses**

## School Break Programs

School Break Programs happen when school is not in session throughout the year. PRCF provides a variety of high-quality camps at facilities across the City. Many locations are at capacity and have waitlists. School Break opportunities are well distributed and attended across Mesa.



OVERALL

| | |
|---|---|
| Park/Facility Maintenance | 15% |
| Improved Park Amenities | 14% |
| Program variety | 10% |
| Accesible Open Hours/Available times | 7% |
| Additional Courts and Fields | 6% |
| General Admin/Service Improvements | 6% |
| Homelessness | 5% |
| Not Applicable/Unrelated | 5% |
| Childrens Programs | 5% |
| Bicycle Paths, Lanes, & Amenities | 5% |
| Satisfied/No changes needed | 4% |
| More Dog Parks | 4% |
| Improve Safety | 4% |
| More Convenient Locations | 3% |
| Income accessible programs (free or low-cost) | 3% |
| More Trails, Canal & Walking Areas | 3% |
| Increased program availability | 3% |
| Covid-19 | 2% |

n= | 213

## Map 8: FY19 School Break Program Participation by Location



**FY19 School Break Program Participation by Location**
Mesa, Arizona

### Sports

PRCF offers a robust menu of youth and adult sports programs serving over 10,000 community members annually. Youth sports leagues and classes are designed to be recreational in nature where ability is not a prerequisite, and each participant gets an equal chance to play. On average 6,000 youth participate annually. Adult sports leagues provide recreational opportunities in softball, volleyball, and other athletics for adult coed, as well as men's and women's program divisions.

### Drop-in Programs

PRCF operates several facilities that require membership or are designed for drop-in use. While some include modest user fees, pre-registration is not required for participation. Activities are offered for all ages and include a mix of individual and group activities.
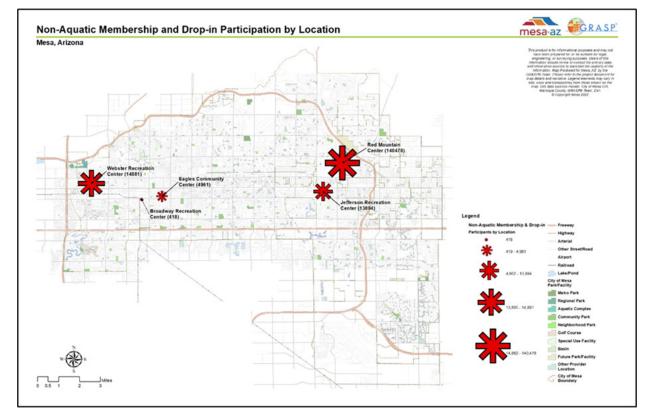
**Table 33: FY19 Drop-in Use**

| Location | Drop-in Use |
|---|---|
| Brimhall Aquatic Complex | 13,533 |
| Carson Aquatic Complex | 8,640 |
| Eagles Community Center | 4,140 |
| Fremont Aquatic Complex | 2,190 |
| Jefferson Recreation Center | 13,401 |
| Kino Aquatic Center | 12,846 |
| Mesa Aquatic Complex | 19,896 |
| Mesa Tennis & Pickleball Center | 4,331 |
| Red Mountain Center | 139,136 |
| Rhodes Aquatic Complex | 11,566 |
| Shepherd Aquatic Complex | 7,659 |
| Skyline Aquatic Center | 33,400 |
| Stapley Aquatic Complex | 14,184 |
| Webster Recreation Center | 14,373 |
| Total | 299,295 |

The Red Mountain Center accounts for nearly 50 percent of all drop-in use. Map 9 isolates non-aquatic drop-in use by location. Northeast Mesa provides the highest service level.

**Map 9: Non-Aquatic Membership and Drop-in Participation by Location**





Non-Aquatic Membership and Drop-in Participation by Location
Mesa, Arizona

PRCF classifies indoor facilities as either Neighborhood Recreation Centers or Community Recreation Centers. Each type provides standard and unique recreation opportunities. Neighborhood Recreation Centers are intended to service a neighborhood population and provide one square foot for each population to be served (Example: a 10,000 square ft. center would serve 10,000 people). Community Recreation Centers are multi-generational large recreational facilities that are usually 55,000 to 100,000 square feet in size. Table 34 identifies PRCF recreation facilities by category and provides a snapshot of amenities and use. FY19 attendance numbers represent attendance for programs with registration combined with drop-in use attendance.

**Table 34: Indoor Facility Inventory**

| Name | Facility Type | Facility Amenities | FY19 Attendance |
|------|---------------|--------------------|-----------------|
| Red Mountain Multigenerational Center | Community Recreation Center | Fitness Center<br>Gymnasium<br>Basketball<br>Volleyball<br>Pickleball<br>Fitness Classes<br>Climbing Wall | 140,478 |
| Eagles Community Center | Community Recreation Center | Gymnasium<br>Functional Fitness Room<br>Classrooms<br>Youth Sports<br>Youth After School Programs<br>Summer Programs | 4,961 |
| Jefferson Gym and Recreation Center | Neighborhood Recreation Center | Youth After School Programs<br>Summer Camps<br>Special Events<br>Rentals and Reservations | 13,894 |
| Webster Gym and Recreation Center | Neighborhood Recreation Center | Youth After School Programs<br>Summer Camps<br>Special Events<br>Rentals and Reservations | 14,881 |

*Map 10* shows Mesa indoor recreation facilities locations and service area radii. It should be noted that it is assumed that indoor recreation facilities are typically considered facilities to which people will drive. Mesa has a limited number and distribution of indoor recreation facilities. The highest LOS is provided at Red Mountain Center. An equivalent facility is not available elsewhere in Mesa. Other indoor facilities do exist throughout the City but have fewer components or offer limited, niche indoor recreation opportunities. North, Central, and Southeast Mesa have the biggest gaps in indoor facilities, with service often greater than a four to five-mile radius to the nearest facility.

**Map 10: Indoor Recreation Facilities Locations and Service Areas**

## AQUATICS FACILITIES

The PRCF manages nine municipal pools, several of the facilities are open year-round for reservations, lap swim, competitions, and special events. Table 35 reflects PRCF aquatic facilities and provides a summary of amenities and use. FY19 attendance numbers represent attendance for programs with registration combined with drop-in use attendance by location.

**Table 35: Aquatics Facility Inventory**

| Facility | Facility Amenities | FY19 Attendance |
|---|---|---|
| Brimhall Aquatic Complex | Zero-depth entry<br>2, 1-meter diving boards<br>3-meter diving board<br>8, 25 yard lap lanes<br>2 water slides - Must be 42" to ride<br>Kiddie frog slide<br>Tumble Bucket water feature<br>Shade structures and turf area | 15,447 |
| Carson Aquatic Complex | Zero-depth entry<br>2, 1-meter diving boards<br>3-meter diving board<br>8, 25 yard lap lanes<br>2 water slides - Must be 48" to ride<br>Kiddie slide<br>Tumble Bucket water feature<br>Shade structures and turf area | 9,412 |
| Fremont Aquatic Complex | 2, 1-meter diving boards<br>3-meter diving board<br>8, 25 yard lap lanes<br>3 loop Water slide - Must be 48" to ride<br>Separate wader pool for babies<br>Beach volleyball court<br>Shade structures | 3,335 |
| Kino Aquatic Center | Zero-depth entry<br>2, 1-meter diving boards<br>2, 3-meter diving board<br>28- lane Olympic-size state-of-the-art competition pool<br>Fast looping water slide - Must be 48" to ride<br>Tumble Bucket water feature<br>Shade structures and turf area | 15,087 |
| Mesa Aquatic Complex | Zero-depth entry<br>2, 1-meter diving boards<br>3-meter diving board<br>8, 25 yard lap lanes<br>Lazy River<br>Vortex Pool<br>Tumble Bucket water feature<br>Shade structures and turf area | 21,173 |

| | | |
|---|---|---|
| Rhodes Aquatic Complex | Zero depth entry<br>2, 1-meter diving boards<br>3-meter diving board<br>8, 25 yard lap lanes<br>Large splash pad and tumble buckets<br>Double FlowRider®<br>Shade structures | 12,405 |
| Shepherd Aquatic Complex | Zero-depth entry<br>2, 1-meter diving boards<br>3-meter diving board<br>8, 25 yard lap lanes<br>Water slide, Must be 48" to ride<br>Mushroom Fountain water feature<br>Sand volleyball court<br>Shade structures and turf area | 8,495 |
| Skyline Aquatic Center | Zero-depth entry<br>2, 1-meter diving boards<br>2, 3-meter diving board<br>28- lane Olympic-size state-of-the-art competition pool<br>Fast looping water slide, Must be 48" to ride<br>Tumble Bucket water feature<br>Shade structures and turf area | 35,379 |
| Stapley Aquatic Complex | Zero-depth entry<br>2, 1-meter diving boards<br>3-meter diving board<br>8, 25 yard lap lanes<br>3 loop Water slide, Must be 42" to ride<br>Jungle Gym water feature<br>Shade structures and turf area | 15,178 |

*Map 11* shows where aquatics facilities are available, and their service areas. A series of radii are included in the map that show one-mile increments. Zero to three miles are shown with light blue shading and three to five miles in darker blue circles. Each mile is shown as a gray line. For most of the aquatics facilities in Mesa, they occur within two to three miles of each other. The one exception is the Southeast corner of Mesa that lacks aquatic access within greater than five miles.

In addition to PRCF owned and operated pools many Homeowner's Associations provide aquatic opportunities to their residents. *Map 11* provides an overlay of PRCF Aquatic facilities with other service providers who were identified through the facility inventory and assessment process.

## Map 11: Aquatic Facilities Service Areas



## PRCF RECREATION PROGRAM PLAN

PRCF has implemented a comprehensive approach to program development and evaluation. The PRCF Recreation Program Plan sets the stage and provides the foundation for incremental program planning and service delivery across a five-year time frame. Revisions are conducted as part of the annual budget process. The PRCF Recreation Program Plan addresses the methodology for program/activity selection, design, format, delivery, and lifecycle. The Plan includes program trends, community inventory, service statistics and service determinants used to guide staff in program selection and design. The Plan also identifies target markets and services that align with City of Mesa strategic initiatives, and PRCF department mission, goals, and objectives.

The PRCF Recreation Program Plan include a Program Objectives & Performance Measure Matrix. The Matrix defines and shows the relationship between purpose, vision, mission, performance measure outcomes, performance targets, and goals and objectives for each program area. Annually a Recreation Program Assessment Matrix is created to capture programs offered, who they serve, when they are offered, program type, objectives, and the maturity stage of these programs.

PRCF strives to provide programmatic services that are relevant, and equitably distributed, and meet the needs of citizens of Mesa. To support this work the Recreation Program Assessment Matrix should be enhanced to track and monitor the following Key Performance Indicators (KPI):

- Age segmentation(s) served/ underserved/unserved
- Classification of service and relation to cost recovery targets
- Pricing strategies employed/utilized
- Participant to staff ratio
- Marketing effectiveness
- Program cancellation rates
- Customer satisfaction level
- Customer retention rate

The next Recreation Program Plans should consider Facility Utilization and Capacity Rates. Facility utilization provides an understanding of capacity, desired program time(s), and programming limitations. All programmable facilities should be assessed regularly for its utilization. That is, how many hours are available compared to how many hours are used. The national benchmark (or ideal) is at least 60% utilization for programmable spaces.

## D. Level of Service Analysis

LOS describes how a recreation system provides residents access to recreational assets and amenities. It indicates the ability of people to connect with nature and pursue active lifestyles. It tends to reflect community values and can have implications for health and wellness, the local economy, and the quality of life. It is often representative of people's connection to their communities and lifestyles focused on outdoor recreation and healthy living. Various measures evaluate how Mesa's parks, open spaces, and facilities serve the community. They may be used to

benchmark current conditions and direct future planning efforts. The following section includes several traditional and innovative methods, including comparisons to other agencies and national datasets, capacity analysis based on components per capita, and various distribution, access, equity, and gap analysis.

### GRASP® LEVEL OF SERVICE ANALYSIS

A method known as GRASP® (Geo-Referenced Amenities Standard Process) was used to analyze the LOS provided by assets in Mesa. This process yields analytical maps and data that show access to recreation across a study area.

GRASP® analysis combines the inventory with Geographic Information Systems (GIS) software to produce analytic maps and data that show the **quality** and **distribution** of park and recreation services across the City. As seen in the example below, GRASP® Level of Service perspectives use overlapping service areas to yield a "heat map" that provides LOS measurement for locations within a study area. Orange shades represent the variation in LOS values across the map. Numbers on the map relate to park locations and names. See the System Map in *Appendix F* for park and facility number assignments.

### What do Perspectives do for us?

Perspectives can be maps or other analyses incorporating statistics, diagrams, tables, and charts that provide benchmarks or insights useful in determining community success in delivering services. The inventory performed with the GRASP®-IT tool provides details of what is available at any given location, and GIS analysis measures user access. People use various ways of reaching a recreation destination: on foot, on a bike, in a car, via public transportation, or some combination. In GRASP® Perspectives, there are two distinct

types of service areas for examining the park system to account for this variability:

1. Neighborhood Access Perspective - uses a travel distance of one mile to each component. It is intended to account for users traveling from home or elsewhere to a park or facility, most likely by bike, bus, or automobile.

2. Walkable Access Perspective - uses a travel distance of ½ mile, a suitable distance for a ten-minute walk.

Combining the service area for each component and the assigned GRASP® score into one overlay creates a shaded "heat" map representing the cumulative value of all components. This allows the LOS to be measured for any resident/user or location within the study area. The deeper the shade of orange, the higher the LOS. Further discussion on Perspectives and other GRASP® terminology is found in *Appendix E.*

## WALKABLE ACCESS TO PARKS

Walkability measures how user-friendly an area is to people traveling on foot and benefits a community in many ways related to public health, social equity, and the local economy. Many factors influence walkability, including the quality of footpaths, sidewalks or other pedestrian rights-of-way, traffic and road conditions, land use patterns, and public safety considerations.

Walkability analysis measures access to recreation by walking. One-half mile catchment radii have been placed around each component and shaded according to the GRASP® score. Scores are doubled within this catchment to reflect the added value of walkable proximity, allowing direct comparisons between neighborhood access and walkable access.;

### Pedestrian Barriers
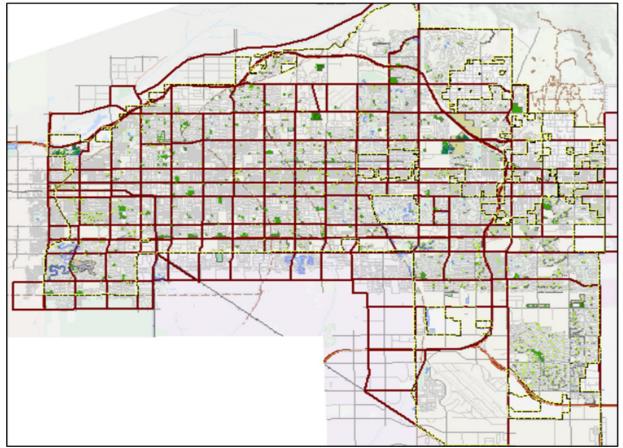
Pedestrian barriers such as major streets, highways, railroads, and canals significantly impact walkable access in Mesa. Zones created by identified barriers, displayed as dark purple lines, serve as discrete areas accessible without crossing a major street or another obstacle. Various green parcels represent parks and properties.

Environmental barriers can also limit walkability. The LOS in the walkability analysis has been "cut-off" by identified barriers where applicable.

**Map 12: Mesa Pedestrian Barriers**
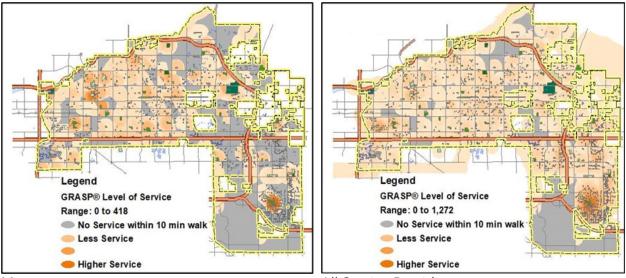


## Walkability Analysis Series

A series of perspectives represent the walkable LOS across Mesa. The analyses show the LOS available across Mesa, based on a ten-minute walk. The images' darker gradient areas indicate higher quality recreation assets based on a ten-minute walk service area. Gray areas fall outside of a ten-minute walk to recreation opportunities. The analyses are run with and without alternative providers to acknowledge the impact and importance of these parks relative to PRCF parks. Notice in the following examples the reduction of no service areas (gray) when all providers are considered. Also, as alternative providers are recognized across the community, the areas of higher service (darker orange) become less obvious, and service is considered more evenly distributed.
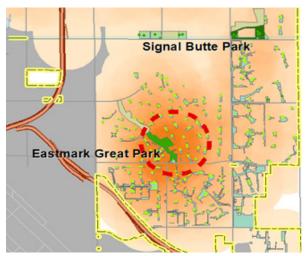
**Map 13: Walkable Access Comparison**



Mesa
See *Appendix F* for full map details.



All Service Providers

These images show that Mesa has a reasonable distribution of parks and facilities with areas of higher concentration at several locations throughout the City. The orange shading in the maps allows for an understanding of LOS distribution across the City. The highest value is near Eastmark Great Park in southeast Mesa as a point of comparison. As illustrated in the following image, the areas in grey with no walkable recreational opportunities, public or private, have a population of just over 21,000.

From the center of this dashed red circle, residents can access the 29 components at Eastmark Great Park and 100 other components at HOA parks in the area.

While these gradient or heat maps are important for showing Mesa's overall distribution service, they don't indicate what the service level should be.

A high-scoring Eastmark Great Park cannot be located in every neighborhood, but a goal can be set so that service is sufficient when all residents have walkable access to a park of this quality. As an alternative, residents may have access to several different parks within walking distance, or the combination of a PRCF Park and a HOA Park.

**Map 14: Walkability High-value Area**



**GRASP® Target Value**

Park scores help establish the appropriate service level for Mesa residents. A review of the scores suggests that a reasonable target is five components. The three parks in the table below represent an average Neighborhood Park.

**Table 36: Target Park Calculation**

| Park | Acres | Basketball Court | Fitness Course | Horseshoe Court | Loop Walk | Open Turf | Playground | Shelter | Volleyball Court | Total Components | Component Diversity |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Chaparral Park | 5.8 | 2 | | 1 | | 1 | 1 | 1 | | 6 | 83% |
| Enid Park | 6.1 | 1 | | | | 1 | 1 | 2 | 1 | 6 | 83% |
| Mariposa Park | 8.3 | | 1 | | 1 | 1 | 1 | 1 | | 5 | 100% |

These parks provide access to 5 different components. They typically include open turf, a playground, a ramada, a basketball court, a walking loop or other components.

**Walkability Gap Analysis**

The following map identifies areas that meet the target value and areas that are below the target. Purple areas indicate where walkable service values meet or exceed the target. Areas shown in yellow on the map are areas of opportunity. These areas currently provide service, but do not meet the target value. Improving the LOS in such areas may be possible by enhancing the quantity and quality of features in existing parks without acquiring new lands or developing new parks. Another option might be to address pedestrian barriers in the immediate area.

THIS PAGE IS INTENTIONALLY LEFT BLANK

# Walkable Access to Outdoor Recreation Opportunities

**mesa·az** **GRASP®**

## Mesa, Arizona

### Walkable LOS -Mesa Only

**Legend**

**GRASP® Level of Service**
Range: 0 to 418
- No Service within 10 min walk
- Less Service
- Higher Service

### Walkable LOS -All Providers

**Legend**

**GRASP® Level of Service**
Range: 0 to 1,272
- No Service within 10 min walk
- Less Service
- Higher Service

### Gap Analysis -Mesa Only

**Legend**

**GRASP® Gap Analysis**
Target Score: 56
- No Access within 10-min walk
- Below Target
- Meets Target

*This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information. Map Produced for Mesa, AZ by the GRASP® Team. Please refer to the project document for map details and narrative. Legend elements may vary in size, color and transparency from those shown on the map. GIS data sources include: City of Mesa GIS, Maricopa County, GRASP® Team, Esri.*
*© Copyright Mesa 2022*

### Gap Analysis -All Providers

**Legend - Main Map Walkable Gap Analysis -All Providers**

**GRASP® Gap Analysis**
Target Score: 5-6 Components
- No Access within 10-min walk
- Below Target
- Meets Target

- Mesa Park Component
- Other Park Component
- Lake/Pond
- City of Mesa Park/Facility
- Metro Park
- Regional Park
- Railroad
- Trail
- Freeway
- Highway
- Arterial
- Airport
- Community Park
- Neighborhood Park
- Pocket Park
- Special Use Facility
- Basin
- Future Park/Facility
- Other Provider Location
- City of Mesa Boundary

Park labels (Gap Analysis - All Providers): Sheepherders Park, Quail Run Park, Summit Park, Kashiwagi Park, Stapley Aquatic Complex, Desert Trails Park, Hermosa Vista Park, Alta Mesa Park, Falcon Field Park, Falcon Hill Park, Gene Autry Park, Red Mountain Park BLM Lease Area, Desert Arroyo Park, Whitman Park, Park of the Canals, Chaparral Park, Princess Park, Shepherd Aquatic Complex, Sloan Park, Fitch Park, Candlelight Park, Mountain View Park, Red Mountain Park, Hohokam Park & Stadium, Kino Aquatic Complex, Vista Monterey Park, Freedom Park, Porter Park, Valencia Park, Ensenada Park, Riverview Park Cubs STF, Carson Aquatic Complex, A's STF, Washington Park, Escobedo Park, Los Alamos Park, Fremont Aquatic Complex, Evergreen Park, Acacia Park, Pioneer Park, Pequeno Park, Beverly Park, Gateway Park, Eagles Park, Lazona Park, Chelsea Park, Jefferson Park, Stapley Park, Reed Park, Meadowgreen Park, Greenfield Park, Kleinman Park, Mesa Aquatic Complex, Guerrero Rotary Park, Delta Park, Golden Hills Park, Skyline Park, Fiesta Sports Park, Aripine Park, Countryside Park, Enid Park, Skyline Aquatic Complex, City View Park, Silvergate Park, Holmes Park, Brimhall Aquatic Complex, Heritage Park, Emerald Park, Rhodes Aquatic Complex, Sherwood Park, Harmony Park, Mariposa Park, Dobson Ranch Golf Course, Sagebrush Park, Kingsgate Park, Kingsborough Park, Dobson Ranch Park, Woodglen Park, Fountain Plaza, Ranch West Park, Monterey Park, Rancho Del Mar Park, Augusta Ranch Park, Marlborough Mesa Park, Palo Verde Park, Signal Butte Park, Carriage Lane Park, Eastmark Great Park, Hawes Loop Trail

Scale: 0  0.5  1  2  3 Miles

Compass: N E S W

In this analysis, 55% of the City's land area has LOS that exceeds the target value or, in other words, is purple. Yellow regions account for 25% of the land area. Twenty percent (gray) is without access to recreation opportunities within a ten-minute walk. When comparing this analysis to Census data, the results are more favorable. Mesa is better positioned, with 95 percent of residents within walking distance to some outdoor recreation opportunities, including 69 percent within a target value area. These are positive results, but also offer opportunities for improvement. The analysis indicates that parks are located well and capture a higher population than land area.

THIS PAGE IS INTENTIONALLY LEFT BLANK
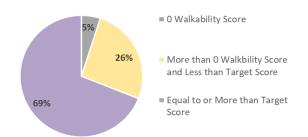
**Figure 25: Percentage of Population with Walkable Access to Outdoor Recreation**



- 0 Walkability Score — 5%
- More than 0 Walkbility Score and Less than Target Score — 26%
- Equal to or More than Target Score — 69%



Lastly, more demographic data can be analyzed from these three service areas. The "no service areas," despite being only 5% of the overall population, have the lowest income, are the most diverse, and have the highest crime index.

**Addressing No Service and Low Service Areas**

No Service Areas, otherwise known as "gray" areas account for 20% of land area. Low Service Areas otherwise known as "yellow" areas account for 25% of land area. These areas, by definition, have current service, but that service does not currently meet the target value of five recreational components based on a ten-minute walk service area.

Each gray and yellow area from *Map 15: GRASP® Walkable GAP Analysi*s was studied for total population, median household income, diversity index, and crime index. Additional information and local knowledge by staff also helped inform priority areas. Given the many community benefits of parks and recreation facilities and of the activities conducted at these spaces, it is fundamental that the PRCF continue to make concerted efforts to increase access for the diverse population in Mesa. *Map 16: GRASP® Walkable GAP* Priorities identifies priority areas identified in the gap analysis as being without service or low service. The shaded and labeled area on the map corresponds to the Map Labels on T*able 38.*

**Table 37: Demographics by Service Level**

| Walkability Demographic Analysis | % of 2021 Population by Service Level | Median Household Income | Diversity Index | Crime Index |
|---|---|---|---|---|
| No Service | 5% | $52,124 | 79.3 | 126 |
| Low Service | 26% | $60,670 | 75.5 | 97 |
| Target | 69% | $61,302 | 70.3 | 94 |

**Map 16: GRASP® Walkable GAP Priorities**
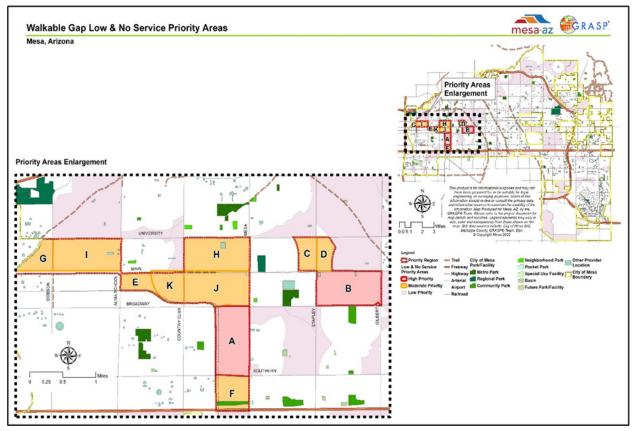


**Table 38: No Service and Low Service Area Matrix**

| Map Label | Current Service Level | Priority | Total Population | Median Household Income | Diversity Index | Crime Index |
|---|---|---|---|---|---|---|
| A | No | High | 3,343 | $42,656 | 79.5 | 140 |
| B | Low | High | 4,594 | $36,383 | 81.9 | 104 |
| C | No | Moderate | 1,036 | $55,225 | 82.8 | 94 |
| D | No | Moderate | 787 | $59,380 | 80.6 | 70 |
| E | No | Moderate | 499 | $30,343 | 83.4 | 256 |
| F | Low | Moderate | 1,612 | $42,246 | 84.2 | 184 |
| G | Low | Moderate | 1,327 | $41,082 | 86.9 | 190 |
| H | Low | Moderate | 1,518 | $29,264 | 70.3 | 279 |
| I | Low | Moderate | 3,902 | $47,548 | 85 | 134 |
| J | Low | Moderate | 1,327 | $22,636 | 78.8 | 276 |
| K | Low | Moderate | 714 | $52,709 | 86.6 | 231 |

Strategies to increase opportunities in these areas include:

- Improving or Increasing Service at Existing Facilities
- Developing Opportunities in Areas without PRCF Parks
- Addressing Pedestrian Barriers
- Implementing Planned Park Projects
- Increased Trail Access

## Improving or Increasing opportunities at Existing Facilities

The following is a list of parks and basins, that, if the quality or quantity of components were improved, would increase the service in a given area. In a few cases, there are multiple opportunities in the same area. They are listed below the option. Each situation is unique and specific actions will be discussed in *Chapter Nine: Key Findings and Strategic Implementation Plan.*

1. Kleinman Park
2. Fremont Aquatic Complex
3. Aripine Park
   a. Kingsgate Park
4. Golden Hills Park
5. Heritage Park
   a. City View Park
6. Sheepherders Park
7. Dobson Ranch Park

## Developing Opportunities in Areas without PRCF Parks

PRCF has always embraced the partnership concept, a critical reason for the successful park system found in the City today. The development of opportunities through alternative providers should be considered for areas that are under or unserved currently.

## Addressing Pedestrian Barriers

Several neighborhoods, or low-scoring areas, within Mesa are close to a quality park. Several opportunities exist to increase park access if pedestrian barriers are addressed or cooler routes to parks are developed. The extreme heat in Arizona is a factor that impacts walkability. Some situations may call for a "Cool Route to Play," which calls for developing routes that limit UV exposure.

Safe Routes to Play (SRTP) is a child-centered transportation planning process which helps communities assess the potential to create non-motorized connectivity between neighborhoods and parks, playgrounds, trails, and natural areas for children and their families.

The following is a list of parks and basins, that, if access were improved, or eased, would increase the service in a given area. Properties listed below the primary property are the potential to increase service in the same area. Some areas have multiple options, or properties that could provide service. Each situation is unique and may require special planning efforts and neighborhood engagement.

1. Eagles Park
2. Chaparral Park
   a. Basin 415
   b. Basin 414
3. Gene Autry
4. Basin 701
5. Reed Park
   a. Lazona Park
   b. Acacia Park
6. Harmony Park
7. Holmes Park
   a. Basin 106
8. Falcon Hill
   a. Basin 803
9. Mountain View Park
   a. Basin 320
   b. Basin 315
   c. Basin 314
10. Pioneer Park
    a. Gateway Park
11. Basin 412

## Implementing Planned Park Projects

The following is a current list of parks and basins in various planning phases that will increase access in low-scoring areas if completed.

1. Future Red Mountain Park Development
2. Future Park at Mountain and Adobe
3. Future Park at Elliot and Crimson
   - Basin 114
   - Basin 115
   - Basin 116

## Increased Trail Access

The following is a list of parks and basins that could contribute to the East/West trail corridor and provide important trail connections. In addition to a trail, consider these parcels for additional components like disc golf or fitness stations to improve service.

1. Los Alamos Park
2. Basin 320
3. Basin 322
4. Basin 703
5. Basin 704
6. Basin 705
7. Basin 711
8. Basin 725
9. Basin 730
10. Basin 731
11. Basin 794

The development of new walking/biking trails and opportunities to connect exiting trails was a top priority identified through community engagement efforts. The following possibilities exist outside of the East/West trail corridor.

1. Basin 114, Basin 115, Basin 116
2. North of Red Mountain Park to connect with the Hawes Trail System
3. Recker and Thomas to the natural area to the North

## NEIGHBORHOOD ACCESS TO PARKS

Perspectives also examine neighborhood or one-mile access to recreation opportunities. This analysis shows that Mesa has an excellent distribution of parks and facilities accessible within one mile. Darker gradient areas on the following maps indicate higher quality recreation assets based on a one-mile service area. The analysis also applies a premium for walkable access to create a comparable set of maps.
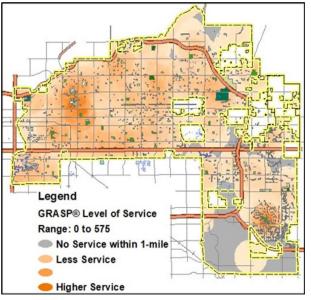
## Neighborhood Analysis Series

A series of perspectives represent the neighborhood LOS across Mesa. The analyses show the LOS based on a one-mile service area with a bonus for areas within a ten-minute walk. Like the walkability analysis, the images' darker gradient areas indicate greater access and gray areas fall outside the service area. The analyses are, again, run with and without alternative providers. As alternative providers are recognized across the community, the areas of higher service (darker orange) become less obvious, and service is considered more evenly distributed.

**Map 17: Neighborhood Park Access Comparison**



Mesa
See *Appendix F* for full map details.
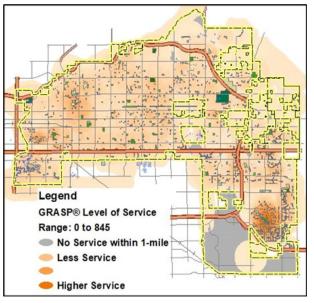


All Service Providers

## Neighborhood Gap Analysis

Like the walkability gap analysis, the following map identifies areas that meet the target value or are below. Purple areas indicate where service values meet or exceed the target and yellow areas do not meet the target. As service areas have expanded to one-mile there is much less underserved and unserved area. In fact, only 10% of the land area in this analysis has no service within one-mile. The majority of that land is the airport in Southeast Mesa. And when compared to census data, no service area accounts for less than 1% of the total population.

**Figure 26: Percentage of Population Neighborhood Access to Outdoor Recreation**

THIS PAGE IS INTENTIONALLY LEFT BLANK

# Neighborhood Access to Outdoor Recreation Opportunities

**mesa·az** **GRASP**

**Mesa, Arizona**

## Neighborhood LOS -Mesa Only

**Legend**

**GRASP® Level of Service**
Range: 0 to 575
- No Service within 1-mile
- Less Service
- Higher Service

## Neighborhood LOS -All Providers

**Legend**

**GRASP® Level of Service**
Range: 0 to 845
- No Service within 1-mile
- Less Service
- Higher Service

## Gap Analysis -Mesa Only

**Legend**

**GRASP® Gap Analysis**
Target: 5-6 components
- No Access within 1-mile
- Below Target
- Meets Target

*This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information. Map Produced for Mesa, AZ by the GRASP® Team. Please refer to the project document for map details and narrative. Legend elements may vary in size, color and transparency from those shown on the map. GIS data sources include: City of Mesa GIS, Maricopa County, GRASP® Team, Esri.*
*© Copyright Mesa 2022*

**Gap Analysis -All Providers**

Park labels on main map:
Sheepherders Park, Kashiwagi Park, Quail Run Park, Summit Park, Hawes Loop Trail, Stapley Aquatic Complex, Desert Trails Park, Hermosa Vista Park, Falcon Field Park, Alta Mesa Park, Falcon Hill Park, Desert Arroyo Park, Gene Autry Park, Red Mountain Park BLM Lease Area, Whitman Park, Fitch Park, Park of the Canals, Chaparral Park, Candlelight Park, Mountain View Park, Princess Park, Shepherd Aquatic Complex, Red Mountain Park, Sloan Park, Hohokam Park & Stadium, Kino Aquatic Complex, Vista Monterey Park, Valencia Park, Ensenada Park, Fremont Aquatic Complex, Freedom Park, Riverview Park Cubs STF, Carson Aquatic Complex, A's STF, Porter Park, Washington Park, Escobedo Park, Los Alamos Park, Pequeno Park, Evergreen Park, Acacia Park, Beverly Park, Gateway Park, Pioneer Park, Chelsea Park, Eagles Park, Lazona Park, Jefferson Park, Stapley Park, Reed Park, Meadowgreen Park, Greenfield Park, Golden Hills Park, Skyline Park, Mesa Aquatic Complex, Delta Park, Skyline Aquatic Complex, Kleinman Park, Guerrero Rotary Park, Countryside Park, Fiesta Sports Park, Aripine Park, Silvergate Park, Holmes Park, Enid Park, Brimhall Aquatic Complex, City View Park, Emerald Park, Heritage Park, Sherwood Park, Harmony Park, Mariposa Park, Rhodes Aquatic Complex, Dobson Ranch Golf Course, Sagebrush Park, Kingsgate Park, Kingsborough Park, Monterey Park, Dobson Ranch Park, Woodglen Park, Fountain Plaza, Ranch West Park, Augusta Ranch Park, Rancho Del Mar Park, Marlborough Mesa Park, Palo Verde Park, Carriage Lane Park, Signal Butte Park, Eastmark Great Park

**Legend - Main Map**
**Neighborhood Gap Analysis -All Providers**

**GRASP® Gap**
Target Score: 5-6 Components
- No Access within 1-mile
- Below Target
- Meets Target

- Mesa Park Component
- Other Park Component

**City of Mesa Park/Facility**
- Metro Park
- Regional Park

- Railroad
- Lake/Pond
- Trail
- Freeway
- Highway
- Arterial
- Airport

- Community Park
- Neighborhood Park
- Pocket Park
- Special Use Facility
- Basin
- Future Park/Facility
- Other Provider Location
- City of Mesa Boundary

N W E S

0 0.5 1 2 3 Miles

THIS PAGE IS INTENTIONALLY LEFT BLANK

## GRASP® COMPARATIVE ANALYSIS

The GRASP® National Dataset consists of 83 agencies, 5,071 parks, and over 30,500 components. When comparing PRCF to other agencies and parks in the dataset, four parks score in the top 60 of all parks and 20 parks are in the top 10% in the overall GRASP® score.

**4** Top 60 of all park scores

**30,510** Compenents

**83** Agencies

**5,071** Parks

**20** Top 10% of all park scores

Additional findings in these comparisons reveal that Mesa is below average for similar-sized agencies in components per park and average score per park. Since park scores are so closely related to the number of components in each park, these two track together.

**4** Components Per Location

Tulsa, OK – 8
Aurora, CO – 6
Henderson, NV – 13
Valley-Wide, CA – 6

**22** Average Score Per Location

Tulsa, OK – 29
Aurora, CO – 32
Henderson, NV – 81
Valley-Wide, CA – 33

However, Mesa scores equal or higher when it comes to the total number of parks, parks per capita and components per capita.

**222** Total Locations

Tulsa, OK – 156
Aurora, CO – 155
Henderson, NV – 65
Valley-Wide, CA – 65

**0.4** Park Per 1,000 People

Tulsa, OK – 0.4
Aurora, CO –0.4
Henderson, NV – 0.2
Valley-Wide, CA – 0.2

**2.0** Components / 1K Pop

Tulsa, OK – 3
Aurora, CO – 2
Henderson, NV – 3
Valley-Wide, CA – 2

The table below provides additional comparative data from other communities of similar populations to Mesa across the United States. Because every community is unique, there are no standards or "correct" numbers.

**Table 39: GRASP® Comparative Data**

|  | Mesa, AZ | Tulsa, OK | Aurora, CO | Henderson, NV | Valley-Wide, CA |
|---|---|---|---|---|---|
| Year | 2021 | 2021 | 2019 | 2018 | 2020 |
| Population | 519,443 | 405,327 | 374,154 | 290,567 | 275,064 |
| Study Area Size (Acres) | 90,273 | 144,239 | 101,646 | 68,249 | 490,802 |
| Population Density (per acre) | 5.7 | 2.8 | 3.7 | 4.3 | 0.6 |
| # of Sites | 225 | 156 | 155 | 65 | 65 |
| Total Number of Components | 907 | 1,317 | 920 | 854 | 414 |
| Average # of Components per Site | 4 | 8 | 6 | 13 | 6 |
| Total GRASP® Value (Entire System) | 3,695 | 4,552 | 4,997 | 5,236 | 2,154 |
| GRASP® Index | 7 | 11 | 13 | 18 | 8 |
| Average Score/Site | 22 | 29 | 32 | 81 | 33 |
| % of Total Area w/LOS >0 | 90%* | 86% | 63% | 83% | 9% |
| Average LOS per Acre Served | 148* | 110 | 180 | 202 | 84 |
| Components per Capita | 2 | 3 | 2 | 3 | 2 |
| Average LOS / Population Density per Acre | 26* | 39 | 49 | 47 | 150 |
| % of Population with Walkable Target Access | 69%* | 39% | 69% | 46% | 22% |
| People per Park | 2,276 | 2,598 | 2,414 | 4,470 | 4,232 |

Green is positive when compared to the average

Red is negative when compared to the average

All quantities include only Mesa developed parks unless otherwise indicated by * which includes all providers

Notes on these comparisons:

- Mesa has the highest population density
- GRASP® Index is value per capita and involves dividing the total of all components by the population. The GRASP® Index does not factor in population density
- Average LOS per acre is a calculation of the GRASP® values and the total acres for each of those values. This calculation computes the average value over all acres. For example, one area on the map may be light orange which represents a value of 75 and it covers 14 acres total. Another area may be darker and have a value of 150 but only cover 2 acres. In the case of these comparable cities, Mesa's darker acres cover a greater percentage of the city than the average.

## CAPACITIES ANALYSIS

A Capacities Analysis compares each component to the Mesa population to create a ratio. In this case, the current inventory for these components is limited to Mesa-owned and managed property and does not include other providers. **Table 40** shows the current capacities for selected components in Mesa.

Accurate population projections are essential to this type of analysis. The capacities table is dependent on the number of assets without regard to distribution or quality. An agency increases LOS by adding assets, regardless of the location, condition, or quality. In theory, the LOS provided by assets is more accurately a combination of location, quality, and quantity, so this table should be used with discretion and only in conjunction with the other analyses presented in this study. To maintain the current LOS, PRCF should consider adding components from the table with red highlights. However, the LOS provided by other providers must also be considered.

**Table 40: Component Capacities Analysis**

| | 2022 Quantity | Ratio per Component based on 2022 Population | Ratio per component | Amount Needed Based on 2027 Population | Shortfall |
|---|---|---|---|---|---|
| Aquatics, Complex | 9 | 0.02 | 57,716 | 10 | 1 |
| Aquatics, Spray Pad | 5 | 0.01 | 103,889 | 5 | 0 |
| Basketball Court | 51 | 0.10 | 10,185 | 54 | 3 |
| Batting Cage | 1 | 0.00 | 519,443 | 1 | 0 |
| Concessions | 8 | 0.02 | 64,930 | 8 | 0 |
| Diamond Field | 47 | 0.09 | 11,052 | 50 | 3 |
| Diamond Field, Complex | 8 | 0.02 | 64,930 | 8 | 0 |
| Diamond Field, Practice | 16 | 0.03 | 32,465 | 17 | 1 |
| Disc Golf | 2 | 0.00 | 259,722 | 2 | 0 |
| Dog Park | 3 | 0.01 | 173,148 | 3 | 0 |
| Event Space | 6 | 0.01 | 86,574 | 6 | 0 |
| Fitness Course | 8 | 0.02 | 64,930 | 8 | 0 |
| Golf | 1 | 0.00 | 519,443 | 1 | 0 |
| Horseshoe Court | 28 | 0.05 | 18,552 | 30 | 2 |
| Loop Walk | 26 | 0.05 | 19,979 | 28 | 2 |
| Natural Area | 11 | 0.02 | 47,222 | 12 | 1 |
| Open Turf | 191 | 0.37 | 2,720 | 203 | 12 |
| Pickleball Court | 17 | 0.03 | 30,555 | 18 | 1 |
| Picnic Ground | 3 | 0.01 | 173,148 | 3 | 0 |
| Playground, Destination | 8 | 0.02 | 64,930 | 8 | 0 |
| Playground, Local | 56 | 0.11 | 9,276 | 59 | 3 |
| Rectangular Field, Complex | 3 | 0.01 | 173,148 | 3 | 0 |
| Rectangular Field, Large | 22 | 0.04 | 23,611 | 23 | 1 |
| Rectangular Field, Multiple | 9 | 0.02 | 57,716 | 10 | 1 |
| Rectangular Field, Overlay | 1 | 0.00 | 519,443 | 1 | 0 |
| Rectangular Field, Small | 4 | 0.01 | 129,861 | 4 | 0 |
| Shelter, Large | 62 | 0.12 | 8,378 | 66 | 4 |
| Shelter, Small | 134 | 0.26 | 3,876 | 142 | 8 |
| Skate Park | 1 | 0.00 | 519,443 | 1 | 0 |
| Tennis Court | 19 | 0.04 | 27,339 | 20 | 1 |
| Trail Access Point | 5 | 0.01 | 103,889 | 5 | 0 |
| Trail, Multi-use | 1 | 0.00 | 519,443 | 1 | 0 |
| Volleyball Court | 39 | 0.08 | 13,319 | 41 | 2 |

## PARK METRIC ANALYSIS

The Park Metric Analysis involves comparing Mesa to recent national statistics published by the National Recreation and Park Association in their "2021 NRPA Agency Performance Review: Park and Recreation Agency Performance Benchmarks." PRCF does well in most categories and only fails to meet the NRPA median in tennis courts, basketball courts, and community gardens. Residents per park (6,040) and acres of parks per 1,000 people (3.1) falls short of the NRPA published benchmarks for similar-sized cities. The acreage comprises only parks owned and managed by PRCF and includes developed parks, golf courses, and sports park classifications. Based on 2027 growth projections, to maintain 3.1 acres per 1,000 people PRCF will need to add 110 acres to maintain its current LOS.

**Table 41: 2021 NRPA Park Metrics Comparison**

| Outdoor Facility | Agencies offering this facility | Similar Agency Residents per Facility | Mesa Residents per Facility | Mesa 2021 Quantity | Need to add to meet current population | Facility needed to meet 2027 projected population |
|---|---|---|---|---|---|---|
| Residents Per Park | N/A | 5,765 | 2,276 | 225 parks | N/A | N/A |
| Acres of Park Land per 1,000 Residents | N/A | 10.6 | 4.9 | 1,615* Acres | N/A | N/A |
| Basketball Courts | 87% | 11,632 | 10,185 | 51 | -7 | -7 |
| Community Garden | 48% | 96,322 | 519,443 | 0 | 5 | 5 |
| Diamond Fields: Adult Baseball | 51% | 48,657 | | | -36 | -36 |
| Diamond Fields: Adult Softball | 65% | 30,511 | 11,052 | 47** | -33 | -33 |
| Diamond Fields: Youth Baseball | 78% | 19,286 | | | -25 | -25 |
| Diamond Fields: Youth Softball | 59% | 44,398 | | | -35 | -35 |
| Dog Park | 65% | 129,506 | 173,148 | 3 | 1 | 1 |
| Pools | 51% | 93,534 | 51,944 | 9 | -4 | -4 |
| Tennis Courts | 81% | 9997 | 27,339 | 19 | 32 | 32 |
| Playgrounds | 94% | 8,271 | 8,116 | 64 | -2 | -2 |
| Rectangular Fields: Adult Soccer | 44% | 30,092 | | | 1 | 1 |
| Rectangular Fields: Multi-purpose | 66% | 22,538 | 23,611 | 22*** | -5 | -5 |
| Skate Park | 39% | 247,664 | 519,443 | 1 | 1 | 1 |
| Comparison based on median for 250,000+ population comparison | | | | | | |
| Exceeds median | | | | | | |
| Does not meet median | | | | | | |
| *Does not include basins, future parks, or Red Mountain BLM lease area (825 acres) **Diamond field inventory simplified into all diamond fields or practice diamond | | | | | | |
| ***Only large rectangle fields used in this calculation | | | | | | |

# Chapter Seven:

## VERTICAL ASSETS

The Parks, Recreation and Commercial Facilities Department merged with the Facilities Maintenance Department in 2015. As the result of this organizational structure change, the Department became known as the Parks, Recreation and Community Facilities Department and its scope, depth and breadth of service expanded, and its facilities management and maintenance responsibilities increased significantly. PRCF staff maintains and manages over 9,000,000 sq. ft. of vertical assets on City owned properties.

The Facilities Maintenance Division (FM) strives to maintain all City buildings, equipment systems, and associated grounds. The Division's goal is to provide safe, sustainable, and functional work areas for City staff and others. FM provides building, electrical, plumbing, life/safety,and HVAC/mechanical repairs in addition to lifecycle replacements for all City owned facilities. The Division performs regular preventative maintenance to minimize downtime and maximize the life expectancy of building systems. FM utilizes both in-house staff and outside contractors to perform work as needed along with 24-hour emergency stand-by services. Some notable contracts are: Building Maintenance, Painting, Roofing, Custodial, Pest control and Landscaping Services. In addition, staff responds to various daily calls to address building related issues. In FY 20/21 FM responded to more than 6,000 work order requests.

# A. Facility Condition Assessment

Effective maintenance management of City facility assets requires documenting current conditions of the City's facilities and identifying deferred maintenance and continuing capital repairs. Bureau Veritas (BV) performed a Facility Condition Assessment (FCA) for City of Mesa. Based on data collected during the Facility Condition Assessment, an inventory of facilities equipment was developed. This inventory included equipment of significant value and importance and with recurring maintenance requirements. The purpose of this project was to define the recurring maintenance activities required to ensure the City of Mesa facilities equipment is maintained in a safe, reliable, and efficient condition. This includes identifying the specific maintenance tasks and frequency of each task for each type of equipment.

For the assessment 17 buildings were selected, totaling 617,294 square feet. This accounts for 7% of the square footage maintained and managed by PRCF. The assessment includes aquatic facilities, public safety (police/fire) stations, recreation centers, office buildings, the Mesa Amphitheater and Convention Center, and others. The buildings selection below was intentional. It encompasses a variety of facility types, several Departments and buildings that are in different stages of their lifecycle.

- Broadway Recreation Center: 19,900 square feet
- Red Mountain Center: 76,247 square feet
- Mesa Tennis Center: 3,845 square feet
- Museum of Natural History: 60,566 square feet
- Red Mountain Library: 57,469 square feet
- Fire Admin (Fire Station 2201): 11,949 square feet
- Fire Station 220: 13,639 square feet
- Superstition Police Substation: 13,874
- Fremont Aquatic Complex: 4,729
- Brimhall Aquatic Complex: 5,742 square feet
- Kino Aquatic Center: 8,769 square feet
- Mesa Center for Higher Education: 54,814 square feet
- 340 E. 6th Street Office: 18,800 square feet
- 200 S. Center St. Campus (1 bldg sampling): 94,390 square feet
- Mesa Amphitheater and Convention Center: 94,669 square feet
- East Mesa Fleet/Transportation Building        : 68,468 square feet
- Mesa Council Chambers: 9,424 square feet

## METHODOLOGY

Based on data collected during the Facility Condition Assessment, an inventory of facilities equipment was developed. This inventory included equipment of significant value and importance and with recurring maintenance requirements. The inventory included equipment from the following building systems:

- Elevators and Lifts
- Electrical
- Exterior Enclosure
- Fire Protection
- Food Service
- HVAC
- Plumbing
- Life Safety

BV maintains a library of preventive maintenance schedules for common facilities equipment based on manufacturers' recommendations, code requirements and best practices. The preventive maintenance schedules contain the specific maintenance tasks and frequencies for each type of equipment.

## FACILITY CONDITIONS INDEX

One of the major goals of the FCA is to calculate each building's Facility Condition Index (FCI), which provides a theoretical objective indication of a building's overall condition.  By definition, the FCI is defined as the ratio of the cost of current needs divided by current replacement value (CRV) of the facility.  The chart below presents the industry standard ranges and cut-off points.

**Table 42: FCI Ranges and Description**

| FCI Ranges and Description | |
|---|---|
| 0 – 5% | In new or well-maintained condition, with little or no visual evidence of wear or deficiencies. |
| 5 – 10% | Subjected to wear but is still in a serviceable and functioning condition. |
| 10 – 30% | Subjected to hard or long-term wear. Nearing the end of its useful or serviceable life. |
| 30% and above | Has reached the end of its useful or serviceable life. Renewal is now necessary. |

The deficiencies and lifecycle needs identified in this assessment provide the basis for a portfolio-wide capital improvement funding strategy.  In addition to the current FCI, extended FCI's have been developed to provide owners the intelligence needed to plan and budget for the "keep-up costs" for their facilities.  As such the 3-year, 5-year, and 10-year FCI's are calculated by dividing the anticipated needs of those respective time periods by current replacement value.  As a final point, the FCI's ultimately provide more value when used to relatively compare facilities across a portfolio instead of being over-analyzed and scrutinized as stand-alone values. The following table summarizes the individual findings for the FCAs.

**Table 43: FCA Summary**

| Facility (year built) | Cost/SF | Total SF | Replacement Value | Current | 3-Year | 10-Year |
|---|---|---|---|---|---|---|
| Mesa Center for Higher Education (1984) | $514 | 55,000 | $28,270,000 | 0.3% | 1.8% | 14.7% |
| East Mesa Fleet/Transportation Building (1995 | $341 | 68,468 | $23,347,588 | 0.1% | 3.5% | 25.0% |
| 340 E. 6th Street Office (1977) | $341 | 18,200 | $6,206,200 | 0.0% | 0.5% | 24.4% |
| 340 E. 6th Street L-Building (1977) | $341 | 9,400 | $3,205,400 | 0.8% | 7.3% | 16.6% |
| 200 S. Center St. Campus (1985) | $341 | 37,000 | $12,617,000 | 0.0% | 1.4% | 30.1% |
| Red Mountain Center (1999) | $580 | 76,247 | $44,223,260 | 0.3% | 2.2% | 8.5% |
| Mesa Tennis Center (1994) | $531 | 3,900 | $2,070,900 | 0.4% | 5.4% | 22.4% |
| Broadway Rec Center (1961) | $541 | 19,900 | $10,765,900 | 0.2% | 0.6% | 17.7% |
| Mesa Council Chambers | $521 | 9,424 | $4,710,050 | 0.1% | 0.4% | 22.3% |
| Mesa Convention Center / Building C (1978) | $521 | 48,000 | $25,008,000 | 0.0% | 5.5% | 27.9% |
| Mesa Convention Center / Building B (1984) | $521 | 28,500 | $14,848,500 | 0.0% | 1.9% | 20.0% |
| Mesa Convention Center / Building A (1979) | $521 | 18,000 | $9,378,000 | 0.0% | 11.8% | 31.3% |
| Mesa Convention Center | $521 | 94,500 | $49,234,500 | 0.0% | 5.6% | 26.2% |
| Mesa Amphitheater (1974) | $521 | 14,000 | $7,294,000 | 0.0% | 3.4% | 19.7% |
| Red Mountain Library (1994) | $438 | 54,500 | $23,871,000 | 0.0% | 3.1% | 27.4% |
| Museum of Natural History (1975) | $519 | 65,000 | $33,735,000 | 0.1% | 1.8% | 14.1% |
| Superstition Police Substation (1997) | $537 | 13,639 | $7,324,143 | 15.0% | 21.8% | 69.5% |
| Fire Station 220 (2012) | $421 | 11,949 | $5,030,529 | 0.0% | 3.0% | 9.3% |
| Fire Admin (Fire Station 2201) (1950) | $424 | 25,500 | $10,812,000 | 0.0% | 2.2% | 23.3% |
| Kino Aquatic Center (2008) | $541 | 5,742 | $3,106,422 | 0.3% | 7.5% | 36.2% |
| Fremont Aquatic Complex (1972) | $541 | 13,874 | $7,505,834 | 0.0% | 9.6% | 21.3% |
| Brimhall Aquatic Complex (2001) | $541 | 4,729 | $2,558,389 | 0.6% | 4.1% | 5 |

The below charts show the FCI of the buildings reviewed looking forward 3 and 10 years assuming no capital improvements are completed.
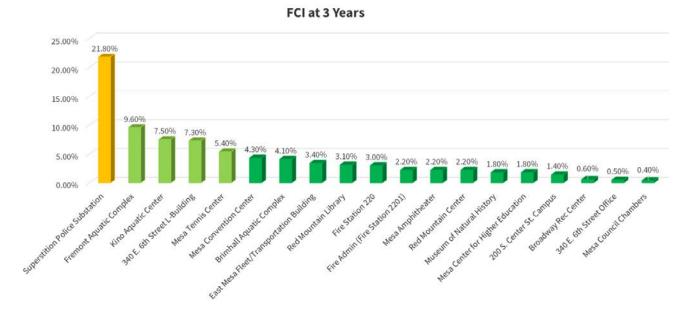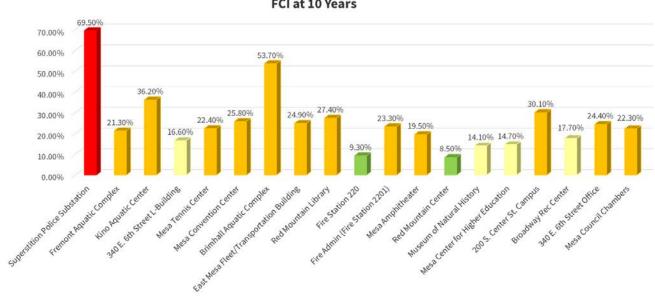
**Figure 27: Building FCI - 3 years**



**Figure 28: Building FCI -10 Years**

## Table 44: Immediate Repairs

| Facility/Building | Total Items | Total Cost |
|---|---|---|
| 340 E. 6th Street L-Building | 3 | $25,000 |
| Brimhall Aquatic Complex | 2 | $15,800 |
| Broadway Rec Center | 3 | $25,800 |
| East Mesa Fleet/Transportation Building | 3 | $24,100 |
| Fire Admin (Fire Station 2201) | 1 | $2,000 |
| Fremont Aquatic Complex | 2 | $2,100 |
| Kino Aquatic Center | 1 | $9,100 |
| Mesa Center for Higher Education | 1 | $78,400 |
| Mesa Council Chambers | 1 | $6,500 |
| Mesa Tennis Center | 2 | $8,700 |
| Museum of Natural History | 4 | $33,900 |
| Red Mountain Center | 2 | $111,000 |
| Superstition Police Substation | 2 | $1,097,500 |
| Total | 27 | $1,439,900 |

Systems Expenditure Forecast for all buildings reviewed combined.

## Table 45: Systems Expenditure Forecast

| System | Immediate (0 yrs) | Short Term (1-2 yr) | Near Term (3-5 yr) | Med Term (6-10 yr) | TOTAL |
|---|---|---|---|---|---|
| Structure | $112,532 | - | - | - | $112,532 |
| Facade | $15,346 | $137,569 | $1,013,000 | $1,842,678 | $3,008,593 |
| Roofing | $6,655 | $493,786 | $913,852 | $4,237,171 | $5,651,464 |
| Interiors | $80,484 | $657,257 | $5,194,992 | $3,499,058 | $9,431,791 |
| Conveying | - | $6,922 | $102,027 | $388,442 | $497,391 |
| Plumbing | $3,914 | $78,752 | $304,993 | $2,546,014 | $2,933,673 |
| HVAC | $27,274 | $156,776 | $1,682,887 | $4,481,568 | $6,348,505 |
| Fire Protection | - | $11,075 | $478,995 | $481,978 | $972,048 |
| Electrical | - | $272,327 | $4,311,746 | $9,553,897 | $14,137,970 |
| Fire Alarm & Electronic Systems | $5,220 | $1,023,228 | $1,291,828 | $1,954,071 | $4,274,347 |
| Equipment & Furnishings | $2,740 | $129,994 | $492,405 | $1,023,574 | $1,648,713 |
| Special Construction & Demo | - | $8,064 | $566,091 | $2,310,595 | $2,884,750 |
| Site Development | $13,050 | $8,986 | $404,103 | $1,087,686 | $1,513,825 |
| Site Utilities | - | - | $258,661 | $442,098 | $700,759 |
| Site Pavement | $1,090,980 | $1,278,573 | $1,146,450 | $2,796,469 | $6,312,472 |
| Follow-up Studies | $71,775 | - | - | - | $71,775 |
| Accessibility | $9,787 | $321,108 | - | - | $330,895 |
| TOTALS (3% inflation) | $1,439,800 | $4,584,500 | $18,162,100 | $36,645,300 | $60,831,700 |

## PLAN TYPES

Each line item in the cost database is assigned a Plan Type, which is the primary reason or rationale for the recommended replacement, repair, or other corrective action. This is the "why" part of the equation. A cost or line item may commonly have more than one applicable Plan Type; however, only one Plan Type will be assigned based on the "best" fit, typically the one with the greatest significance.

**Table 46: Plan Type Description**

| Plan Type Descriptions | |
|---|---|
| Safety | An observed or reported unsafe condition that if left unaddressed could result in injury; a system or component that presents potential liability risk. |
| Performance/ Integrity | Component or system has failed, is almost failing, performs unreliably, does not perform as intended, and/or poses risk to overall system stability. |
| Accessibility | Does not meet ADA, UFAS, and/or other accessibility requirements. |
| Environmental | Improvements to air or water quality, including removal of hazardous materials from the building or site. |
| Retrofit/Adaptation | Components, systems, or spaces recommended for upgrades in in order to meet current standards, facility usage, or client/occupant needs. |
| Lifecycle/Renewal | Any component or system that is not currently deficient or problematic but for which future replacement or repair is anticipated and budgeted. |

**Figure 29: Plan Type Description Forecast**



Legend:
- ● Safety — $5,300
- ● Performance/Integrity — $3,970,200
- ● Accessibility — $330,900
- ● Retrofit/Adaptation — $603,700
- ● Lifecycle/Renewal — $55,921,600

10-YEAR TOTAL: $60,831,700

## REPLACEMENT FORECAST 10-YEAR

Cost line items traditionally called Replacement Forecast (equivalently referred to as Lifecycle/ Renewals) are for recurring probable expenditures, which are not classified as operation or maintenance expenses. The replacement forecast should be budgeted for in advance on an annual basis. Replacement Forecast are reasonably predictable both in terms of frequency and cost.  However, Replacement Forecast may also include components or systems that have an indeterminable life but, nonetheless, have a potential for failure within an estimated time period.

Replacement Forecast generally exclude systems or components that are estimated to expire after the reserve term and are not considered material to the structural and mechanical integrity of the subject property. Furthermore, systems and components that are not deemed to have a material effect on the use of the Property are also excluded. Costs that are caused by acts of God, accidents, or other occurrences that are typically covered by insurance, rather than reserved for, are also excluded.

Replacement costs are solicited from ownership/property management, BV's discussions with service companies, manufacturers' representatives, and previous experience in preparing such schedules for other similar facilities. Costs for work performed by the ownership's or property management's maintenance staff are also considered.

BV's forecast methodology involves identification and quantification of those systems or components requiring capital reserve funds within the next 10-years. Additional information concerning system's or component's respective replacement costs (in today's dollars), typical expected useful lives, and remaining useful lives were estimated so that a funding schedule could be prepared. The Replacement Forecast Schedule presupposes that all required remedial work has been performed or that monies for remediation have been budgeted for items defined as Immediate Needs.

**Table 47: Replacement Forecast by Location**

| Location | Total Estimate |
| --- | --- |
| Brimhall Aquatic Complex | $1,373,556 |
| Fremont Aquatic Complex | $1,599,835 |
| Kino Aquatic Center | $1,123,970 |
| Fire Admin (Fire Station 2201) | $2,524,231 |
| Fire Station 220 | $470,026 |
| Superstition Police Substation | $5,091,830 |
| Museum of Natural History | $4,773,432 |
| Red Mountain Library | $6,538,442 |
| Mesa Amphitheater | $1,435,778 |
| Mesa Convention Center / Building A | $2,936,926 |
| Mesa Convention Center / Building B | $2,962,630 |
| Mesa Convention Center / Building C | $6,976,712 |
| Mesa Council Chambers | $1,048,305 |
| Broadway Rec Center | $1,901,848 |
| Mesa Tennis Center | $464,598 |
| Red Mountain Center | $3,763,052 |
| 200 S. Center St. Campus | $3,803,308 |
| 340 E. 6th Street L-Building | $533,392 |
| 340 E. 6th Street Office | $1,511,402 |
| East Mesa Fleet/Transportation Building | $5,836,517 |
| Mesa Center for Higher Education | $4,162,573 |
|  |  |
| Total | $60,832,364 |

## PREVENTIVE MAINTENANCE SUMMARY

*Table 48* below presents a recommended summary of the PM Schedules for City of Mesa.

**Table 48: Preventive Maintenance Summary**

| Classification/Type | Weekly | Monthly | Quarterly | Semi-Annual | Yearly | 3 Years |
|---|---|---|---|---|---|---|
| **Conveying** | | | | | | |
| Elevator | | | X | X | X | |
| **Electrical** | | | | | | |
| Automatic Transfer Switch | | | | | X | |
| Emergency Generator | | | X | | X | X |
| Emergency Lights | | X | | | X | |
| Panel | | | | | X | |
| Switchgear | | | | | X | |
| Transformer | | | | | X | |
| Motor Control Center | | | | | X | |
| Switchboard | | | | | X | |
| VFD | | | | | X | |
| **Exterior Enclosure** | | | | | | |
| Gate | | | | X | | |
| **Fire Protection** | | | | | | |
| BackFlow Preventer | | | | | X | |
| Panel, Fire | | | | | X | |
| Sprinkler System | | X | | | X | |
| Fire Suppression System | | X | | X | | |
| **Food Service** | | | | | | |
| Exhaust Hood | | | | X | | |
| Food Disposer | | | | X | | |
| Ice Machine | | | | X | | |
| Walk-In Cooler | | | | X | X | |
| Walk-In Freezer | | | | X | X | |
| Compressor, Refrigeration | | | X | | X | |
| **HVAC** | | | | | | |
| Air Compressor | | | X | | X | |
| Air Conditioner | | | X | | X | |
| Air Handling Unit | | | X | | X | |
| Building Automation System | | | | | X | |
| **Chiller, Air Cooled** | | | | | | |
| Condenser | | | | | X | |

| Classification/Type | Weekly | Monthly | Quarterly | Semi-Annual | Yearly | 3 Years |
|---|---|---|---|---|---|---|
| Fan | | | | X | X | |
| Fan, Exhaust | | | | X | X | |
| Furnace | | | X | | X | |
| Heat Exchanger | | | | | X | |
| Heat Pump | | | X | | X | |
| Make Up Air Unit | | | X | | X | |
| Package Unit | | | X | | X | |
| Pump | | | X | | X | |
| Split System | | | X | | X | |
| Tank | | | | | X | |
| Tank, Expansion | | | | | X | |
| Unit Heater, Gas | | | | | X | |
| Air Dryer | | | X | | X | |
| Cooling Tower | | X | X | | X | |
| Fan Coil Unit | | | X | | X | |
| Unit Heater, Electric | | | | | X | |
| Air Curtain | | | X | | X | |
| Valve | | | | | X | |
| Evaporative Cooler | | | X | | X | |
| Humidifier | | | | | X | |
| Boiler, Gas | | X | X | | X | |
| Duct Heater | | | | | X | |
| **Plumbing** | | | | | | |
| BackFlow Preventer | | | | | X | |
| Pump | | | X | | X | |
| Pump, Circulator | | | X | | X | |
| Pump, Sump | | | | | X | |
| Tank, Storage | | | | | X | |
| Water Heater | | | | | X | |
| Water Heater, Electric | | | | | X | |
| Water Heater, Gas | | | | | X | |
| Water Softener | | | | | X | |
| Tank Monitoring System | | | | | X | |
| **Life Safety** | | | | | | |
| Eye Wash | X | | | | | |
| Eye Wash / Safety Shower | X | | | | | |
| Emergency Exit Signs | | | X | | X | |

## EQUIPMENT PREVENTIVE MAINTENANCE LABOR REQUIREMENTS

BV includes estimated labor hours in each preventative maintenance (PM) schedule to provide a summary of estimated labor requirements. BV uses labor hour estimates for PM tasks that are based on its experience and verified against such standards as RS Means, Whitestone Research, and GSA-published estimates.

The estimated number of labor hours required for each craft to manage preventative maintenance at the 17 selected facilities is shown below in *Table 49.* Labor estimates are based on the presumption that the maintenance staff is located at the same location where the work is being done. Travel time, other than accounting for a short walk to the work location, is not accounted for in BV's estimates. *Table 52,* includes a summary of the annual estimated labor requirements to complete the PM tasks included in the Preventive Maintenance Program developed by BV for the City of Mesa.

### Table 49: Estimated PM Labor Hours

| Equipment Classification | Annual Estimated Labor Hours for Preventive Maintenance (Travel Time Not Included) |
|---|---|
| Elevators | 197 |
| Electrical | 489 |
| Exterior Enclosure | 2 |
| Fire Protection | 1290 |
| Food Service | 190 |
| HVAC | 2781 |
| Life Safety | 328 |
| Plumbing | 265 |
| Total | 5542 |

BV is able to estimate the required staffing levels for facilities maintenance personnel based on the annual estimated labor hours for preventive maintenance. The staffing estimate would include the total number of FTE required for each craft to complete all facilities maintenance (repairs and preventive maintenance) as well as non-maintenance activities typically performed by facilities maintenance personnel such as room setup and contractor escort. The total productive labor hours available for each employee were estimated to be 1,776 per year, as shown below in *Table 50.*

### Table 50: Estimated Productive Hours per Full- Time Employee

| Available Productive Hours Per Full-Time Employee | |
|---|---|
| Total Hours Per Year | 2,080 |
| Vacation Hours | 120 |
| Sick Hours | 40 |
| Training Hours | 40 |
| Holiday Hours | 104 |
| Available Productive Hours Per FTE | 1,776 |

The percentages of productive hours that maintenance staff would spend performing different activities were then estimated based on industry experience. These estimates are shown below in *Table 51.*

**Table 51: Estimated Usage of Labor Hours**

| Distribution of Productive Hours | % |
|---|---|
| Preventive Maintenance | 10 |
| Repairs | 55 |
| Inspections | 5 |
| Other | 20 |
| Travel | 10 |
| Total | 100 |

The number of FTE required for each craft was calculated using the following formula:

$$FTE = \frac{(Estimated\ PM\ Labor\ Hours)}{((\%\ Productive\ Hours\ for\ PM)\ /\ 100)(Available\ Productive\ Hours)}$$

As an example, the number of FTE for HVAC is calculated as follows:

$$[\![FTE]\!]_{\_HVAC} = \frac{(840.25\ Hours)}{(37\ /\ 100)(1{,}776\ Hours/FTE)}$$

$$[\![FTE]\!]_{\_HVAC} = 1.28$$

The estimated number of FTE required for each craft is shown in *Table 52.* The estimated FTE count for annual maintenance needs of the 17 selected facilities is 31.73.

## Table 52: Estimated Full-Time Employees Required

| Estimated Full-Time Employees Required | |
|---|---|
| **Craft/Building** | **Full-Time Employees** |
| **Elevators** | **1.11** |
| Fire Admin (Fire Station 2201) | 0.11 |
| Mesa Center for Higher Education | 0.11 |
| Mesa Convention Center | 0.23 |
| Mesa Council Chambers | 0.11 |
| Museum of Natural History | 0.11 |
| Red Mountain Center | 0.11 |
| **Electrical** | **2.75** |
| 200 S. Center St. Campus | 0.12 |
| 340 E. 6th Street L-Building | 0.01 |
| 340 E. 6th Street Office | 0.17 |
| Brimhall Aquatic Complex | 0.03 |
| Broadway Rec Center | 0.03 |
| East Mesa Fleet/Transportation Building | 0.33 |
| Fire Admin (Fire Station 2201) | 0.14 |
| Fire Station 220 | 0.14 |
| Fremont Aquatic Complex | 0.03 |
| Kino Aquatic Center | 0.28 |
| Mesa Amphitheater | 0.07 |
| Mesa Center for Higher Education | 0.55 |
| Mesa Convention Center | 0.16 |
| Mesa Council Chambers | 0.15 |
| Mesa Tennis Center | 0.03 |
| Museum of Natural History | 0.17 |
| Red Mountain Center | 0.12 |
| Red Mountain Library | 0.07 |
| Superstition Police Substation | 0.15 |
| **Exterior Enclosure** | **0.01** |
| 340 E. 6th Street L-Building | 0.00 |
| East Mesa Fleet/Transportation Building | 0.01 |
| Fire Protection | 7.26 |
| 200 S. Center St. Campus | 0.29 |
| 340 E. 6th Street Office | 0.23 |
| Brimhall Aquatic Complex | 0.88 |
| Broadway Rec Center | 0.23 |
| East Mesa Fleet/Transportation Building | 0.71 |

| Craft/Building | Full-Time Employees |
|---|---|
| Fire Admin (Fire Station 2201) | 0.46 |
| Fire Station 220 | 0.46 |
| Fremont Aquatic Complex | 0.45 |
| Kino Aquatic Center | 0.65 |
| Mesa Amphitheater | 0.05 |
| Mesa Center for Higher Education | 0.29 |
| Mesa Convention Center | 0.79 |
| Mesa Council Chambers | 0.24 |
| Mesa Tennis Center | 0.23 |
| Museum of Natural History | 0.05 |
| Red Mountain Center | 0.55 |
| Red Mountain Library | 0.24 |
| Superstition Police Substation | 0.48 |
| **Food Service** | **1.07** |
| 200 S. Center St. Campus | 0.01 |
| 340 E. 6th Street Office | 0.01 |
| East Mesa Fleet/Transportation Building | 0.00 |
| Fire Station 220 | 0.11 |
| Mesa Amphitheater | 0.14 |
| Mesa Center for Higher Education | 0.02 |
| Mesa Convention Center | 0.57 |
| Red Mountain Center | 0.22 |
| Red Mountain Library | 0.01 |
| **HVAC** | **15.66** |
| 200 S. Center St. Campus | 0.71 |
| 340 E. 6th Street L-Building | 0.28 |
| 340 E. 6th Street Office | 0.93 |
| Brimhall Aquatic Complex | 0.46 |
| Broadway Rec Center | 0.64 |
| East Mesa Fleet/Transportation Building | 1.66 |
| Fire Admin (Fire Station 2201) | 0.88 |
| Fire Station 220 | 0.69 |
| Fremont Aquatic Complex | 0.21 |
| Kino Aquatic Center | 0.81 |
| Mesa Amphitheater | 0.51 |
| Mesa Center for Higher Education | 0.48 |
| Mesa Convention Center | 2.05 |
| Mesa Council Chambers | 0.19 |

| Craft/Building | Full-Time Employees |
|---|---|
| Mesa Tennis Center | 0.17 |
| Museum of Natural History | 1.38 |
| Red Mountain Center | 1.84 |
| Red Mountain Library | 0.81 |
| Superstition Police Substation | 0.96 |
| **Plumbing** | **1.49** |
| 200 S. Center St. Campus | 0.11 |
| 340 E. 6th Street L-Building | 0.02 |
| 340 E. 6th Street Office | 0.01 |
| Brimhall Aquatic Complex | 0.19 |
| Broadway Rec Center | 0.03 |
| East Mesa Fleet/Transportation Building | 0.06 |
| Fire Admin (Fire Station 2201) | 0.08 |
| Fire Station 220 | 0.01 |
| Fremont Aquatic Complex | 0.08 |
| Kino Aquatic Center | 0.20 |
| Mesa Amphitheater | 0.05 |
| Mesa Center for Higher Education | 0.19 |
| Mesa Convention Center | 0.10 |
| Mesa Council Chambers | 0.07 |
| Mesa Tennis Center | 0.01 |
| Museum of Natural History | 0.12 |
| Red Mountain Center | 0.09 |
| Red Mountain Library | 0.06 |
| Superstition Police Substation | 0.02 |
| Life Safety Category | 1.85 |
| 340 E. 6th Street Office | 0.26 |
| Brimhall Aquatic Complex | 0.52 |
| Broadway Rec Center | 0.03 |
| East Mesa Fleet/Transportation Building | 0.17 |
| Fire Admin (Fire Station 2201) | 0.03 |
| Fire Station 220 | 0.07 |
| Fremont Aquatic Complex | 0.07 |
| Kino Aquatic Center | 0.10 |
| Mesa Center for Higher Education | 0.14 |
| Mesa Tennis Center | 0.26 |
| Red Mountain Center | 0.03 |
| Red Mountain Library | 0.07 |
| Superstition Police Substation | 0.10 |
| **Total for all buildings** | **31.73** |

**Table 53: Estimated Full-Time Employees Required**

| Craft/Building | Full-Time Employees |
|---|---|
| 200 S. Center St. Campus | 1.24 |
| 340 E. 6th Street L-Building | 0.31 |
| 340 E. 6th Street Office | 1.61 |
| Brimhall Aquatic Complex | 2.27 |
| Broadway Rec Center | 0.96 |
| East Mesa Fleet/Transportation Building | 3.04 |
| Fire Admin (Fire Station 2201) | 1.70 |
| Fire Station 220 | 1.48 |
| Fremont Aquatic Complex | 0.99 |
| Kino Aquatic Center | 2.39 |
| Mesa Amphitheater | 0.82 |
| Mesa Center for Higher Education | 1.78 |
| Mesa Convention Center | 3.90 |
| Mesa Council Chambers | 0.76 |
| Mesa Tennis Center | 0.7 |
| Museum of Natural History | 1.79 |
| Red Mountain Center | 2.96 |
| Red Mountain Library | 1.20 |
| Superstition Police Substation | 1.73 |

## BEST PRACTICES

### MAINTENANCE

- Using the preventative maintenance plan, provided by BVNA, implement a comprehensive preventative maintenance plan using staff dedicated to this program.
- Track corrective and preventative maintenance using a web-based CMMS system
- Take a proactive approach to maintenance by creating follow-up work orders for any deficiencies found during preventative maintenance
- Structure the preventative maintenance staff members so they are also available for emergency work.

### CAPITAL PLANNING

- Use the FCI indices to track buildings where a comprehensive modernization should be planned.  Piecemeal replacement of the building systems will be more expensive overall when compared to a single modernization effort.
- Consider substantial renovation or replacement of facilities where the 3-year FCI is over 10% or the 10-Year FCI is over 30%.
- Group similar material or system replacements among various buildings at the same time. Quantity discounts may be available if you replace the roofs on three buildings at the same time.

# Chapter Eight:

## KEY FINDINGS AND STRATEGIC IMPLEMENTATION PLAN

### A. Key Findings

The project team utilized several tools and techniques to gather, evaluate, and analyze both qualitative and quantitative data. Each key finding was discussed in detail to develop preliminary recommendations that then led to the creation of the final Strategic Implementation Plan. The following synopsis of key findings are drawn from the public input, inventory, level of service analysis, findings feedback, and all the information gathered during the planning process with a primary focus on maintaining, sustaining, and improving PRCF service delivery.

### PARKS

As part of the Park Inventory all park elements were assigned a quality score based on a three-point scale, with 3 being the highest score and 0 being the lowest score. Generally, a component that scores a "2" is good quality and functioning as intended. Components that score a "3" often exceed what is typically seen at other parks, while poor quality or low-functioning element receive a score of 1. Overall, the study found that more than 80% of all PRCF components received a score of "2" or met the assessor's expectations.

#### Strengths

- Mesa has an extensive park system spread across the City with exceptional recreational value.
- Parks and facilities are well maintained, and the majority are in good condition. This helps achieve the full lifecycle of the assets and presents amenities in good working order.
- Park signage is fairly consistent across the system.

## Opportunities

- The system assessment revealed opportunities for improvements so that a consistent visitor experience is available throughout the system.
- Some ADA access issues, such as tables on concrete pads in turf areas and fencing around horseshoe pits exist.
- Several playgrounds are due for replacement, and there is a need to replace sand with a more accessible surface such as safety surfacing at some playgrounds.
- There is a need for more shade in parks especially over components like playgrounds.
- Some sports courts are showing aging surfaces.
- Trailheads at parks are not formalized.
- Opportunities to reduce the irrigated turf where recreational value is lower in parks and basins exist.

## LEVEL OF SERVICE

A major focus of this Plan is to provide prioritization of capital improvement funds and provide a framework for equitable distribution of park and recreation resources, ensuring that funding will be directed where it can have the most impact. Analysis conducted in support of this plan prioritizes projects aimed at addressing service gaps first.

### Strengths

- Only 10% of the land area in this analysis has no service within one-mile. The majority of that land is the airport in southeast Mesa. And when compared to census data, the no service areas account for less than 1% of the total population.
- The analysis indicates that parks are located well and capture a higher

population than land area. 95 percent of residents are 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. These are positive results, but also offer opportunities for improvement.

- Public aquatics facilities in Mesa typically occur within two to three miles of each other.

## Opportunities

- Low Service Areas account for 25% of land area. These areas, by definition, have current service, but that service does not currently meet the target value of five recreational components based on a ten-minute walk service area. These areas may be served by PRCF, alternative providers, or a combination of providers.
- Some parks would benefit from programming opportunities or other activation to increase use
- There is potential to increase activation and utilization of parks by adding new recreational components.
- Existing parks can be better connected by trails and active transportation facilities like sidewalks and bike lanes.
- Mesa has a limited number and distribution of indoor recreation facilities. The highest LOS is provided at Red Mountain Center. An equivalent facility is not available elsewhere in Mesa. Other indoor facilities do exist throughout the City but have fewer components or offer limited, niche indoor recreation opportunities. North, Central, and Southeast Mesa have the biggest gaps in indoor facilities, with service often greater than a four to five-mile

radius to the nearest facility.
- The southeast corner of Mesa does not have access to a public pool within five miles.

## RECREATION PROGRAMS

On average over 25,000 participants register for PRCF programs annually. Programs are offered at nearly 40 locations including elementary schools and various parks. Through programs with registration, memberships, and drop-in visits to recreation facilities and pools, PRCF consistently has over 300,000 annual community touchpoints.

### Strengths

- Programs are well attended and are in high demand by the community and participation is generally reaching capacity due to limited indoor programming space. The overall Department fill rate is 81%.
- Many guidelines are in place to assist with operations. In some instances, formalized policies will help the Division reach the recreation direction set forth in this Plan.

### Opportunities

- When survey respondents were asked what would assist in additional use of PRCF parks and recreation facilities 10% of open-ended responses stated that additional program variety would increase use. PCRF has an opportunity to increase its fill rate through further diversifying its offerings. Programs classified as General Enrichment have the lowest fill rate at 40%.
- The survey showed half (52%) of respondents say that environmental/nature-based programs are most important, and 40% say these programs are not currently meeting the needs of the community.

- To support program delivery PRCF should consider enhancing its Recreation Program Assessment Matrix to track and monitor additional Key Performance Measures (KPI), such as Age segmentation indicator(s); Classification of service and relation to cost recovery targets; Pricing strategies; Participant to staff ratio; Marketing effectiveness; Program cancellation rates; Customer satisfaction level; Customer retention rate.
- Future Recreation Program Plans should also consider Facility Utilization. Recreation programming should drive facility design and future improvements.

## COMMERCIAL FACILITIES

The Commercial Facilities Division is responsible for the Mesa Cemetery, Mesa Convention Center and Amphitheater, The Post, the Dobson Ranch Golf Course, and Citywide coordination of Special Events.

### 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. The office will provide oversite to the city's 22 Signature Events and coordination for over 100 private event licenses annually.
- The expansion of the Mesa Cemetery includes 3,800 burial plots and 1,500 in-ground vaults.

## Opportunities

- The Convention Center and Amphitheater are well maintained, and improvements take place on a continual basis. There are opportunities for modernization of the facility and services. A Strategic Plan with emphasis on Market and Demand, Site Analysis and Sensitivity/ Gap Analysis is recommended by a firm specializing in similar venue types.
- Undeveloped land in the southwest corner of the cemetery is available for a future expansion.
- The addition of The Post will provide a dynamic indoor and outdoor community event space. The first floor will provide an open, programmable space. An outdoor plaza on the west side of the building is being planned as an outdoor event venue. The south side of the building has a second floor and mezzanine where there are currently plans for office space and a conference room space.

## VERTICAL ASSETS

The Facilities Maintenance Division (FM) strives to maintain all City buildings, equipment systems, and associated grounds. The Division's goal is to provide safe, sustainable, and functional work areas for City staff and others. FM provides building, electrical, plumbing, life/safety, and HVAC/ mechanical repairs in addition to lifecycle replacements for all City owned facilities. The Division performs regular preventative maintenance to minimize downtime and maximize the life expectancy of building systems. FM utilizes both in-house staff and outside contractors to perform work as needed along with 24-hour emergency stand-by services. Some notable contracts are: Building Maintenance, Painting, Roofing,

Custodial, Pest Control and Landscaping Services. In addition, staff responds to various daily calls to address building related issues.

## Strengths

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

## Opportunities

- The Facility Conditions Assessment of the 17 selected facilities established 31.73 FTEs are needed to cover all preventative and repair maintenance standards for these locations. The square footage of FCA represents 7% of the total square footage managed by PRCF. The Facilities Maintenance Division has 40.6 FTE's. Maximize the use of Cityworks to analyze trends and make data-driven decisions regarding facility and maintenance processes, asset enhancements, productivity, additional staffing needs, and future budgeting plans.
- Establish regular preventative maintenance tasks for all types of building systems; use work order management data to determine adequate staffing levels for reactive and preventative maintenance tasks; establish metrics to adequately fund and staff new vertical assets as they are planned to be added; create systemic analysis of all maintained vertical assets to establish short and long term infrastructure needs.
- To improve the long-term vision for facilities, a Facilities Master Plan (FMP) is called for. An FMP sets the framework for responsible decision making and will facilitate ongoing stewardship of City of Mesa buildings

and property in an efficient and effective manner that best serves the community, maximizes efficient provision of services, minimizes impact on the environment, and manages risk.

## B. Recommendations

The master planning process was developed to create a comprehensive and thorough approach to identify priorities to develop a strategic plan to guide PRCF for the next 20 years. Providing cost-effective parks and recreation services within the City is key to meeting residents' expectations and needs. In addition to servicing community members, having quality park and recreation system features that meet a consistent standard, regardless of area within the City's boundaries, elevate economic development. Throughout this comprehensive plan process community members expressed a desire to see existing facilities maintained, renovated, and improved upon before taking on projects in undeveloped parklands. Analysis conducted in support of this plan identifies projects aimed at assuring older neighborhoods serviced by walkable park and recreation system facilities are prioritized in future years.

The following Recommendations and supporting Action Items are drawn from the public input, inventory, LOS analysis, findings feedback, and all the information gathered during the planning process with a primary focus on maintaining, sustaining, and improving City parks, recreation, and trails.

Timeframe to complete is designated as:

Ongoing (yearly review/evaluation)
Short-term (Priority): 1 – 5 years
Mid-term: 6 – 10 years
Long-term: 11 – 20 years
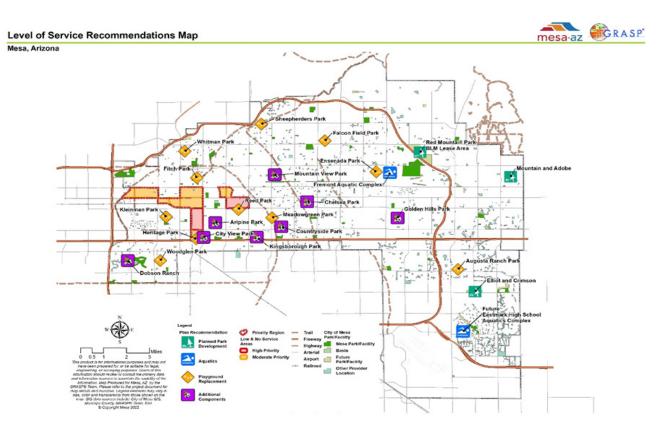
Probable costing has been developed for all Action Items that include an *. Associated cost can be found in *Chapter 9: Capital Improvement Plan through 2040.*

The LOS Recommendation Map, shown below, reflects the locations of actions items associated with increasing access and use, as well as the Short-term playground replacement needs. The Map establishes there are some needs across the City, but also highlights the concentration of need in West Mesa.

## Map 19: LOS Recommendation Map



Level of Service Recommendations Map
Mesa, Arizona

---

**Goal 1: Provide Consistently Exceptional Parks and Recreation Facilities throughout the system**

The system inventory and subsequent analysis of the existing assets revealed opportunities for improvements so that a consistent visitor experience is available throughout the system. Combining these opportunities with community workshop participant and survey respondents expressed desire to see existing facilities well-maintained, there are several recommended actions:

- Adopt park construction standards which define what park features should be utilized when renovating an existing park or building a new park. Park feature standards should include specifications for items including benches, playground surfacing, shelters, signage, courts, and trash bins. Typically used park features should be specified. This will assist in improving asset management and operational efficiency.
- Park renovations and beautification projects can substantially increase park use and levels of physical activity both in the short-term and over multiple years. Eight PRCF parks are identified as being able to benefit from a park renovation or beautification project.

- PRCF is responsible for the care, safety, and maintenance of nearly 70 playgrounds. Eighteen playgrounds were identified for replacement in the next ten years. See *Chapter 9: Capital Improvement Plan through 2040 for prioritization and Capital Cost Estimates.*
- Update park maintenance standards by assigning properties to maintenance service levels or "modes," which take into consideration the level and type of park usage, location, type and size of landscapes, amenities and facilities, athletic fields, and hardscape items. The grouping of properties into modes and setting standards for each maintenance category in a mode, establishes consistency throughout the system. Some properties may cross over between two or more modes, depending upon amenities available at that park.

**Table 54: Goal 1: Action Items**

| Action Items | Timeframe to Complete |
|---|---|
| **1.1** <br> Perform an annual park audit and inventory update using GRASP GIS data as starting point. Prioritize CIP and deferred maintenance based on annual identification of low scoring components. | Ongoing |
| **1.2** <br> Adopt standards for park features such as benches, pour-in-place playground surfacing, ramadas, signage, courts, and trash receptacles. | Short-term |
| **\*1.3** <br> \*Adopt a playground replacement schedule. Consider a catch up effort of four playground replacements followed by a regular schedule of replacing three playgrounds a year. Prioritize improvements in gap areas and low service areas. | Short-term |
| **1.4** <br> Replace sand surfacing at playgrounds with a more accessible surface such as engineered wood fiber and poured in place rubber. | Mid-term |
| **1.5** <br> Adopt a court replacement schedule with a design standard of surfaces with fiber reinforced concrete. Prioritize improvements to gap areas and low service areas. | Mid-term |
| **1.6** <br> Utilize the existing asset management software system to manage and track equipment, inventory and other PRCF assets and to track preventative maintenance tasks. | Ongoing |
| **1.7** <br> Continue to improve and update ADA access throughout park system including adding new park paths to park components. | Short-term |
| **1.8** <br> Evaluate configuration of park maintenance Zones to ensure resources are adequately distributed to growing areas of the City. | Mid-term |

| | |
|---|---|
| **\*1.9** Pursue park renovations and beautification projects to increase park use. The following parks should be considered: Falcon Field Park, Holmes Park, Marlborough Mesa Park, Meadowgreen Park, Palo Verde Park, Whitman Park, Reed Park and Kleinman Park. | Mid-term |
| **1.10** Annually benchmark permitted park use to learn more about usage patterns to influence how to best optimize resources. | Ongoing |
| **1.11** Update park maintenance standards to assign properties to maintenance service levels or "modes," which take into consideration the level and type of park usage, location, type and size of landscapes, amenities and facilities, athletic fields, and hardscape items. | Short-term |

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

Community survey results indicated a desire from the community for existing facilities to be maintained and improved upon. It is recommended that improvements be prioritized and made to parks in areas which fall below the target service level. PRCF has the opportunity to advance the community benefits parks and recreation facilities bring by considering the following strategies for increasing access:

- Make large-scale and small-scale park improvements by adding community desired features and components.
- Reduce, modify, or remove pedestrian barriers. Pedestrian barriers (i.e., major streets, highways, routes without shade) play a significant role in reducing people's ability to access parks. It is recommended that PRCF work with the Transportation Department to assess areas identified in this Plan where improved or eased access will increase service in areas with low service or no service. Each situation is unique and may require special planning efforts and neighborhood engagement. Some situations may call for a "Cool Route to Play," which calls for developing routes that limit UV exposure. The extreme heat in Arizona is a factor that impacts walkability.
- Implement planned park projects.
- Pursue opportunities for greater connectivity and accessibility to parks and recreation facilities through an expanded route and trails network.
- PRCF has always embraced the partnership concept, a critical reason for the successful park system found in the City today. The development of opportunities through alternative provider should be considered.

**Table 55: Goal 2: Action Items**

| Action Items | Timeframe to Complete |
|---|---|
| Improve or increase recreation opportunities at existing facilities. | |
| *2.1<br>Conduct a feasibility study of the Fremont Aquatic Center to determine renovation or relocation possibilities. Further evaluate the need for a pool in North/East Mesa. | Short-term |
| *2.2<br>Increase Park components at Aripine Park. Consider the addition of a playground and picnic shelter. | Mid-term |
| *2.3<br>Increase Park components at Golden Hills Park. Consider walking loop enhancements, exercise stations and a half-court basketball court. | Mid-term |
| *2.4<br>Increase Park components in the Heritage Park neighborhood. Consider a walking loop at Heritage Park, or exercise stations at City View Park. | Mid-term |
| *2.5<br>Increase components and refresh Sheepherders Park. Consider the addition of a Zen Garden, convenience facilities, and trail signage. | Mid-term |
| *2.6<br>Increase Park amenities at Dobson Ranch Park. Consider replacing the concrete pad for the basketball courts, the addition of a loop trail, and adding wayfinding signage. | Mid-term |
| 2.7<br>Continue to conduct site specific master plans including community engagement for parks needing updates or renovation to ensure neighborhood and community buy in.  Incorporate safe and cool routes to parks when developing site specific master plans. | Ongoing |
| 2.8<br>Parks which do not meet target value of five recreational components based on a ten-minute walk service area should be prioritized for activation through park improvements and programming. The following parks should be considered for activation to increase neighborhood use for recreation-based family activities: Beverly, Evergreen, Escobedo, Pioneer, Guerrero Rotary, Kleinman, Eagles, Reed, and Stapley. | Short-term |

| Action Items | Timeframe to Complete |
|---|---|
| Increase access and close accessibility gaps to parks and recreation opportunities within neighborhoods and walkable service areas. | |
| **2.9** Implement planned new park development projects at Red Mountain, Mountain and Adobe, and Elliot and Crimson. | Mid-term |
| **2.10** Work with the Transportation Department to improve bicycle and pedestrian connectivity. Consider "Cool Routes to Play" and Safe Routes To Parks (SRTP) planning process that engages residents to gain understanding on how they access their local park. Consider opportunities to increase the shade canopy along common routes. | Short-term |
| **2.11** Use GRASP analysis, mapping, and tables to prioritize needs in areas with no service or low service. See Table 38. In West Mesa monitor for available parcels, improve access to Guerrero Rotary Park and Sagebrush Park, partner with Lincoln Elementary School to allow public access to school property during afterschool hours. Also, consider Park Development at North/East corner of Main and Stapley. | Mid-term |
| **2.12** Coordinate with the Department of Transportation to expand access to the East/West trail corridor. Opportunities exist at Los Alamos Park, Basin 320, Basin 322, Basin 104, Basin 705, Basin 711, Basin 725, Basin 730, Basin 731, Basin 794). The identified parcels are also candidates for additional components. | Long-term |
| **2.13** *Consider the addition of a trail to connect Basins 114, 115 and 116. | Mid-term |
| **2.14** Pursue a trail connection from Recker and Thomas to the South Canal and Salt River natural areas North of the parcel. | Mid-term |
| **2.15** Formalize trailhead access in the system to increase awareness of and access to canal paths and trails. Provide appropriate trailheads and amenities for trails. Include benches, shade, bicycle parking, signage, and mileage markers in trail design and improvements. | Mid-term |
| **2.16** As opportunities present themselves continue to add park acres to keep pace with population growth. Prioritize no service and low service areas. | Ongoing |

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

In general, Mesa residents have limited access to indoor facilities and the programming available within those facilities. The highest LOS is provided at the Red Mountain Center. An equivalent facility is not available in the central and southern areas of the City. It is recommended that a feasibility study be conducted to determine what specific programming needs are in these areas. Once a study reveals the programming needs and opportunities for developing a new facility, the City is encouraged to pursue investing in the provision of indoor facilities to meet the programming needs identified in this plan. Namely these are additional open gym, youth and adult general enrichment programs and fitness and wellness activities.

**Table 56: Goal 3: Action Items**

| Action Items | Timeframe to Complete |
|---|---|
| **3.1** <br> Increase fill rate for general enrichment classes through further diversifying offerings. | Short-term |
| **3.2** <br> Take advantage of existing outdoor facilities by conducting fitness classes and other programs in the locations. Hold classes at locations throughout the system to increase access to recreation opportunities. | Short-term |
| **3.3** <br> Conduct an annual services assessment process to inform program portfolio development. Enhance the Recreation Program Assessment Matrix to track and monitor additional Key Performance Indicators (KPI), such as Age segmentation(s); Classification of service and relation to cost recovery targets; Pricing strategies; Participant to staff ratio; Marketing effectiveness; Program cancellation rates; Customer satisfaction level; Customer retention rate. | Ongoing |
| ***3.4** <br> 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. | Short-term |
| **3.5** <br> Future Recreation Program Plans should consider Facility Utilization and capacity Rates. Recreation programming should drive facility design and future improvements. | Short-term |
| **3.6** <br> Develop a "Nature in Your Neighborhood" program and identify/create park areas that can be utilized as nature trails and areas. | Long-term |

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

The population continues to grow as the City's high quality of life indicators make it a very desirable place for people to call home. As population grows, the needs and levels of service will grow too and the City will need to determine ways to address its aging infrastructure while planning to meet the growing recreation program and facility needs of the current and future populations. As growth is realized and facilities are expanded or added, it will be prudent for the City to consider adding FTEs to maintain the same LOS.

**Table 57: Goal 4: Action Items**

| Action Items | Timeframe to Complete |
|---|---|
| 4.1<br>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. | Ongoing |
| 4.2<br>As budget allows, utilize contracted services, or add positions necessary to provide increased levels of preventive maintenance to the City's vertical assets. | Short-term |

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

The Mesa Convention Center and Mesa Amphitheatre have been an economic driver and community resource in downtown Mesa since the late 1970's. The Convention Center partners closely with Visit Mesa, The Delta Hotel Phoenix Mesa and other local hotels, to bring business into the City to generate additional revenue and stimulate Mesa's economy. The Convention Center remains the largest meeting and event space in the East Valley, but continued innovation of the facility and services will be necessary to maximize the economic benefits provided through this community asset.

The Mesa Cemetery has served the community with dedication and distinction for more than a century. The year 2016 marked 125 years of operation for the Mesa Cemetery. Cemeteries hold great significance to communities as a place of memorial and local history.  Continued efforts to expand the Cemetery as well as ongoing care for existing resources will help to ensure the Mesa Cemetery remains a point of pride for the community.

**Table 58: Goal 5 Action Items**

| Action Items | Timeframe to Complete |
|---|---|
| **5.1** <br> Plan for future burial plot and in-ground vault needs on the undeveloped tract in the Southwest corner of the Mesa Cemetery. | Long-term |
| **5.2** <br> 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. | Ongoing |
| **\*5.3** <br> 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. | Short-term |

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

An essential best practice of facility management is to collect and track information. The list includes storing details such as manufacturer, serial number, emergency repairs, and warranty information for all equipment and assets, tracking labor rates and hours, inventory levels, and equipment downtime. Reporting and analytics will provide insight into facility operations and performance on a daily, weekly, monthly, or even yearly occurrence. The continued implementation of the Cityworks work order system offers the opportunity to analyze trends and make data-driven decisions regarding facility and maintenance processes, asset enhancements, productivity, additional staffing needs, and future budgeting plans.

**Table 59: Goal 6: Action Items**

| Action Items | Timeframe to Complete |
|---|---|
| **\*6.1** <br> Develop a Facilities Master Plan as a guiding policy document to provide strategic direction and a holistic view of the city's building portfolio. | Mid-term |
| **6.2** <br> Develop a Facility Maintenance Policy to establish guidelines for managing Mesa's diverse buildings and systems, which includes building maintenance, 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. | Short-term |
| **6.3** <br> Develop a preventive maintenance plan to avoid unscheduled breakdown or downtime. | Short-term |
| **6.4** <br> 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. | Short-term |
| **6.5** <br> 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. | Short-term |

**Goal 7: Continue to maintain and expand Strategic Partnerships**

Partnerships can help accomplish tasks with limited resources, respond to compelling issues, encourage cooperative interaction and conflict resolution, involve outside interests, and serve as an education and outreach tool. Partnerships can broaden ownership in various projects and increase public support for community recreation goals. Partners often have flexibility to obtain and invest resources or money in products or activities where municipal government may be limited. To grow and improve its use of partnerships, PRCF must evaluate its existing relationships on an ongoing basis.

**Table 60: Goal 7: Action Items**

| Action Items | Timeframe to Complete |
|---|---|
| 7.1 <br> Meet with strategic partner representatives on an annual basis to discuss and review standing agreements and to evaluate continued opportunities for collaboration. | Ongoing |
| 7.2 <br> Explore opportunities with the County to establish a trail north of Red Mountain to the Hawes Trail System. | Mid-term |
| 7.3 <br> Review aquatic operations with MPS to explore the need to clarify roles and responsibilities. | Short-term |
| 7.4 <br> Approach MPS to discuss their ability to provide after-hours, public access to specific school sites where gaps in service exist. | Short-term |
| 7.5 <br> Pursue a partnership with Queen Creek School District to develop a pool in Southeast Mesa on the Eastmark High School campus. | Short-term |
| 7.6 <br> Identify other public and private partnerships that could support indoor facility needs. | Mid-term |
| 7.7 <br> Partner with other providers on the development of equitable and inclusive nature-based environmental education. | Short-term |
| 7.8 <br> Partner with the Environmental and Sustainability Department to provide educational workshops. | Mid-term |

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

As already established, parks and recreation facilities and services are an essential part of urban life. PRCF manages a large amount of land and facility assets and is expected to provide a large and wide-ranging set of programs as well. In order to address deferred maintenance and to continue to provide diverse recreation opportunities, resources must continue to be made available to the Department so it may meet its mission. In addition to continuing to allocate General Fund resources to operations and maintenance, the City should consider a bond to address the need for additional indoor recreation space, aquatics facilities, and recommended expansion of the level of service through updates and enhancements to existing parks and recreation facilities. Through the Needs Assessment Survey, we learned 55% of Invite respondents would support a new bond program to expand Parks and Recreation as their first or second choice out of four funding options. Other funding mechanisms should continue to be pursued including partnerships with other government agencies and nonprofits, public-private partnerships, grants, donations, and fees.

**Table 61: Goal 8: Action Items**

| Action Items | Timeframe to Complete |
| --- | --- |
| 8.1 <br> 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. | Short-term |
| 8.2 <br> Remain open to public-private partnership opportunities and recognition of private service providers to address gaps in service or facilities and programs. | Ongoing |
| 8.3 <br> As the population grows maintain current General Fund per capita spending and staffing levels in the area of parks and recreation. | Ongoing |
| 8.4 <br> Monitor cost recovery levels annually for core service categories, to guide staff on setting fee levels in alignment with desired cost recovery levels and targets. BerryDunn recommends that proposed fee adjustments be presented to the City Council annually for discussion and feedback. | Short-term |
| 8.5 <br> Develop a cost recovery percentage policy, which would guide staff on setting fee levels in alignment with desired cost recovery levels. Once a formal policy is established and adopted, the Department should outline an approach to increase the desired cost recovery level year over year. | Mid-term |

| | | |
|---|---|---|
| **8.6** Using guidance from the cost recovery policy, once established, and the CoS study performed, staff should consider annual adjustments to fee levels that would have the greatest impact in increasing the Department's cost recovery percentage. Using the current 78.5% direct cost recovery level as a baseline, staff should consider adjusting fees to increase the Department's cost recovery to satisfy revenue requirements | | Mid-term |
| **8.7** The Department should use its current registration system to the greatest extent possible to allow detailed tracking and analysis of revenues and annual volumes per activity, program, and service type. Capturing this detail and incorporating it into cost-recovery strategy will allow a more nuanced and accurate analysis of cost-recovery levels per service type and will allow staff to assess the impact of specific fee adjustments on revenues and expenditures in detail. | | Short-term |
| **8.8** The Department should consider a technology fee to be assessed on all registrations and permits issued. A technology fee is generally assessed a percentage equal to the total cost of the registration or permit issued, up to an allowable maximum dollar amount. | | Mid-term |
| **8.9** Utilize pricing strategies to assist with the development of new fees for activities and services as well as to help guide methodologies for adjusting current fee levels according to desired outcomes. | | Short-term |
| **8.10** Annually review all fee levels, once adopted, and consider adjustment in accordance with budgetary requirements, staff effort, and permit and service volume. The Department should undertake a thorough fee review every two to three years, or when major personnel or budgetary adjustments are made, or macroeconomic events occur. | | Mid-term |

# Chapter Nine:

## CAPITAL IMPROVEMENT PLAN THROUGH 2040

During the City's annual budget process, a Five-Year Capital and eight-year infrastructure planning horizon are employed. Based on the outcomes of this Plan, it is expected that the five-year capital and eight-year infrastructure plans will be adjusted in future years to include priority projects mandated by the community and opportunities that arise for funding. With that said, this description of projects provides a concise idea of what should be achieved.

Evaluation of community needs, existing conditions, and anticipated growth highlights the need for additional or new park components and/or facilities. In some cases, modifications to existing projects are expected due to the current analysis of needs and conditions. *Tables 62 -65* on the following pages, summarize the cost projections for recommended capital improvements in the short-term (1-5 years), mid-term (6-10 years), or long-term (11 - 20 years).

All cost estimates are in 2022 figures where applicable. Most costs are dependent on the extent of the enhancements and improvements determined or known at this time. Estimates of probable costs to maintain and increase current LOS are shown in today's dollars and are a Rough Order of Magnitude (ROM) intended for general budget purposes. They are not detailed cost estimates and will require additional research as designs continue to be developed in the future. As a best practice, however, ROMs are derived from reputable databases, such as RSMeans Data Online. They are also based on "real world" numbers, including previous bid figures and/or direct communication with contractors, vendors, and manufacturers. Probable costing has been divided into 3 focus areas: Feasibility Studies, Playground Improvements, Park Improvements. These focus areas are intended to provide an organizational structure based on general need.

**Table 62: Capital Cost Estimates by Timeframe**

|  | Short-term | Mid-term | Long-term | Grand Total |
|---|---|---|---|---|
| Feasibility Study | $255,000 | - | - | $255,000 |
| Park Improvement | - | $4,154, 000 | - | $4,154,000 |
| Playground | $8,525,000 | $8,625,000 | $4,890,000 | $22,040,000 |
| Grand Total | $8,780,000 | $12,779,000 | $4,890,000 | $26,449,000 |

Additional project detail, by focus area is provided below. Projects are listed in timeline order based on priorities the community stated are important and on the strategic placement of facilities and parks in order to ensure all residents have access to adequate and quality park and recreation opportunities. Other, smaller projects may be inserted into the annual budget and/or pursued as budget allows by the Department during the annual budget process.

# A. Planning Efforts

**Feasibility Study**

A Feasibility Study considers the overall viability of a facility, park, or service area, from a financial, competitive, and utilization perspective. It represents a decision-making tool to determine the return on investment (ROI) in the allocation of financial resources. Recommendations from the proposed Feasibility Studies could result in additional capital projects.

**Facilities Master Plan**

A Facilities Master Plan considers the long-range growth, goals, development, and vision for City buildings and infrastructure.

**Table 63: Study Cost Estimates**

| Park or Facility | Time Frame | Recommended Site Updates | Range | Brief Description of Work |
|---|---|---|---|---|
| Fremont Aquatic Center | Short-term | Aquatic Feasibility Study | $35,000 - $55,000 | Feasibility Study to determine Capital Cost/O&M Budget/Location |
| Southeast Aquatic Center | Short-term | Aquatic Feasibility Study | $35,000 - $55,000 | Feasibility Study to determine Capital Cost/O&M Budget/Location |
| City Vertical Assets | Mid-term | Facilities Master Plan | $1750,000 - $250,000 | Master Plan to provide strategic direction and a holistic view of the city's building portfolio. |
| Commercial Facilities Strategic Plan | Short-term | Strategic Plan | $65,000 -$80,000 | Strategic Plan to provide a Site and GAP Analysis and direction on Market and Demand |
| Community Recreation Center | Short-term | Recreation Center Feasibility Study | $50,000 -$65,000 | Feasibility Study to determine Need(s)/Location(s)/Program/Capital Cost/O&M Budget |

## B. Park Improvements

Refers to site elements related to recreational use. These may range from basic pieces of equipment to larger facilities or structural systems. May also include site furnishings and irrigation needs.

**Table 64: Park Improvement Capital Cost Estimates**

| Park or Facility | Time Frame | Recommended Site Updates | Range | Brief Description of Work |
|---|---|---|---|---|
| Aripine Park | Mid-term | Playground and Shelter | $250,00 - $350,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Golden Hills Park | Mid-term | Walking Loop enhancements, exercise station, half court | $98,000 - $148,000 | New exercise station course placed around existing sidewalk, concrete header, EWF, benches, litter receptacles, basketball half-court includes lighting, backboard, post, rim, and net. The playground will also be ready for replacement. See **Table 60.** |
| Heritage Park | Mid-term | Walking Loop | $45,000 - $60,000 | Approximately 5,500 linear feet of 8'-0" wide concrete loop walk |
| City View Park | Mid-term | Exercise Stations | $50,000 - $70,000 | New exercise station course placed around existing sidewalk, concrete header, and EWF |
| Sheepherders Park | Mid-term | Zen Garden, Restrooms, Trail Signage | $500,000 - $750,000 | New restroom building, Zen garden with benches, and trail/wayfinding signage |
| Dobson Ranch Park | Mid-term | Basketball Courts (near existing bathrooms), wayfinding signage | $10,000 - $15,000 | Resurfacing of basketball courts, backboards, rims, and nets, wayfinding/directional signage for walkway around park. |
| Trail Connection between Basin 114, 115 and 116 | Mid-term | Trail Connection between Basin 114, 115 and 116 | $15,000 - $20,000 | Asphalt Surface Trail connection between Basin 114 and Basin 115 |

| Park or Facility | Time Frame | Recommended Site Updates | Range | Brief Description of Work |
|---|---|---|---|---|
| Holmes Park | Mid-term | Park Renovation: Add playground and other components. Pad is available | $800,000 - $1,100,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. 8'-0" concrete loop walk, benches, litter receptacles |
| Marlborough Mesa Park | Mid-term | Park Renovation: Turf Reduction | $375,000 - $500,000 | Reduce approximately 1.4 Acres (30%) of turf around park by adding in pockets of decomposed granite areas with trees, shrubs, groundcover and adjust existing irrigation system components for drip irrigating plants and new turf areas. |
| Meadowgreen Park | Mid-term | Park Renovation: Add ramada, ADA ramps | $90,000 - $140,000 | Add one (1) ramada, concrete pad for ramada, picnic tables, litter receptacles, grill, and ADA ramps. |
| Palo Verde Park | Mid-term | Park Renovation: Trail Signage and Amenities, ADA access to picnic area | $20,000 - $50,000 | Trail/Directional signage for Western Canal path, ADA ramps |
| Whitman Park | Mid-term | Park Renovation: Turf Reduction, Concrete Replacement | $4,000 - $6,000 | Replace approximately 500 square feet of concrete. |
| Reed Park | Mid-term | Park Renovation: Skate Park Fence | $150,000 - $165,000 | Replace approximately 1,300 linear feet of decorative metal fence and gates |
| Kleinman Park | Mid-term | Park Renovation: Field Lighting | $400,000 - $550,000 | Replacement of ball field lights only to LED |
| Falcon Field | Mid-term | Irrigation | $290,000 - $330,000 | Replace approximately 165,000 Square Feet of irrigation system |

# C. Playground Improvements

Refers to various playground needs including shade shelters, lighting, and structural systems.

**Table 65: Playground Improvements Capital Cost Estimates**

| Park | Time Frame | Recommended Playground Size | Range | Brief Description of Work |
|------|-----------|----------------------------|-------|---------------------------|
| Falcon Field Park | Short-term | Current 4,800SF (Recommend 25,000 SF - 30,000 SF to be considered a destination park) | $1.1 -1.5 million | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Reed Park | Short-term | Current 27,500SF | $1.1 -1.5 million | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Augusta Ranch Park | Short-term | Current 9,000SF | $750,000 - $900,000 | Moved to update 1-3yrs: New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Fitch Park | Short-term | Current 10,533SF. Potential to grow additional ~3,153SF exists. Three separate areas at 7,100SF; 3,325SF; and 108SF. | $1.1 -1.5 million | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Heritage Park | Short-term | Current 7,000SF | $750,000 - $900,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Meadowgreen Park | Short-term | Current 5,000SF | $250,000 - $350,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |

| Park | Time Frame | Recommended Playground Size | Range | Brief Description of Work |
|---|---|---|---|---|
| Whitman Park | Short-term | Current 12,400SF | $800,000 – 1.1 million | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Sheepherders Park | Short-term | Current 8,900SF | $220,000 - $265,00 | Add fabric shade structures over play structures, add EWF (70%), PIP rubberized surfacing (30%) |
| Woodglen Park | Short-term | Current 6,500SF | $150,000 -$210,000 | Add fabric shade structures over play structures, add EWF (70%), PIP rubberized surfacing (30%) |
| Ensenada Park | Short-term | Current 10,500SF | $240,000 - $300,000 | Add fabric shade structures and add EWF (70%), PIP rubberized surfacing (30%) |
| Kleinman Park | Short-term | Current 12,000SF | $280,000 - $340,000 | Fabric shade structures, EWF or PIP rubberized surfacing |
| Red Mountain Park | Mid-term | Current Size of both playground areas 8,100SF (Recommend 20,000 SF to 25,000 SF) | $1.1 - 1.5 million | Add lighting to the shade structures per City Comment. Increase size of playgrounds. New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Skyline Park | Mid-term | Current 12,000SF | $260,000 - $300,000 | Add lighting under shade structure and EWF (70%), PIP rubberized surfacing (30%) |
| Golden Hills Park | Mid-term | Current 5,031SF | $280,000 -$320,000 | New 2-5yr old and 5-12yr old play structures, stand-alone play equipment, swings. Does not include site lighting. |
| Rotary Park | Mid-term | Current 10,891SF | $540,000 - $640,000 | New 2-5yr old and 5-12yr old play structures, stand-alone play equipment, swings. Does not include site lighting. |
| Princess Park | Mid-term | Current 9,086SF | $750,000 - $900,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |

| Park | Time Frame | Recommended Playground Size | Range | Brief Description of Work |
|---|---|---|---|---|
| Enid Park | Mid-term | Current 11,600SF | $240,000 - $280,000 | Add fabric shade structures over play structures, add EWF or PIP |
| Falcon Hill Park | Mid-term | Current 11,000SF | $280,000 - $320,000 | Add fabric shade structures over play structures, add EWF or PIP |
| Freedom Park | Mid-term | Current 1,600SF | $35,000 - $50,000 | Remnant parcel that was developed into a pocket park with small play/exercise equipment. Add shade structure and add EWF (70%), PIP rubberized surfacing (30%) |
| Hermosa Vista Park | Mid-term | Current 5,200SF | $170,000 -$180,000 | Add fabric shade structures over play structures, add EWF (70%), PIP rubberized surfacing (30%) |
| Rancho Del Mar Park | Mid-term | Current 9,200SF | $220,000 - $260,000 | Add EWF (70%), PIP rubberized surfacing (30%) |
| Pequeño | Mid-term | Current 4,132SF | $250,000 - $350,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Riverview Park | Mid-term | Current 47,600SF | $2 – 3 million | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (20%), PIP rubberized surfacing (80%). Does not include site lighting. |
| Summit Park | Mid-term | Current 13,600SF | $300,000 - $375,000 | Add fabric shade structures over play structures, add EWF (70%), PIP rubberized surfacing (30%) |
| Basin 723 | Mid-term | Current 4,200SF | $130,000 - $150,000 | Add fabric shade structure over play structure and add EWF (70%), PIP rubberized surfacing (30%) |
| Carriage Lane Park | Long-term | Current 4,300SF | $250,000 - $350,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Chelsea Park | Long-term | Current 4,600SF | $250,000 - $350,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |

| Park | Time Frame | Recommended Playground Size | Range | Brief Description of Work |
|------|-----------|------------------------------|-------|---------------------------|
| Alta Mesa Park | Long-term | Current 9,000SF | $250,000 - $350,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Candlelight Park | Long-term | Current 8,500SF | $750,000 - $900,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Quail Run Park | Long-term | Current 6,200SF | $150,000 - $170,000 | Add fabric shade structure over 2-5yr play structure and add EWF (70%), PIP rubberized surfacing (30%) |
| Chaparral Park | Long-term | Current 4,900SF | $250,000 - $350,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Evergreen Park | Long-term | Current 15,000SF | $800,000 - 1 million | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Valencia Park | Long-term | Current 7,300SF | $750,000 - $900,000 | New 2-5yr old and 5-12yr old play structures, fabric shade structures with lighting, stand-alone play equipment, swings, EWF (70%), PIP rubberized surfacing (30%). Does not include site lighting. |
| Countryside Park | Long-term | Current 12,000SF | $280,000 - $300,000 | Add lighting under shade structure. Add EWF or PIP. |
| Silvergate Park | Long-term | Current 7,000SF | $180,000 -$220,000 | Add fabric shade structures over play structures, add EWF (70%), PIP rubberized surfacing (30%) |

THIS PAGE IS INTENTIONALLY LEFT BLANK

APPENDIX A

# COMMUNITY WORKSHOP RESULTS

| | CURRENT USE | | | | | |
|---|---|---|---|---|---|---|

**During the past year, which of the following have you or members of your household used at a City of Mesa park? Place a dot on all that apply.**

| | Brimhall | Mesa Aquatics, Parks and Sports Field Maintenance | Hale Elementary School | Eastmark Community Center | Eagles Community Center | Dobson Library | Sum |
|---|---|---|---|---|---|---|---|
| Picnic areas/ramadas at parks | 2 | 11 | 23 | 15 | 16 | 17 | 84 |
| Playgrounds | 1 | 8 | 25 | 10 | 18 | 14 | 76 |
| Other outdoor recreation (disc golf, trails, walkways, fishing) | 2 | 7 | 24 | 15 | 15 | 10 | 73 |
| Outdoor sport fields & courts (baseball, basketball, soccer, pickleball etc.) | 2 | 6 | 21 | 15 | 17 | 10 | 71 |
| Aquatics facilities (pools, splash pads etc.) | 1 | 5 | 24 | 13 | 13 | 6 | 62 |
| Indoor Recreation centers/gyms | 1 | 7 | 12 | 6 | 7 | 6 | 39 |
| Dog parks | 2 | 6 | 8 | 8 | 6 | 5 | 35 |

**In the past year, which recreation programs have you or a member of your household participated in at one of Mesa's facilities or recreation centers? Place a dot on all that apply.**

| | Brimhall | Mesa Aquatics, Parks and Sports Field Maintenance | Hale Elementary School | Eastmark Community Center | Eagles Community Center | Dobson Library | Sum |
|---|---|---|---|---|---|---|---|
| Community Special Event | 1 | 5 | 18 | 8 | 5 | 7 | 44 |
| Youth sports programs (swim team, soccer, baseball, tennis, pickleball, etc. | 0 | 4 | 15 | 4 | 10 | 5 | 38 |
| I have not participated in a recreation program | 2 | 4 | 6 | 6 | 9 | 7 | 34 |
| Open swim | 1 | 1 | 15 | 3 | 5 | 3 | 28 |
| Aquatics/recreation center fitness programs and/or classes | 0 | 3 | 10 | 6 | 5 | 2 | 26 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Take and Make activity kits | 0 | 0 | 6 | 0 | 7 | 6 | 19 |
| Summer and/or after schoolyouth camps | 0 | 0 | 5 | 4 | 4 | 3 | 16 |
| Adult sports programs (kickball, softball, tennis, pickleball etc) | 1 | 3 | 3 | 3 | 1 | 1 | 12 |
| Adaptive programs | 0 | 0 | 2 | 0 | 1 | 0 | 3 |

**BUDGET**

If you were in charge of the PRCF budget and had $100,000 to spend, how would you allocate the money among the following priorities for this upcoming year? Each dot represents $25,000 dollars.

| | Brimhall | Mesa Aquatics, Parks and Sports Field Maintenance | Hale Elementary School | Eastmark Community Center | Eagles Community Center | Dobson Library | Sum/Four | % of the Whole |
|---|---|---|---|---|---|---|---|---|
| Repairing and maintaining existing parks, trails and facilities | 2 | 17 | 31 | 12 | 31 | 17 | 27.5 | 22% |
| Building new and improved features in existing parks | 4 | 6 | 34 | 18 | 20 | 8 | 22.5 | 18% |
| Building new trails connecting parks and the regional trail system | 4 | 7 | 30 | 11 | 7 | 22 | 20.25 | 16% |
| Acquiring and developing new land for parks and green space | 1 | 4 | 26 | 10 | 15 | 19 | 18.75 | 15% |
| Expanding recreation programs in parks and recreation centers (such as fitness classes, art/nature classes, social clubs, special events, and sports leagues) | 1 | 9 | 23 | 16 | | 15 | 16 | 13% |

**FUTURE USE**

What are the most important areas, that, if addressed by the City of Mesa, would increase your use of parks and recreation facilities? Place dots in your top two priorities.

| | Brimhall | Mesa Aquatics, Parks and Sports Field Maintenance | Hale Elementary School | Eastmark Community Center | Eagles Community Center | Dobson Library | Sum | % of the Whole |
|---|---|---|---|---|---|---|---|---|
| Increase in indoor programs | 1 | 3 | 14 | 11 | 8 | 6 | 21.5 | 17% |
| Better access to recreation centers near my home/residence | 1 | 1 | 8 | 13 | 3 | 7 | 16.5 | 13% |
| Better condition/maintenance of parks or facilities | 1 | 5 | 8 | 0 | 10 | 2 | 13 | 10% |
| Improved safety and security | 1 | 1 | 14 | 5 | | 1 | 11 | 9% |
| Better access to parks near my home/residence | 1 | 2 | 7 | 1 | 5 | 2 | 9 | 7% |
| Improved communication about offerings | 1 | 1 | 6 | 0 | | 6 | 7 | 6% |
| Better lighting (parks, trails and facilities) | 0 | 1 | 4 | 0 | 4 | 4 | 6.5 | 5% |
| More inclusive programming | 0 | 2 | 1 | 3 | | 5 | 5.5 | 4% |
| Different/expanded program offerings | 0 | 4 | 2 | 1 | 1 | 2 | 5 | 4% |
| Expanded hours of operation | 0 | 1 | 1 | 0 | 7 | 0 | 4.5 | 4% |
| Better customer service/staff knowledge | 0 | 0 | 0 | 0 | 5 | 1 | 3 | 2% |
| Lower pricing/user fees | 0 | 2 | 1 | 2 | | 1 | 3 | 2% |
| Better parking | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 1% |
| Wi-Fi connectivity | 0 | 1 | 0 | 0 | | 0 | 0.5 | 0% |

| | PARKS | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

**How well do you think current facilities are meeting the needs of the community? Use Red dots for needs being met and place two green dots to select your top two priorities.**

| | Brimhall | | | Mesa Aquatics, Parks and Sports Field Maintenance | | | Hale Elementary School | | | Eastmark Community Center | | | Eagles Community Center | | | Dobson Library | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Needs Not Being Met | Needs Being Met | Priority | Needs Not Being Met | Needs Being Met | Priority | Needs Not Being Met | Needs Being Met | Priority | Needs Not Being Met | Needs Being Met | Priority | Needs Not Being Met | Needs Being Met | Priority | Needs Not Being Met | Needs Being Met | Priority |
| Picnic areas/ramadas at parks | 0 | 1 | 0 | 1 | 3 | 1 | 6 | 16 | 3 | 5 | 4 | 2 | 3 | 15 | 1 | 2 | 11 | 4 |
| Aquatics facilities (pools) | 0 | 1 | 0 | 2 | 2 | 2 | 4 | 17 | 3 | 11 | 3 | 8 | 0 | 9 | 2 | 2 | 4 | 1 |
| Splash pads | 1 | 0 | 0 | 3 | 1 | 0 | 28 | 1 | 15 | 0 | 4 | 2 | 6 | 10 | 8 | 2 | 2 | 1 |
| Playgrounds | 0 | 0 | 0 | 2 | 0 | 2 | 10 | 8 | 4 | 2 | 6 | 0 | 4 | 9 | 5 | 0 | 11 | 4 |
| Basketball courts | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 8 | 1 | 2 | 7 | 0 | 1 | 13 | 0 | 0 | 2 | 0 |
| Diamond athletic fields (baseball, softball, etc.) | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 8 | 0 | 1 | 4 | 0 | 3 | 8 | 1 | 2 | 2 | 0 |
| Disc Golf | 0 | 0 | 0 | 3 | 0 | 0 | 4 | 4 | 3 | 0 | 3 | 0 | 6 | 8 | 2 | 6 | 1 | 0 |
| Dog parks | 1 | 0 | 1 | 4 | 2 | 4 | 4 | 8 | 6 | 3 | 8 | 2 | 7 | 8 | 2 | 5 | 2 | 1 |
| Parks and open spaces | 0 | 1 | 1 | 0 | 2 | 0 | 4 | 8 | 4 | 4 | 4 | 0 | 5 | 11 | 6 | 3 | 6 | 9 |
| Pickleball courts | 1 | 0 | 1 | 0 | 1 | 2 | 10 | 4 | 6 | 7 | 0 | 4 | 4 | 6 | 2 | 1 | 0 | 0 |
| Indoor Recreation centers/gyms | 0 | 0 | 0 | 1 | 1 | 0 | 10 | 4 | 2 | 9 | 0 | 4 | 10 | 3 | 2 | 4 | 2 | 2 |
| Rectangular athletic fields (soccer, football, etc.) | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 8 | 4 | 3 | 2 | 0 | 3 | 8 | 1 | 1 | 2 | 3 |
| Skateboard/wheels courts | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 2 | 1 | 5 | 3 | 2 | 9 | 1 | 0 | 1 | 0 | 2 |
| Tennis courts | 1 | 0 | 2 | 2 | 0 | 1 | 1 | 4 | 0 | 6 | 2 | 1 | 3 | 4 | 0 | 1 | 1 | 0 |
| Walking/Hiking/Biking Trails and pathways | 0 | 1 | 3 | 1 | 0 | 7 | 10 | 15 | 15 | 6 | 4 | 7 | 12 | 4 | 6 | 5 | 2 | 14 |
| Volleyball | 0 | 0 | 0 | 2 | 0 | 1 | 6 | 1 | 0 | 4 | 3 | 3 | 6 | 2 | 2 | 1 | 2 | 0 |
| Fishing | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 6 | 1 | 4 | 5 | 1 | 0 | 8 | 2 | 1 | 2 | 0 |
| Golf | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 8 | 2 | 6 | 2 | 0 | 5 | 5 | 0 | 0 | 3 | 0 |

**As PRCF renovates and improves parks, how important are each of these amenities in your local park? Place a dot on the scale to indicate your preference for each park feature.**

| | Brimhall | | | Mesa Aquatics, Parks and Sports Field Maintenance | | | Hale Elementary School | | | Eastmark Community Center | | | Eagles Community Center | | | Dobson Library | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Not Imp | Imp | Very Imp | Not Imp | Imp | Very Imp | Not Imp | Imp | Very Imp | Not Imp | Imp | Very Imp | Not Imp | Imp | Very Imp | Not Imp | Imp | Very Imp |

| Amenity | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Seating | 0 | 0 | 1 | 0 | 1 | 4 | 1 | 4 | 20 | 0 | 3 | 6 | 0 | 1 | 15 | 0 | 6 | 8 |
| Playground Shade | 0 | 0 | 2 | 0 | 1 | 9 | 0 | 2 | 33 | 0 | 2 | 14 | 0 | 2 | 17 | 1 | 0 | 16 |
| Playgrounds | 0 | 1 | 0 | 0 | 0 | 6 | 0 | 4 | 19 | 0 | 2 | 9 | 0 | 1 | 16 | 0 | 3 | 10 |
| Splash pads | 0 | 0 | 2 | 1 | 0 | 6 | 0 | 10 | 31 | 1 | 2 | 8 | 1 | 6 | 10 | 1 | 4 | 5 |
| Shaded Picnic Areas/Ramadas | 0 | 1 | 2 | 0 | 0 | 7 | 0 | 4 | 21 | 0 | 0 | 10 | 1 | 2 | 18 | 0 | 0 | 15 |
| Walkways/Sidewalks | 0 | 0 | 1 | 0 | 0 | 5 | 0 | 6 | 15 | 0 | 0 | 7 | 0 | 2 | 14 | 0 | 3 | 9 |
| Trails and pathways | 0 | 0 | 2 | 0 | 1 | 9 | 0 | 3 | 27 | 0 | 1 | 13 | 0 | 7 | 12 | 0 | 1 | 14 |
| Parking | 0 | 0 | 1 | 0 | 0 | 4 | 1 | 4 | 14 | 0 | 1 | 5 | 1 | 6 | 15 | 1 | 9 | 5 |
| Courts (tennis, pickleball, basketball, volleyball) | 0 | 0 | 2 | 0 | 0 | 6 | 2 | 6 | 11 | 0 | 1 | 9 | 2 | 6 | 5 | 0 | 8 | 2 |
| Trees, landscaping and/or gardens | 0 | 0 | 2 | 0 | 1 | 7 | 0 | 3 | 25 | 0 | 1 | 12 | 3 | 4 | 12 | 0 | 2 | 15 |
| Programmed Fields (baseball, soccer, lacrosse) | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 11 | 11 | 0 | 1 | 5 | 4 | 7 | 4 | 1 | 7 | 5 |
| Open Turf areas (unprogrammed sports and pick-up games) | 0 | 1 | 0 | 0 | 0 | 2 | 2 | 6 | 16 | 0 | 4 | 4 | 1 | 11 | 3 | 1 | 8 | 3 |
| Off-leash dog area | 0 | 0 | 1 | 0 | 1 | 6 | 9 | 8 | 9 | 2 | 3 | 5 | 11 | 0 | 7 | 1 | 6 | 3 |
| Therapeutic/adaptive recreation amenities | 0 | 1 | 0 | 0 | 0 | 0 | 3 | 6 | 10 | 0 | 1 | 3 | 0 | 6 | 3 | 0 | 3 | 7 |
| Lighting and security features | 0 | 0 | 3 | 0 | 0 | 7 | 0 | 6 | 16 | 0 | 2 | 9 | 0 | 2 | 14 | 0 | 2 | 12 |
| Adult outdoor fitness equipment | 0 | 1 | 0 | 1 | 0 | 2 | 6 | 7 | 6 | 1 | 3 | 2 | 5 | 2 | 4 | 4 | 2 | 3 |
| Bathrooms | 0 | 0 | 2 | 0 | 1 | 9 | 2 | 1 | 30 | 0 | 0 | 11 | 0 | 3 | 16 | 0 | 1 | 16 |
| Skate/Wheels Courts | 0 | 0 | 0 | 0 | 0 | 2 | 7 | 4 | 5 | 3 | 1 | 6 | 4 | 7 | 2 | 5 | 4 | 4 |
| Fishing lakes | 0 | 1 | 0 | 2 | 0 | 2 | 7 | 8 | 2 | 1 | 5 | 3 | 11 | 4 | 3 | 3 | 7 | 1 |
| WiFi | 0 | 1 | 0 | 3 | 0 | 3 | 13 | 5 | 1 | 6 | 3 | 3 | 5 | 4 | 9 | 8 | 4 | 2 |

## RECREATION

How well do you think current programs are meeting the needs of the community? Use Red dots for needs being met and place two green dots to select your top two priorities.

| | Brimhall | | | Mesa Aquatics, Parks and Sports Field Maintenance | | | Hale Elementary School | | | Eastmark Community Center | | | Eagles Community Center | | | Dobson Library | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Needs Not Being Met | Needs Being Met | Priority | Needs Not Being Met | Needs Being Met | Priority | Needs Not Being Met | Needs Being Met | Priority | Needs Not Being Met | Needs Being Met | Priority | Needs Not Being Met | Needs Being Met | Priority | Needs Not Being Met | Needs Being Met | Priority |
| Adaptive programs | | | | 0 | 1 | 0 | 0 | 6 | 3 | 4 | 4 | 2 | 0 | 4 | 0 | 1 | 0 | 1 |
| Youth sports programs | | 1 | | 0 | 1 | 4 | 2 | 17 | 16 | 6 | 3 | 2 | 2 | 6 | 6 | 2 | 3 | 2 |

| | Brimhall | | | Mesa Aquatics, Parks and Sports Field Maintenance | | | Hale Elementary School | | | Eastmark Community Center | | | Eagles Community Center | | | Dobson Library | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Adult sports programs | 1 | | | 0 | 1 | 1 | 5 | 5 | 1 | 5 | 3 | 2 | 1 | 4 | 0 | 4 | 0 | 2 |
| Tennis programs or court rental | 1 | | 1 | 1 | 1 | 0 | 3 | 4 | 1 | 7 | 4 | 2 | 1 | 6 | 0 | 2 | 0 | 0 |
| Pickleball programs or court rental | | | 1 | 1 | 2 | 3 | 8 | 4 | 5 | 7 | 3 | 2 | 0 | 5 | 0 | 0 | 0 | 0 |
| After school youth camps | | | 1 | 0 | 0 | 0 | 1 | 6 | 0 | 5 | 1 | 1 | 0 | 4 | 10 | 4 | 2 | 5 |
| Swimming lessons | | | | 1 | 4 | 2 | 0 | 15 | 6 | 6 | 5 | 3 | 2 | 9 | 2 | 2 | 4 | 1 |
| Recreation center fitness programs | | | 2 | 0 | 1 | 2 | 6 | 4 | 8 | 6 | 3 | 9 | 4 | 3 | 7 | 1 | 2 | 0 |
| Aquatic team sports | | | | 0 | 1 | 0 | 0 | 11 | 6 | 6 | 3 | 1 | 0 | 3 | 0 | 2 | 0 | 1 |
| Teen volunteer programs | | | | 1 | 0 | 1 | 8 | 0 | 3 | 9 | 1 | 2 | 2 | 1 | 7 | 3 | 0 | 3 |
| Summer youth camps | | | 1 | 0 | 0 | 0 | 3 | 4 | 1 | 2 | 3 | 0 | 4 | 1 | 4 | 4 | 0 | 2 |
| Take and Make activity kits | | | | 0 | 0 | 0 | 2 | 4 | 0 | 0 | 3 | 0 | 3 | 4 | 1 | 3 | 4 | 0 |
| Special interest classes (i.e. ballroom dancing, gymboree, karate) | | | | 0 | 0 | 2 | 10 | 2 | 2 | 9 | 2 | 3 | 6 | 0 | 1 | 4 | 0 | 3 |
| Environmental/nature-based programs | | | 1 | 1 | 0 | 2 | 10 | 3 | 2 | 4 | 2 | 4 | 7 | 0 | 6 | 7 | 1 | 10 |
| Community Special Event | | 1 | 1 | 2 | 0 | 2 | 6 | 4 | 3 | 1 | 6 | 2 | 3 | 2 | 2 | 2 | 9 | 5 |
| Open swim | | | | 1 | 0 | 1 | 2 | 11 | 4 | 4 | 3 | 4 | 0 | 7 | 0 | 1 | 1 | 1 |
| Lap/Fitness swim | | 1 | | 1 | 1 | 2 | 3 | 7 | 1 | 3 | 5 | 0 | 3 | 4 | 1 | 2 | 1 | 0 |

## How important are each of the following amenities at a recreation center/aquatics facility?

| | Brimhall | | | Mesa Aquatics, Parks and Sports Field Maintenance | | | Hale Elementary School | | | Eastmark Community Center | | | Eagles Community Center | | | Dobson Library | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Not Imp | Imp | Very Imp | Not Imp | Imp | Very Imp | Not Imp | Imp | Very Imp | Not Imp | Imp | Very Imp | Not Imp | Imp | Very Imp | Not Imp | Imp | Very Imp |
| Competitive lap swimming | 0 | 0 | 0 | 1 | 1 | 2 | 1 | 15 | 6 | 5 | 9 | 2 | 12 | 10 | 4 | 5 | 2 | 3 |
| Group exercise room(s) (aerobic, dance, yoga, etc.) | 0 | 0 | 0 | 1 | 0 | 8 | 1 | 12 | 9 | 1 | 6 | 13 | 5 | 14 | 3 | 0 | 7 | 7 |
| Indoor running track | 0 | 2 | 0 | 0 | 0 | 6 | 1 | 8 | 9 | 5 | 6 | 5 | 7 | 11 | 4 | 1 | 4 | 4 |
| Multi-activity gym (pickleball, basketball, volleyball, etc.) | 0 | 0 | 2 | 0 | 1 | 5 | 3 | 12 | 15 | 0 | 7 | 9 | 1 | 8 | 10 | 0 | 7 | 4 |
| Fitness area (free/circuit weights, cardio equipment, etc.) | 0 | 0 | 2 | 0 | 1 | 8 | 0 | 10 | 9 | 2 | 6 | 6 | 1 | 12 | 8 | 0 | 3 | 8 |
| Drop-in child watch areas | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 10 | 4 | 3 | 5 | 2 | 5 | 6 | 10 | 0 | 4 | 8 |
| Indoor playground | 0 | 0 | 2 | 0 | 0 | 1 | 1 | 12 | 16 | 6 | 3 | 3 | 3 | 8 | 8 | 1 | 1 | 11 |

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Youth after-school activities/classroom area | 0 | 1 | 0 | 0 | 0 | 4 | 0 | 12 | 7 | 2 | 6 | 2 | 1 | 9 | 12 | 0 | 3 | 14 |
| E-Sports/Gaming area | 1 | 0 | 0 | 1 | 1 | 0 | 10 | 4 | 2 | 12 | 0 | 0 | 19 | 3 | 2 | 2 | 3 | 4 |
| Dedicated senior activity space | 0 | 1 | 2 | 0 | 1 | 4 | 2 | 8 | 11 | 0 | 9 | 2 | 1 | 14 | 8 | 0 | 4 | 8 |
| Community meeting rooms/classrooms | 0 | 1 | 0 | 0 | 2 | 4 | 1 | 9 | 9 | 0 | 8 | 3 | 1 | 16 | 5 | 2 | 1 | 5 |
| Event spaces/party rooms | 0 | 1 | 0 | 0 | 0 | 3 | 4 | 13 | 5 | 1 | 8 | 3 | 9 | 9 | 4 | 0 | 6 | 3 |
| Teen room | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 6 | 4 | 4 | 5 | 4 | 6 | 8 | 7 | 1 | 1 | 8 |
| Teaching/instructional kitchen | 0 | 1 | 0 | 0 | 2 | 1 | 0 | 11 | 4 | 3 | 1 | 7 | 11 | 4 | 7 | 0 | 8 | 5 |
| Proximity to my home/residence | 0 | 1 | 0 | 0 | 3 | 8 | 0 | 9 | 23 | 0 | 3 | 17 | 1 | 11 | 14 | 1 | 3 | 11 |
| Therapeutic/adaptive recreation amenities | 0 | 0 | 1 | 0 | 0 | 3 | 0 | 10 | 5 | 1 | 3 | 7 | 4 | 15 | 4 | 0 | 2 | 10 |

# BANG THE TABLE SUMMARY REPORT

# Summary Report

18 August 2021 - 21 May 2022

# Footprint Future Mesa
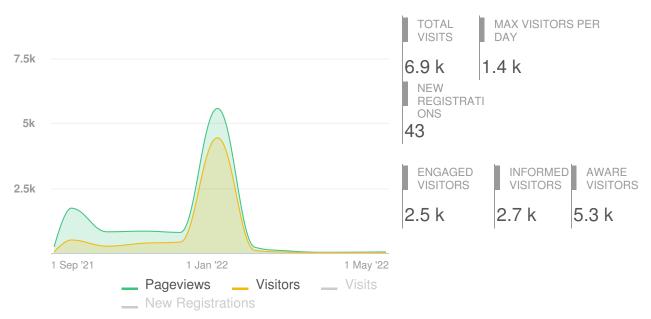
PROJECTS SELECTED: 4

Public Forum  |  Quick Poll  |  Climate Action Plan  |  PRCF Comprehensive Plan

FULL LIST AT THE END OF THE REPORT

BANG THE TABLE
*engagementHQ*

## Visitors Summary



7.5k

5k

2.5k

1 Sep '21          1 Jan '22          1 May '22

— Pageviews    — Visitors    — Visits

— New Registrations

## Highlights

| TOTAL VISITS | MAX VISITORS PER DAY |
|---|---|
| 6.9 k | 1.4 k |

NEW REGISTRATIONS

43

| ENGAGED VISITORS | INFORMED VISITORS | AWARE VISITORS |
|---|---|---|
| 2.5 k | 2.7 k | 5.3 k |

179

## PARTICIPANT SUMMARY

**ENGAGED**

**INFORMED**

**AWARE**

**2,484** ENGAGED PARTICIPANTS

| | Registered | Unverified | Anonymous |
|---|---|---|---|
| Contributed on Forums | 2 | 7 | 0 |
| Participated in Surveys | 9 | 19 | 2,190 |
| Contributed to Newsfeeds | 0 | 0 | 0 |
| Participated in Quick Polls | 13 | 22 | 206 |
| Posted on Guestbooks | 0 | 0 | 0 |
| Contributed to Stories | 0 | 1 | 0 |
| Asked Questions | 0 | 0 | 0 |
| Placed Pins on Places | 2 | 0 | 0 |
| Contributed to Ideas | 11 | 65 | 45 |

*A single engaged participant can perform multiple actions*

(%)

| | |
|---|---|
| Climate Action Plan | 2,301 (46.6%) |
| PRCF Comprehensive Plan | 162 (43.0%) |
| Public Forum | 76 (34.9%) |

*Calculated as a percentage of total visits to the Project*

**ENGAGED**

**INFORMED**

**AWARE**

**2,673** INFORMED PARTICIPANTS

| | Participants |
|---|---|
| Viewed a video | 0 |
| Viewed a photo | 0 |
| Downloaded a document | 0 |
| Visited the Key Dates page | 198 |
| Visited an FAQ list Page | 0 |
| Visited Instagram Page | 0 |
| Visited Multiple Project Pages | 227 |
| Contributed to a tool (engaged) | 2,484 |

*A single informed participant can perform multiple actions*

(%)

| | |
|---|---|
| Climate Action Plan | 2,467 (50.0%) |
| PRCF Comprehensive Plan | 162 (43.0%) |
| Public Forum | 132 (60.6%) |
| Quick Poll | 0 (0%) |

*Calculated as a percentage of total visits to the Project*

**ENGAGED**

**INFORMED**

**AWARE**

**5,324** AWARE PARTICIPANTS

| | Participants |
|---|---|
| Visited at least one Page | 5,324 |

| | |
|---|---|
| Climate Action Plan | 4,937 |
| PRCF Comprehensive Plan | 377 |
| Public Forum | 218 |
| Quick Poll | 0 |

*Aware user could have also performed an Informed or Engaged Action*

*Total list of unique visitors to the project*

Powered by **BANG THE TABLE engagementHQ.**

## ENGAGEMENT TOOLS SUMMARY

| 3 | 2 | 0 | 7 | 0 | 1 | 0 | 1 |
|---|---|---|---|---|---|---|---|
| FORUM TOPICS | SURVEYS | NEWS FEEDS | QUICK POLLS | GUESTBOOKS | STORIES | Q&A'S | PLACES |

7

### FORUM TOPICS SUMMARY

| 3 | Forum Topics |
|---|---|
| 9 | Contributors |
| 11 | Contributions |

### TOP 3 FORUM TOPICS BASED ON CONTRIBUTORS

| 4 | 4 | 2 |
|---|---|---|
| Contributors to | Contributors to | Contributors to |
| Strengths | Climate Change | Weakness |

### SURVEYS SUMMARY

| 2 | Surveys |
|---|---|
| 2.22 k | Contributors |
| 2.24 k | Submissions |

### TOP 3 SURVEYS BASED ON CONTRIBUTORS

| 2,204 | 18 |
|---|---|
| Contributors to | Contributors to |
| Help Shape Mesa's Footprint for the Future | Climate Change Activities |

### QUICK POLLS SUMMARY

| 7 | Quick Polls |
|---|---|
| 241 | Contributors |
| 444 | Responses |

### TOP 3 QUICK POLLS BASED ON CONTRIBUTORS

| 145 | 122 | 96 |
|---|---|---|
| Contributors to | Contributors to | Contributors to |
| How familiar is your household with the parks facilities, programs and services offered | Which recreation programs do you or a member of your household most often | By working together, communities can achieve the goal of reducing the negative |

### STORIES SUMMARY

| 1 | Stories |
|---|---|
| 1 | Contributors |
| 1 | Submissions |

### TOP 3 STORIES BASED ON CONTRIBUTORS

| 1 |
|---|
| Authors to |
| Memories |

Powered by **BANG THE TABLE** engagementHQ.

## ENGAGEMENT TOOLS SUMMARY

| PLACES SUMMARY | |
|---|---|
| 1 | Places |
| 2 | Contributors |
| 2 | Pins |

**TOP 3 PLACES BASED ON CONTRIBUTORS**

2

Contributors to
___
Map

| IDEAS SUMMARY | |
|---|---|
| 7 | Ideas |
| 121 | Contributors |
| 278 | Contributions |

**TOP 3 IDEAS BASED ON CONTRIBUTORS**

| 67 | 36 | 12 |
|---|---|---|
| Contributed to | Contributed to | Contributed to |
| ___ | ___ | ___ |
| Ideas | Energy | Heat Mitigation |

Powered by BANG THE TABLE engagementHQ.

## INFORMATION WIDGET SUMMARY

| 0 | 0 | 0 | 0 | 1 |
|---|---|---|---|---|
| DOCUMENTS | PHOTOS | VIDEOS | FAQS | KEY DATES |

| KEY DATES | |
|---|---|
| 1 | Key Dates |
| 198 | Visitors |
| 293 | Views |

**TOP 3 KEY DATES BASED ON VIEWS**

**293**
Views

Climate Action Plan

Powered by BANG THE TABLE *engagementHQ.*

## TRAFFIC SOURCES OVERVIEW

| REFERRER URL | Visits |
|---|---|
| lnks.gd | 2462 |
| utilities.mesaaz.gov | 315 |
| www.mesaaz.gov | 283 |
| appsinside.mesaaz.gov | 155 |
| m.facebook.com | 128 |
| www.google.com | 116 |
| lm.facebook.com | 81 |
| l.facebook.com | 56 |
| t.co | 34 |
| nextdoor.com | 31 |
| android-app | 25 |
| l.instagram.com | 20 |
| epcountyparkplan.com | 17 |
| duckduckgo.com | 16 |
| partner.googleadservices.com | 12 |

Powered by **BANG THE TABLE** engagement*HQ*

## SELECTED PROJECTS - FULL LIST

| PROJECT TITLE | AWARE | INFORMED | ENGAGED |
|---|---|---|---|
| Climate Action Plan | 4937 | 2467 | 2301 |
| PRCF Comprehensive Plan | 377 | 162 | 162 |
| Public Forum | 218 | 132 | 76 |
| Quick Poll | 0 | 0 | 0 |

Powered by **BANG THE TABLE** *engagementHQ.*

# BANG THE TABLE
# IDEAS REPORT

| Title | Description | Votes | Visitors |
|---|---|---|---|
| New Park on Adobe and Mountain. | Please build a new park on the vacant space by Souza Elementary.   This space is surrounded by large neighborhoods that would benefit. | 45 | 52 |
| Free Indoor Playgrounds! | These would be super awesome to have, especially in the summer! Fiesta Mall would be a great space for this! | 4 | 9 |
| We need some fenced in playgrounds for kids on the Autism spectrum.    Also bike paths - not just bike routes along busy roads. | Fenced in playgrounds and bike paths | 4 | 2 |
| Indoor playgrounds and splash pads! | More indoor playgrounds and splash pads! Everywhere is packed in the summer and we need more spaces like this. | 4 | 4 |
| We want a community center in the Eastmark Great Park | We want a community center available for classes (crafts, education, day camps etc). We want a space we can rent for parties (birthday, baby shower, etc). We want tennis courts. We would love a lap pool. | 7 | 4 |
| Expanded recycling options. Demonstration center, drop offs, partnerships with Terracycle, e-waste collectors, composting, etc. | Recycling and waste reduction | 4 | 1 |
| We could really use shade coverings over playground equipment especially since the sun is so hot here in Arizona | | 2 | 3 |
| Aquatic center in eastmark | | 2 | 0 |
| Library in eastmark | | 2 | 0 |

| Title | Description | Votes | Visitors |
|-------|-------------|-------|----------|
| Skate Park | We need a skate park next to red mountain park on Brown rd. Our community it thriving with kids and a large part of their days are inside. We need to promote outdoor play and interacting with each other away from technology. It should be placed east of the park. We do not need more soccer fields just because they bring in revenue. Our recreation center needs funding and updated to accommodate the local youth as well. | 2 | 5 |
| Community Drop Centers | Creating a space for all people in our community to gather and have access to basic needs like domestic supplies, clothing, food supplies. Additionally, providing a drop space for community members to donate unused items or purchased items back into their community. Mutual Aid and taking care of each other is the best way to keep our communities together and safe. | 1 | 7 |
| Security Cameras | Built into the budget security cameras to cover all the parks. It's comforting to know that the Police Dept can monitor the older children when the parents aren't there too. | 1 | 4 |
| Add pickleball courts at the Eastmark Great Park | | 1 | 2 |
| Eastmark lap pool and pickle ball courts | We would love a second pool with lap lanes and adult hours. Additionally, tennis and pickle ball courts would be great! | 0 | 2 |
| Pickle ball and lap pool at Eastmark | I'd like to see pickle ball courts and a lap pool. | 0 | 0 |
| Make sure parks and trails near horse property accommodate horses and riders safely. | Make sure parks and trails near horse property accommodate horses and riders safely. Hitching posts, crushed granite paths instead of concrete and asphalt. Again not all parks but those that are near horse properties and known horse trails. | 0 | 1 |
| Utilize empty lots Mesa & university | The empty lots on university west of Mesa drive. If we just do something with them. Anything. I know many families had to move &amp; homes were demolished. The land has sat vacant for years now. Anything would be better than what it is. It is so close to down town also. | 0 | 0 |

| Title | Description | Votes | Visitors |
|---|---|---|---|
| Add playground splash pads (with water slides, sprayers and a fun theme) to all Mesa Parks. There isn't enough splash pads and it's too hot | More Splash pads for kids to use parks in the summer as overcrowding is an issue, and there is only a few parks with this option. As hot as it gets in our summers this would make parks usable year round. See image example Tempe Town Lake Splash Pad | 0 | 1 |
| Indoor parks for the summer, Please!!! | It's too hot and kids need places to go during the summer to be active and safe form the scorching heat sun. | 0 | 1 |
| Add splash pads in existing parks and add more youth sport options (soccer, baseball, etc). It's hot and our splash pads are over crowded. | Splash Pads and varied Youth Sports | 0 | 0 |
| A skatepark at red mountain park | Skateboarding as a community is growing and there are a lack of skateparks in my area so my thought was to add a skate park to red mountain park I think it would help the young community around it very much and make a lot of teens become more active | 0 | 1 |
| Add a skatepark to red Mountain park | The skate community is growing as a whole and there are no skateparks in my area a skatepark will stop loitering and help kids become more active. | 0 | 0 |
| Covered park, splash pad, grass area to run and ply sports with trees | | 0 | 0 |
| Work with Maricopa county to get bike lanes on Crismon, Signal Butte, and Meridian roads north of University. | There is a lot of Mountain biking access on the north end of these streets, (Usery Mountain Park gates, Tonto Forest gates). See attached example image of Ironwood road. This does not look expensive. | 0 | 1 |
| Model Rocket launches allowed in the larger parks / basins | Model Rockets are great fun, and a great gateway into stem education. The commercial rockets, engines, and ignitors are very safe; many other cities have allowed them for years with no problems. | 0 | 0 |

APPENDIX D

# SURVEY SUMMARY REPORT

**Table of Contents**

- Introduction
- Methodology
- Key Findings
- Living in Mesa
- Satisfaction with Parks and Recreation
- Current Usage
- Communication
- Current Conditions
- Future Facilities, Amenities and Programs
- Values and Vision
- Financial Choices/Fees
- Climate Action
- Demographics

2 RRC
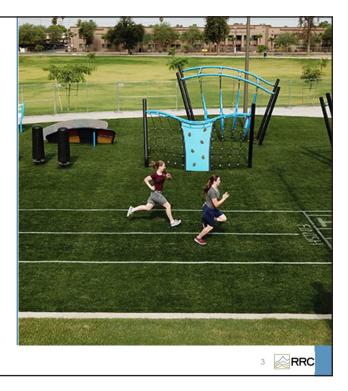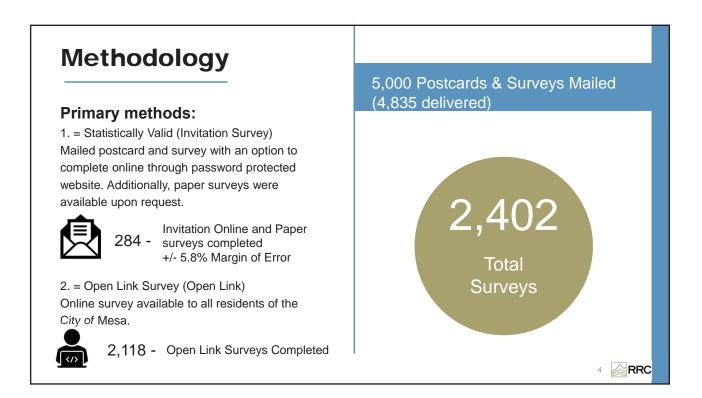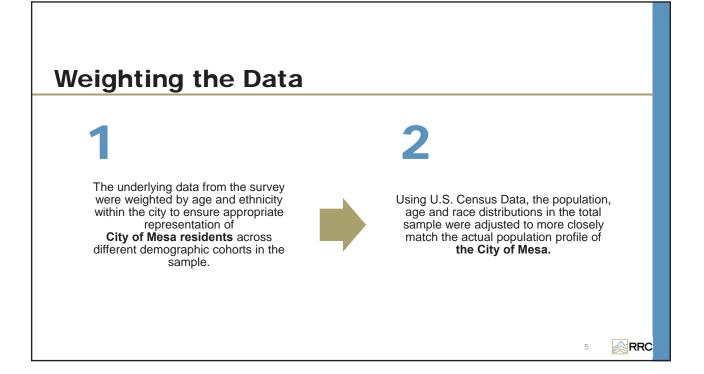
# Introduction

- The purpose of this study was to gather feedback to better understand the community's needs and desires for parks and recreation facilities, programs, and services.

- This survey research effort and subsequent analysis were designed to assist the City of Mesa in developing a plan to reflect the community's needs and desires.



3    RRC

# Methodology

**Primary methods:**

1. = Statistically Valid (Invitation Survey)
Mailed postcard and survey with an option to complete online through password protected website. Additionally, paper surveys were available upon request.

284 -    Invitation Online and Paper surveys completed
+/- 5.8% Margin of Error

2. = Open Link Survey (Open Link)
Online survey available to all residents of the *City of* Mesa.

2,118 -    Open Link Surveys Completed

5,000 Postcards & Surveys Mailed
(4,835 delivered)

**2,402**
Total Surveys

4    RRC

# Weighting the Data

**1**

The underlying data from the survey were weighted by age and ethnicity within the city to ensure appropriate representation of
**City of Mesa residents** across different demographic cohorts in the sample.

**2**

Using U.S. Census Data, the population, age and race distributions in the total sample were adjusted to more closely match the actual population profile of
**the City of Mesa.**

5 RRC

---

# Key Findings

Living in Mesa
Residents have a long tenure in Mesa with 35% of Invite respondents residing in Mesa for 21 years or more. However, there are still many newer residents to the area with 32% of Invite sample respondents residing in Mesa for 5 years or less. The average length of residency is 17 years. Most Invite respondents reside in West Mesa (47%) or Northeast Mesa (37%), and most Open link respondents reside in Northeast Mesa (42%) or West Mesa (30%). There is a need to cater to lower income household with 28% of Invite respondents earning less than $50,000.

Satisfaction
On a scale of 1 to 5, with 5 being very satisfied, about three-quarters of Invite respondents rated their current satisfaction with parks and recreation facilities a 4 or 5, for an average score of 4.0. Programs and services rated slightly lower but still well (average score 3.6).

6 RRC

# Key Findings

### Current Usage
Invite respondents are most frequent users of picnic areas/ramadas at parks, outdoor recreation opportunities (disc golf, trails, walkways, fishing), special events, outdoor sports fields & courts, and playgrounds/splash pads. More than half (57%) say that increased communication about parks and recreation offerings would increase their use. Better condition/maintenance of parks/facilities, facilities closer to where I live/work, and improved safety and security also top the list for invite respondents (all about 30%).

### Communication
There is room for improvement to better leverage communication efforts and information dissemination about parks and recreation to further create awareness in the City of Mesa. 31% of invite respondents said they do not currently receive communication. However, only 13% of Open link respondents are not receiving communication and 60% say they get information from email groups, and 40% use the City of Mesa's website.

7  RRC

# Key Findings

### Current Conditions
More than half (52%) of Invite respondents say that environmental/nature-based programs are most important, and 40% say these programs are not currently meeting the needs of the community. Special events are both important to Invite respondents and meeting the current needs of the community.

### Future Facilities, Amenities and Programs
The top priorities (all rating an average of 4 or higher out of 5) for Invite respondents are to fix/repair/update existing facilities, add more shaded areas, purchase land to preserve open space, and develop new walking/biking trails. New dog parks, sports fields and skate parks are of less importance.

8  RRC

# Key Findings

**Values and Vision**
There is preference for both Invite and Open link respondents to maintain current facilities rather than build new amenities. There is also strong desire to keep entrance fees the same. Both samples of respondents agree that the purpose of Parks and Recreation is to provide access to green and natural spaces and to allow opportunities for physical health and mental well being.

**Financial Choices**
There is support for expanding parks & recreation in Mesa. About half of Invite respondents said they are somewhat willing to pay more to support expanded Parks & Recreation in Mesa, and 12% say they are very willing. Open link respondents are slightly more willing to pay than Invite respondents. A total of 55% of Invite respondents supported a new bond programs to expand Parks and Recreation as their first or second choice out of four funding options.



9    RRC

# Key Findings

**Climate Action**
With Arizona's dry climate, the top priorities to address climate change are achieving a resilient water supply and a tree and shade plan. There is also strong interest in reducing landfill waste and programs to improve air quality.  Electric and low-emission vehicles are of less importance.
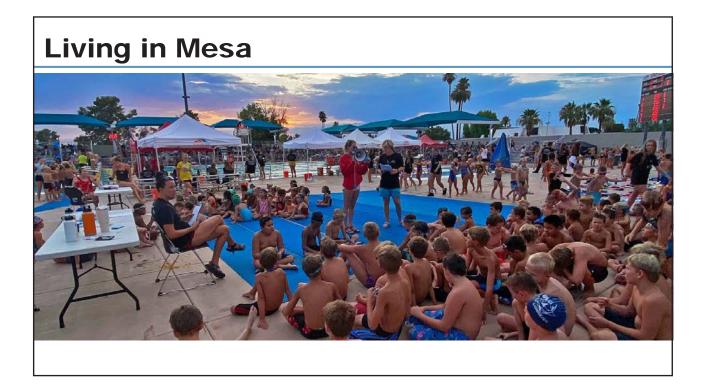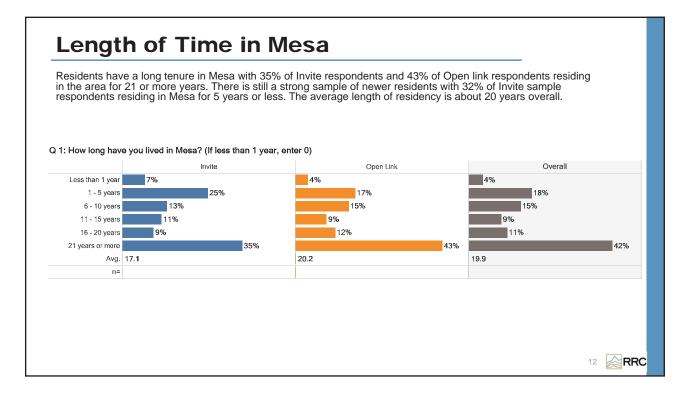


10    RRC

# Living in Mesa



## Length of Time in Mesa

Residents have a long tenure in Mesa with 35% of Invite respondents and 43% of Open link respondents residing in the area for 21 or more years. There is still a strong sample of newer residents with 32% of Invite sample respondents residing in Mesa for 5 years or less. The average length of residency is about 20 years overall.

Q 1: How long have you lived in Mesa? (If less than 1 year, enter 0)

| | Invite | Open Link | Overall |
|---|---|---|---|
| Less than 1 year | 7% | 4% | 4% |
| 1 - 5 years | 25% | 17% | 18% |
| 6 - 10 years | 13% | 15% | 15% |
| 11 - 15 years | 11% | 9% | 9% |
| 16 - 20 years | 9% | 12% | 11% |
| 21 years or more | 35% | 43% | 42% |
| Avg. | 17.1 | 20.2 | 19.9 |
| n= | | | |

12 RRC

## Location of Residence in Mesa

There were a greater share of Invite respondents from West Mesa and a greater share of Open link respondents for Northeast Mesa.

Q 2: Which area of Mesa do you live in?

| | Invite | Open Link | Overall |
|---|---|---|---|
| West Mesa (West City boundary to Greenfield) | 46% | 30% | 32% |
| Northeast Mesa (Greenfield to east City boundary, North of US 60) | 37% | 42% | 42% |
| Southeast Mesa (Greenfield Road to east City boundary South of US 60) | 17% | 21% | 21% |
| Other | | 7% | 6% |
| n= | 283 | 2,118 | 2,401 |

13  RRC

## Satisfaction with Parks and Recreation

## Satisfaction with Parks and Recreation
### Invite Only

Overall, Invite respondents are highly satisfied with parks and recreation amenities offered by the city. They are most satisfied with parks and facilities (about a quarter of respondents rated a 4 or 5, "very satisfied". Programs could use some improvement, with 15% of respondents rating them a 1, "not at all satisfied" or 2.

**Q 4: How satisfied are you or members of your household with each of the following as provided by the City of Mesa?**

*Invite Only

Legend:
- 5 - Very satisfied
- 4
- 3
- 2
- 1 - Not at all satisfied

Percent Responding:

| Rating Category | Avg. | n= | 1 & 2 | 3 | 4 & 5 |
|---|---|---|---|---|---|
| Parks (playgrounds, picnic areas, sports courts, open green space) | 4.0 | 248 | 10% | 16% | 35% / 39% = 74% |
| Facilities (pools, recreation/community centers, sports complexes) | 4.0 | 180 | 9% | 16% | 40% / 35% = 75% |
| Service (registration, rangers, maintenance) | 3.9 | 174 | 9% | 22% | 34% / 35% = 69% |
| Programs (camps, lessons, sports leagues) | 3.6 | 114 | 10% / 15% | 21% | 36% / 27% = 63% |

15  RRC

## Satisfaction with Parks and Recreation
### Average Rating

On average, Invite respondents are slightly more satisfied than Open link respondents. However, most parks and recreation amenities had a high average score.

**Q 4: How satisfied are you or members of your household with each of the following as provided by the City of Mesa?**

| Rating Category | Invite | Open Link | Overall |
|---|---|---|---|
| Parks (playgrounds, picnic areas, sports courts, open green space) | n=248 — 4.0 | n=1,876 — 3.9 | n=2,124 — 3.9 |
| Facilities (pools, recreation/community centers, sports complexes) | n=180 — 4.0 | n=1,676 — 3.9 | n=1,856 — 3.9 |
| Service (registration, rangers, maintenance) | n=174 — 3.9 | n=1,481 — 3.9 | n=1,655 — 3.9 |
| Programs (camps, lessons, sports leagues) | n=114 — 3.6 | n=1,203 — 3.6 | n=1,317 — 3.6 |

16  RRC

# Satisfaction with Parks and Recreation
## By Location

Ratings of satisfaction were similar across locations. Northeast Mesa is the most satisfied.

Q 4: How satisfied are you or members of your household with each of the following as provided by the City of Mesa?

| Rating Category | Overall | | Northeast Mesa | | Southeast Mesa | | West Mesa | |
|---|---|---|---|---|---|---|---|---|
| Parks (playgrounds, picnic areas, sports courts, open green space) | n=2,124 | 3.9 | n=875 | 4.0 | n=431 | 3.9 | n=685 | 3.9 |
| Facilities (pools, recreation/community centers, sports complexes) | n=1,856 | 3.9 | n=776 | 4.0 | n=387 | 3.9 | n=575 | 3.9 |
| Service (registration, rangers, maintenance) | n=1,655 | 3.9 | n=701 | 4.0 | n=325 | 3.8 | n=531 | 3.8 |
| Programs (camps, lessons, sports leagues) | n=1,317 | 3.6 | n=541 | 3.7 | n=270 | 3.5 | n=419 | 3.6 |

*Ratings categories are sorted in descending order by the average rating of the overall average.
Source: RRC Associates

RRC

# Current Usage

# Frequency of Use

Q 5: How frequently have you or members of your household used or participated in any of the following facilities, services or programs provided by the City of Mesa Parks, Recreation and Community Facilities?

Legend:
- At least once a week
- A few times a month
- At least once a month
- A few times a year
- Have not visited



| | Invite | Open Link | Overall |
|---|---|---|---|
| Picnic areas/ramadas at parks | 26% / 51% | 19% / 50% / 13% / 11% | 20% / 50% / 13% / 11% |
| Other outdoor recreation (disc golf, trails, walkways, fishing) | 35% / 31% / 17% / 11% | 28% / 39% / 13% | 29% / 38% / 13% |
| Special events (Celebrate Mesa, Merry Main Street, etc.) | 45% / 48% | 35% / 55% | 36% / 54% |
| Outdoor sports fields & courts (baseball, soccer, pickleball, etc.) | 48% / 32% / 9% | 40% / 31% / 9% | 41% / 31% / 9% / 9% |
| Playgrounds/splash pads | 49% / 30% | 34% / 34% / 12% | 36% / 34% / 12% / 9% |
| Indoor recreation centers/gyms | 68% / 21% | 54% / 30% | 56% / 29% |
| Aquatics facilities (open swim, swim lessons, swim teams, etc.) | 71% / 20% | 51% / 32% | 54% / 30% |
| Dog parks | 73% / 12% / 8% | 66% / 20% | 67% / 19% |
| Youth sports programs (soccer, basketball, etc.) | 85% / 9% | 73% / 17% | 75% / 15% |
| Summer and/or after-school youth camps | 87% / 9% | 81% / 14% | 81% / 13% |
| Adult sports programs (kickball, tennis, softball, etc.) | 88% / 9% | 86% | 86% |
| Adaptive programs | 96% | 93% | 94% |
| Other (please specify below) | 87% | 76% / 14% | 78% / 13% |

Source: RRC Associates
Response options are sorted in descending order by percentage who have visited

19  RRC

# Increased Use of Parks and Recreation Facilities

More than half of invite respondents (57%) said that improved communications about offerings would assist them in using facilities more. Improved communications is also tops for Open link respondents (48%), but this group also feels stronger that additional facilities and amenities would assist them (43%). Better condition/maintenance of parks/facilities, facilities closer to where I live/work, and improved safety and security also top the list for invite respondents (all about 30%). There could be some improvement to ADA accessibility, with 15% of Invite respondents responding that better accessibility for people with disabilities would assist them.

Q 6: What would assist you or members of your household to use Mesa parks and recreation facilities more? (Check all that apply)



| | Invite | Open Link | Overall |
|---|---|---|---|
| Improved communication about offerings | 57% | 48% | 49% |
| Better condition/maintenance of parks or facilities | 30% | 25% | 26% |
| Additional facilities and amenities | 30% | 43% | 41% |
| Facilities closer to where I live or work | 29% | 34% | 33% |
| Improved safety and security | 29% | 23% | 24% |
| Lower pricing/user fees | 25% | 25% | 25% |
| Better signage/wayfinding | 15% | 11% | 11% |
| Better accessibility for people with disabilities | 15% | 7% | 8% |
| Expanded hours of operation | 10% | 16% | 15% |
| Improved customer service/staff knowledge | 9% | 9% | 9% |
| Other | 12% | 12% | 12% |
| n= | 243 | 1,578 | 1,821 |

20  RRC

## Increased Use of Parks and Recreation Facilities
### By Location

Respondents from different areas of the City were mostly in agreement. Southeast Mesa would like to see facilities closer to where they live or work, and West Mesa said improved safety and security would assist in use of facilities.

Q 6: What would assist you or members of your household to use Mesa parks and recreation facilities more? (Check all that apply)

| | Overall | Northeast Mesa | Southeast Mesa | West Mesa |
|---|---|---|---|---|
| Improved communication about offerings | 49% | 49% | 49% | 52% |
| Additional facilities and amenities | 41% | 43% | 40% | 41% |
| Facilities closer to where I live or work | 33% | 28% | 46% | 33% |
| Better condition/maintenance of parks or facilities | 26% | 24% | 22% | 29% |
| Lower pricing/user fees | 25% | 25% | 24% | 22% |
| Improved safety and security | 24% | 20% | 19% | 30% |
| Expanded hours of operation | 15% | 18% | 12% | 14% |
| Better signage/wayfinding | 11% | 11% | 11% | 11% |
| Improved customer service/staff knowledge | 9% | 8% | 8% | 10% |
| Better accessibility for people with disabilities | 8% | 7% | 6% | 9% |
| Other | 12% | 13% | 9% | 13% |
| n= | 1,821 | 736 | 373 | 595 |

Source: RRC Associates

21

# Communication

## Best Communication Methods

A surprisingly high number or Invite respondents (31%) are not currently receiving information from the City on parks and recreation compared to Open link (13%). Invite respondents use social media and The City of Mesa Parks and Recreation website most commonly. 60% of Open link respondents report getting information from email groups/listservs compared to only 26% of Invite Respondents. Only 11% of respondents overall are using the Recreation Guide for information.

Q 7: What are the best ways you currently receive information about parks, recreation, facilities and services provided by the City of Mesa Parks, Recreation and Community Facilities? (Check all that apply)

| | Invite | Open Link | Overall |
|---|---|---|---|
| Not receiving information | 31% | 13% | 16% |
| Social media (e g , Facebook, Instagram, Twitter) | 31% | 28% | 28% |
| The City of Mesa Parks and Recreation website (mesaparks com) | 31% | 40% | 39% |
| Email groups/listservs | 26% | 60% | 55% |
| Local media (e g , TV, radio, newspaper) | 26% | 16% | 17% |
| Peachjar digital flyer from schools | 8% | 17% | 16% |
| Jump In Recreation Guide (quarterly digital publication) | 7% | 12% | 11% |
| Other | 7% | 4% | 5% |
| n= | 279 | 1,736 | 2,015 |

23 RRC

## Current Conditions

# Programs and Services – Importance & Needs Met

Q 8: Please rate how important the following Mesa programs/services are to your household. & Q 9: How do you think the following Mesa programs/services are currently meeting the needs of the community?
*All Only

|  | Invite | | Open Link | |
| Rating Category | Importance | Needs Met | Importance | Needs Met |
|---|---|---|---|---|
| Environmental/nature-based programs | n=251 3.4 | n=116 3.0 | n=1,593 3.2 | n=624 2.9 |
| Recreation center fitness programs | n=252 3.1 | n=116 3.4 | n=1,605 3.2 | n=677 3.3 |
| Youth sports programs | n=251 2.9 | n=118 3.6 | n=1,591 3.2 | n=807 3.5 |
| Open swim | n=254 3.0 | n=116 3.4 | n=1,595 3.1 | n=720 3.3 |
| Special interest classes (tumbling, dance, karate) | n=252 2.9 | n=111 3.1 | n=1,596 3.1 | n=632 3.1 |
| Swim lessons/swim teams | n=250 2.7 | n=113 3.4 | n=1,591 3.1 | n=762 3.5 |
| Open gym time | n=255 3.0 | n=105 3.3 | n=1,595 3.0 | n=592 3.1 |
| Lap/Fitness swim | n=253 2.6 | n=113 3.4 | n=1,594 2.8 | n=650 3.3 |
| Senior programs | n=258 2.8 | n=117 3.5 | n=1,602 2.9 | n=556 3.2 |
| Summer and/or after-school youth camps | n=250 2.6 | n=120 3.4 | n=1,596 2.8 | n=691 3.3 |
| Adult sports programs | n=255 2.9 | n=118 3.3 | n=1,597 2.7 | n=695 3.3 |
| Tennis/Pickleball programs or court rental | n=250 2.6 | n=103 3.1 | n=1,599 2.8 | n=626 3.2 |
| Teen programs | n=247 2.4 | n=93 3.2 | n=1,587 2.6 | n=479 3.0 |
| Adaptive programs for youth and adults with intellectual disabilities | n=254 2.5 | n=98 3.0 | n=1,599 2.4 | n=517 3.0 |

*Ratings categories are sorted in descending order by the average rating of the invite sample.
Source: RRC Associates

25

# Programs and Services – Importance & Needs Met

Q 8: Please rate how important the following Mesa programs/services are to your household. & Q 9: How do you think the following Mesa programs/services are currently meeting the needs of the community?
*All Only

|  | Northeast Mesa | | Southeast Mesa | | West Mesa | |
| Rating Category | Importance | Needs Met | Importance | Needs Met | Importance | Needs Met |
|---|---|---|---|---|---|---|
| Environmental/nature-based programs | n=751 3.2 | n=323 2.9 | n=369 3.2 | n=132 3.1 | n=616 3.3 | n=235 2.8 |
| Youth sports programs | n=753 3.0 | n=379 3.5 | n=368 3.1 | n=170 3.4 | n=613 3.3 | n=326 3.5 |
| Recreation center fitness programs | n=761 3.3 | n=359 3.4 | n=373 3.3 | n=158 3.4 | n=617 3.0 | n=232 3.1 |
| Open swim | n=755 3.0 | n=351 3.4 | n=370 3.1 | n=159 3.4 | n=616 3.2 | n=279 3.3 |
| Special interest classes (tumbling, dance, karate) | n=756 3.0 | n=322 3.2 | n=372 3.0 | n=142 3.2 | n=615 3.2 | n=238 3.0 |
| Swim lessons/swim teams | n=754 2.9 | n=356 3.5 | n=370 2.9 | n=163 3.3 | n=612 3.2 | n=303 3.6 |
| Open gym time | n=753 3.0 | n=326 3.3 | n=374 2.9 | n=130 3.1 | n=617 2.9 | n=201 3.0 |
| Lap/Fitness swim | n=753 2.8 | n=316 3.3 | n=373 2.8 | n=147 3.3 | n=616 2.8 | n=249 3.3 |
| Senior programs | n=761 3.0 | n=316 3.3 | n=378 3.0 | n=129 3.4 | n=616 2.6 | n=186 3.2 |
| Summer and/or after-school youth camps | n=753 2.7 | n=343 3.4 | n=370 2.7 | n=149 3.3 | n=615 2.9 | n=268 3.4 |
| Adult sports programs | n=759 2.8 | n=355 3.4 | n=375 2.7 | n=156 3.3 | n=613 2.6 | n=254 3.3 |
| Tennis/Pickleball programs or court rental | n=758 2.9 | n=327 3.3 | n=370 2.7 | n=131 3.0 | n=616 2.7 | n=220 3.1 |
| Teen programs | n=749 2.5 | n=245 3.1 | n=368 2.6 | n=105 3.0 | n=611 2.7 | n=182 3.0 |
| Adaptive programs for youth and adults with intellectual disabilities | n=758 2.2 | n=256 3.0 | n=374 2.4 | n=118 3.0 | n=613 2.4 | n=197 2.9 |

Source: RRC Associates

26

Programs and Services Importance/Needs Met Matrix

Invite & Open Link Sample

Next slide zooms into the matrix.

Rating Category
- Adaptive programs for youth and adults with intellectual disabilities
- Adult sports programs
- Environmental/nature-based programs
- Lap/Fitness swim
- Open gym time
- Open swim
- Other (please specify below)
- Other (specified previously)
- Recreation center fitness programs
- Senior programs
- Special events
- Special interest classes (tumbling, dance, karate)
- Summer and/or after-school youth camps
- Swim lessons/swim teams
- Teen programs
- Tennis/Pickleball programs or court rental
- Youth sports programs

Importance Rating (y-axis)
Meets Needs Rating (x-axis)

Source: RRC Associates

27
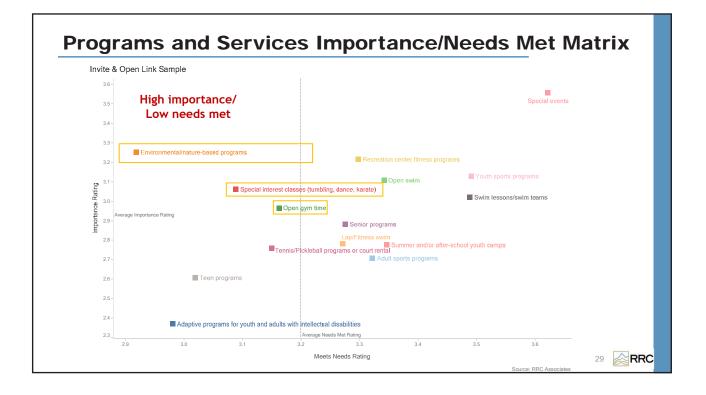


Average Importance-Performance Matrix

**High importance/ Low needs met**
These are key areas for potential improvements. Improving these facilities/programs would likely positively affect the degree to which community needs are met overall.

**High importance/ High needs met**
These amenities are important to most respondents and should be maintained in the future but are less of a priority for improvements as needs are currently being adequately met.

These "niche" facilities/programs have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities/programs outweigh the benefits may be constructive.

**Low importance/ Low needs met**

**Low importance/ High needs met**

28

## Programs and Services Importance/Needs Met Matrix

Invite & Open Link Sample

**High importance/ Low needs met**

- Special events
- Environmental/nature-based programs
- Recreation center fitness programs
- Youth sports programs
- Open swim
- Special interest classes (tumbling, dance, karate)
- Swim lessons/swim teams
- Open gym time
- Average Importance Rating
- Senior programs
- Lap/Fitness swim
- Tennis/Pickleball programs or court rental
- Summer and/or after-school youth camps
- Adult sports programs
- Teen programs
- Average Needs Met Rating
- Adaptive programs for youth and adults with intellectual disabilities

Importance Rating (y-axis): 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 3.0, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6

Meets Needs Rating (x-axis): 2.9, 3.0, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6

29

Source: RRC Associates

# Future Facilities, Amenities, & Programs

# Future Facilities, Amenities, and Programs
## Average - Slide 1 of 2

Question 10 was split by the categories from the Invite sample that rated 3.0 and above on average and those that rated the categories less than 3 on the following slide.

**Q 10: What are the greatest needs for facilities, amenities, and programs to be added in the City of Mesa over the next 5 to 10 years?**

| Rating Category | Invite | | Open Link | | Overall | |
|---|---|---|---|---|---|---|
| Fix-up/repair/update existing parks, playgrounds, picnic areas, etc. | n=249 | 4.2 | n=1,295 | 4.0 | n=1,544 | 4.1 |
| Add more shaded outdoor areas (playgrounds, picnic areas, etc.) | n=249 | 4.1 | n=1,302 | 4.1 | n=1,551 | 4.1 |
| Purchase land to preserve open space, natural, and cultural areas | n=241 | 4.0 | n=1,287 | 4.0 | n=1,528 | 4.0 |
| Develop new walking/biking trails and connect existing trails | n=243 | 4.0 | n=1,319 | 4.1 | n=1,562 | 4.1 |
| Purchase land for passive usage, i.e., trails, picnicking, etc. | n=244 | 3.6 | n=1,295 | 3.7 | n=1,539 | 3.7 |
| Upgrade existing youth/adult sports fields, including new lighting | n=238 | 3.6 | n=1,277 | 3.5 | n=1,515 | 3.5 |
| Develop new indoor recreation centers (indoor walking tracks, fitness equipment, gyms, meeting . | n=246 | 3.5 | n=1,296 | 3.7 | n=1,542 | 3.7 |
| Develop new playgrounds/splash pads | n=240 | 3.5 | n=1,282 | 3.5 | n=1,522 | 3.5 |
| Upgrade existing outdoor swimming pools | n=240 | 3.4 | n=1,273 | 3.4 | n=1,513 | 3.4 |
| Purchase land for developing athletic fields & recreational facilities | n=237 | 3.0 | n=1,280 | 3.2 | n=1,517 | 3.1 |
| Develop new outdoor aquatic centers | n=240 | 3.0 | n=1,269 | 3.2 | n=1,509 | 3.1 |

*Ratings categories are sorted in descending order by the average rating of the invite sample.
Source: RRC Associates

31 RRC

# Future Facilities, Amenities, and Programs
## Average - Slide 2 of 2

Outdoor pickleball/tennis facilities, new dog parks, sports fields, skate parks are not as high of priorities for the Invite sample.

**Q 10: What are the greatest needs for facilities, amenities, and programs to be added in the City of Mesa over the next 5 to 10 years?**

| Rating Category | Invite | | Open Link | | Overall | |
|---|---|---|---|---|---|---|
| Develop new outdoor pickleball/tennis facilities | n=242 | 2.9 | n=1,278 | 3.0 | n=1,520 | 3.0 |
| Develop new dog parks | n=239 | 2.8 | n=1,292 | 2.8 | n=1,531 | 2.8 |
| Develop new sports fields | n=242 | 2.7 | n=1,268 | 2.8 | n=1,510 | 2.8 |
| Develop new skate parks | n=241 | 2.7 | n=1,276 | 2.8 | n=1,517 | 2.8 |
| Other (please specify below) | n=60 | 2.6 | n=559 | 3.0 | n=619 | 3.0 |

*Ratings categories are sorted in descending order by the average rating of the invite sample.
Source: RRC Associates

32 RRC

## Future Facilities, Amenities, and Programs
### By Location - Slide 1 of 2

Respondents were generally in agreement for the future greatest needs for facilities, amenities and programs across location in Mesa.

Q 10: What are the greatest needs for facilities, amenities, and programs to be added in the City of Mesa over the next 5 to 10 years?
*All Only

| Rating Category | Overall | | Northeast Mesa | | Southeast Mesa | | West Mesa | |
|---|---|---|---|---|---|---|---|---|
| Fix-up/repair/update existing parks, playgrounds, picnic areas, etc. | n=1,544 | 4.1 | n=633 | 4.0 | n=304 | 4.0 | n=519 | 4.1 |
| Add more shaded outdoor areas (playgrounds, picnic areas, etc.) | n=1,551 | 4.1 | n=632 | 4.1 | n=310 | 4.0 | n=520 | 4.1 |
| Develop new walking/biking trails and connect existing trails | n=1,562 | 4.1 | n=641 | 4.2 | n=312 | 4.1 | n=521 | 4.0 |
| Purchase land to preserve open space, natural, and cultural areas | n=1,528 | 4.0 | n=624 | 4.0 | n=307 | 4.0 | n=509 | 3.9 |
| Develop new indoor recreation centers (indoor walking tracks, fitness equipment, gyms, meeting rooms, etc.) | n=1,542 | 3.7 | n=625 | 3.7 | n=311 | 3.8 | n=519 | 3.7 |
| Purchase land for passive usage, i.e., trails, picnicking, etc. | n=1,539 | 3.7 | n=628 | 3.8 | n=309 | 3.7 | n=516 | 3.6 |
| Upgrade existing youth/adult sports fields, including new lighting | n=1,515 | 3.5 | n=619 | 3.5 | n=299 | 3.5 | n=512 | 3.6 |
| Develop new playgrounds/splash pads | n=1,522 | 3.5 | n=620 | 3.5 | n=304 | 3.5 | n=512 | 3.6 |

## Future Facilities, Amenities, and Programs
### By Location - Slide 2 of 2

Q 10: What are the greatest needs for facilities, amenities, and programs to be added in the City of Mesa over the next 5 to 10 years?
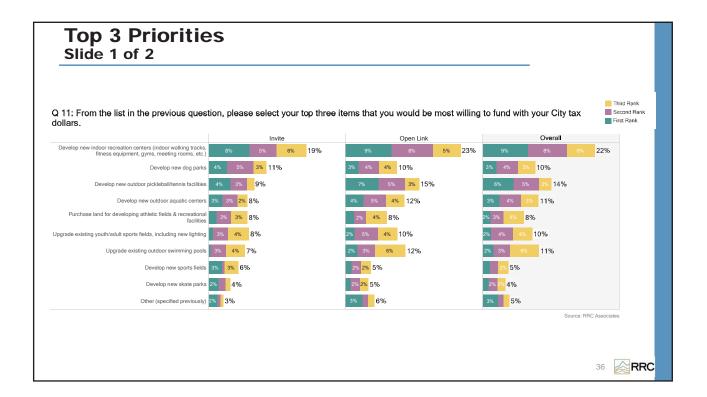
| | Overall | | Northeast Mesa | | Southeast Mesa | | West Mesa | |
|---|---|---|---|---|---|---|---|---|
| Upgrade existing outdoor swimming pools | n=1,513 | 3.4 | n=617 | 3.4 | n=300 | 3.4 | n=510 | 3.4 |
| Purchase land for developing athletic fields & recreational facilities | n=1,517 | 3.1 | n=617 | 3.0 | n=303 | 3.2 | n=511 | 3.2 |
| Develop new outdoor aquatic centers | n=1,509 | 3.1 | n=610 | 3.1 | n=305 | 3.3 | n=507 | 3.1 |
| Develop new outdoor pickleball/tennis facilities | n=1,520 | 3.0 | n=616 | 3.1 | n=304 | 3.0 | n=515 | 2.9 |
| Develop new dog parks | n=1,531 | 2.8 | n=627 | 2.8 | n=307 | 3.0 | n=512 | 2.8 |
| Develop new sports fields | n=1,510 | 2.8 | n=613 | 2.8 | n=304 | 2.9 | n=508 | 2.9 |
| Develop new skate parks | n=1,517 | 2.8 | n=618 | 2.7 | n=305 | 2.8 | n=508 | 2.8 |
| Other (please specify below) | n=619 | 3.0 | n=236 | 2.9 | n=134 | 2.6 | n=202 | 3.2 |

*Ratings categories are sorted in descending order by the average rating of the invite sample.
Source: RRC Associates

## Top 3 Priorities
### Slide 1 of 2

Question 11 was split by the categories from the Invite sample that rated 20% and above, and the categories that rated less than 20% on the following slide.

Q 11: From the list in the previous question, please select your top three items that you would be most willing to fund with your City tax dollars.



Source: RRC Associates

35

## Top 3 Priorities
### Slide 1 of 2

Q 11: From the list in the previous question, please select your top three items that you would be most willing to fund with your City tax dollars.



Source: RRC Associates

36

# Top 3 Priorities
## By Location - Slide 1 of 2

There are some differences between top priorities. Southeast Mesa would prefer new walking/biking trails and Northeast and West Mesa would prefer to purchase new land or fix/repair/update existing parks.

Legend: Third Rank · Second Rank · First Rank

Q 11: From the list in the previous question, please select your top three items that you would be most willing to fund with your City tax dollars.

| | Northeast Mesa | Southeast Mesa | West Mesa |
|---|---|---|---|
| Develop new walking/biking trails and connect existing trails | 13% 17% 10% 40% | 12% 20% 11% 44% | 15% 17% 12% 44% |
| Purchase land to preserve open space, natural, and cultural areas | 25% 9% 11% 44% | 25% 7% 7% 39% | 23% 6% 6% 34% |
| Fix-up/repair/update existing parks, playgrounds, picnic areas, etc. | 8% 10% 14% 32% | 8% 9% 12% 28% | 14% 13% 13% 40% |
| Add more shaded outdoor areas (playgrounds, picnic areas, etc.) | 10% 11% 14% 35% | 6% 11% 14% 30% | 9% 11% 16% 36% |
| Purchase land for passive usage, i.e., trails, picnicking, etc. | 4% 11% 11% 25% | 4% 8% 11% 22% | 8% 13% 23% |
| Develop new indoor recreation centers (indoor walking tracks, fitness equipment, gyms, meeting rooms, etc.) | 7% 8% 6% 21% | 12% 6% 7% 25% | 8% 8% 5% 22% |
| Develop new playgrounds/splash pads | 10% 4% 4% 19% | 6% 8% 4% 19% | 6% 6% 5% 18% |
| Develop new outdoor pickleball/tennis facilities | 7% 6% 4% 17% | 6% 5% 13% | 6% 4% 11% |

Source: RRC Associates

37

---

# Top 3 Priorities
## By Location - Slide 1 of 2

Southeast Mesa feels stronger about the development of new outdoor aquatic centers and developing new dog parks.

Legend: Third Rank · Second Rank · First Rank

Q 11: From the list in the previous question, please select your top three items that you would be most willing to fund with your City tax dollars.

| | Northeast Mesa | Southeast Mesa | West Mesa |
|---|---|---|---|
| Develop new outdoor aquatic centers | 3% 4% 3% 10% | 6% 7% 4% 17% | 3% 3% 4% 9% |
| Upgrade existing outdoor swimming pools | 2% 4% 5% 11% | 2% 3% 7% 12% | 2% 3% 6% 10% |
| Develop new dog parks | 3% 3% 3% 8% | 4% 6% 4% 13% | 2% 5% 4% 11% |
| Upgrade existing youth/adult sports fields, including new lighting | 2% 4% 3% 9% | 1% 3% 4% 8% | 1% 6% 4% 11% |
| Purchase land for developing athletic fields & recreational facilities | 2% 4% 7% | 4% 5% 9% | 3% 3% 3% 9% |
| Develop new sports fields | 1% 2% 2% 6% | 1% 2% 4% | 1% 2% 2% 5% |
| Develop new skate parks | 2% 3% | 1% 2% 2% 5% | 1% 2% 2% 5% |
| Other (specified previously) | 3% 1% 5% | 4% 4% | 3% 2% 1% 6% |

Source: RRC Associates

38

# Values and Vision
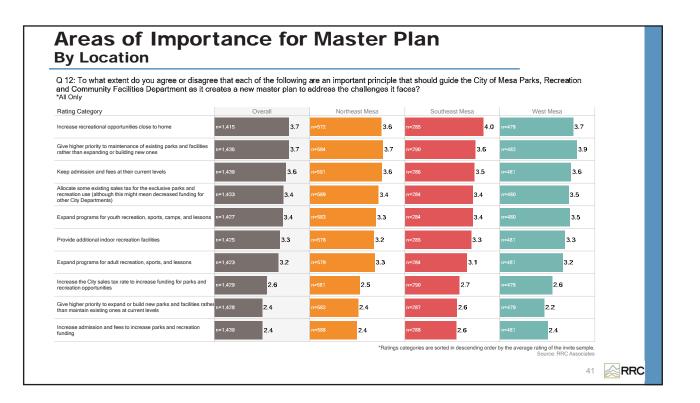


# Areas of Importance for Master Plan

Both Invite and Open link respondents agree that a higher priority should be on maintaining the existing amenities of the City and to keep admission fees at their current levels. Expanding or building new parks and facilities is the lowest priority. Open link respondents would like to see an increase of recreational opportunities closer to home.

**Q 12: To what extent do you agree or disagree that each of the following are an important principle that should guide the City of Mesa Parks, Recreation and Community Facilities Department as it creates a new master plan to address the challenges it faces?**

| Rating Category | Invite | | Open Link | | Overall | |
|---|---|---|---|---|---|---|
| Give higher priority to maintenance of existing parks and facilities rather than expanding or building new ones | n=249 | 3.9 | n=1,187 | 3.7 | n=1,436 | 3.7 |
| Keep admission and fees at their current levels | n=250 | 3.6 | n=1,189 | 3.6 | n=1,439 | 3.6 |
| Increase recreational opportunities close to home | n=247 | 3.6 | n=1,168 | 3.8 | n=1,415 | 3.7 |
| Allocate some existing sales tax for the exclusive parks and recreation use (although this might mean decreased funding for other City Departments) | n=246 | 3.4 | n=1,187 | 3.4 | n=1,433 | 3.4 |
| Expand programs for youth recreation, sports, camps, and lessons | n=250 | 3.4 | n=1,177 | 3.4 | n=1,427 | 3.4 |
| Expand programs for adult recreation, sports, and lessons | n=247 | 3.2 | n=1,176 | 3.2 | n=1,423 | 3.2 |
| Provide additional indoor recreation facilities | n=247 | 3.2 | n=1,178 | 3.3 | n=1,425 | 3.3 |
| Increase the City sales tax rate to increase funding for parks and recreation opportunities | n=251 | 2.5 | n=1,178 | 2.6 | n=1,429 | 2.6 |
| Increase admission and fees to increase parks and recreation funding | n=249 | 2.4 | n=1,190 | 2.4 | n=1,439 | 2.4 |
| Give higher priority to expand or build new parks and facilities rather than maintain existing ones at current levels | n=248 | 2.3 | n=1,180 | 2.4 | n=1,428 | 2.4 |

*Ratings categories are sorted in descending order by the average rating of the invite sample. 40
Source: RRC Associates

RRC

## Areas of Importance for Master Plan
### By Location

Q 12: To what extent do you agree or disagree that each of the following are an important principle that should guide the City of Mesa Parks, Recreation and Community Facilities Department as it creates a new master plan to address the challenges it faces?
*All Only

| Rating Category | Overall | | Northeast Mesa | | Southeast Mesa | | West Mesa | |
|---|---|---|---|---|---|---|---|---|
| Increase recreational opportunities close to home | n=1,415 | 3.7 | n=572 | 3.6 | n=285 | 4.0 | n=478 | 3.7 |
| Give higher priority to maintenance of existing parks and facilities rather than expanding or building new ones | n=1,436 | 3.7 | n=584 | 3.7 | n=290 | 3.6 | n=483 | 3.9 |
| Keep admission and fees at their current levels | n=1,439 | 3.6 | n=591 | 3.6 | n=286 | 3.5 | n=481 | 3.6 |
| Allocate some existing sales tax for the exclusive parks and recreation use (although this might mean decreased funding for other City Departments) | n=1,433 | 3.4 | n=589 | 3.4 | n=284 | 3.4 | n=480 | 3.5 |
| Expand programs for youth recreation, sports, camps, and lessons | n=1,427 | 3.4 | n=583 | 3.3 | n=284 | 3.4 | n=480 | 3.5 |
| Provide additional indoor recreation facilities | n=1,425 | 3.3 | n=578 | 3.2 | n=285 | 3.3 | n=481 | 3.3 |
| Expand programs for adult recreation, sports, and lessons | n=1,423 | 3.2 | n=579 | 3.3 | n=284 | 3.1 | n=481 | 3.2 |
| Increase the City sales tax rate to increase funding for parks and recreation opportunities | n=1,429 | 2.6 | n=581 | 2.5 | n=290 | 2.7 | n=478 | 2.6 |
| Give higher priority to expand or build new parks and facilities rather than maintain existing ones at current levels | n=1,428 | 2.4 | n=582 | 2.4 | n=287 | 2.6 | n=479 | 2.2 |
| Increase admission and fees to increase parks and recreation funding | n=1,439 | 2.4 | n=588 | 2.4 | n=288 | 2.6 | n=481 | 2.4 |

*Ratings categories are sorted in descending order by the average rating of the invite sample.
Source: RRC Associates

41

## Purpose of Recreation Facilities and Programs

Respondents feel that the primary purposes of recreation facilities is to provide green and natural spaces within the community and to promote the physical health and mental well-being of Mesa.

Q 13: Please indicate the extent to which you agree or disagree that the City of Mesa should offer recreation facilities and programs to its residents and visitors for each of the following purposes.

| Rating Category | Invite | | Open Link | | Overall | |
|---|---|---|---|---|---|---|
| To provide green and natural spaces within the community with park lands and open space | n=249 | 4.2 | n=1,143 | 4.2 | n=1,392 | 4.2 |
| To promote the physical health and mental well-being of the general population of Mesa | n=252 | 4.2 | n=1,144 | 4.3 | n=1,396 | 4.3 |
| To provide greater connectivity/mobility with trails and paths for residents to use for exercise and for non-motorized transportation | n=251 | 4.1 | n=1,142 | 4.2 | n=1,393 | 4.2 |
| To provide positive activities for youth (age 18 and younger) | n=251 | 4.0 | n=1,140 | 4.2 | n=1,391 | 4.2 |
| To promote community outdoor recreation destinations and a greater "sense of place" for residents | n=251 | 3.9 | n=1,139 | 4.0 | n=1,390 | 4.0 |
| To provide recreational, social and health strengthening opportunities for older adults (age 65 and older) | n=253 | 3.8 | n=1,143 | 3.9 | n=1,396 | 3.9 |
| To enhance economic vitality by offering facilities and events that draw visitors from inside and outside the community | n=251 | 3.6 | n=1,142 | 3.6 | n=1,393 | 3.6 |
| To maintain the community's image as a sports visitor destination (e g , spring training, swimming events, US Paralympic events, youth, and collegiate sports events) | n=251 | 3.4 | n=1,146 | 3.5 | n=1,397 | 3.5 |

*Ratings categories are sorted in descending order by the average rating of the invite sample.
Source: RRC Associates

42
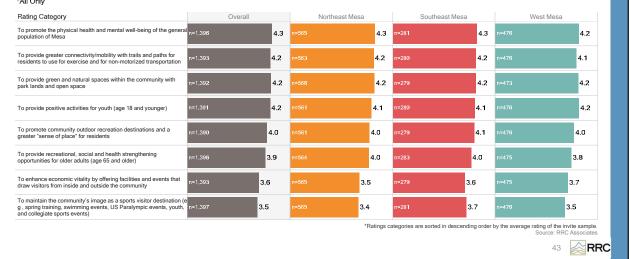
## Purpose of Recreation Facilities and Programs
### By Location

Respondents are generally in agreement regardless of location in Mesa, of the purpose of recreation facilities and programs.

Q 13: Please indicate the extent to which you agree or disagree that the City of Mesa should offer recreation facilities and programs to its residents and visitors for each of the following purposes.
*All Only

| Rating Category | Overall | | Northeast Mesa | | Southeast Mesa | | West Mesa | |
|---|---|---|---|---|---|---|---|---|
| To promote the physical health and mental well-being of the general population of Mesa | n=1,396 | 4.3 | n=565 | 4.3 | n=281 | 4.3 | n=476 | 4.2 |
| To provide greater connectivity/mobility with trails and paths for residents to use for exercise and for non-motorized transportation | n=1,393 | 4.2 | n=563 | 4.2 | n=280 | 4.2 | n=476 | 4.1 |
| To provide green and natural spaces within the community with park lands and open space | n=1,392 | 4.2 | n=566 | 4.2 | n=279 | 4.2 | n=473 | 4.2 |
| To provide positive activities for youth (age 18 and younger) | n=1,391 | 4.2 | n=561 | 4.1 | n=280 | 4.1 | n=476 | 4.2 |
| To promote community outdoor recreation destinations and a greater "sense of place" for residents | n=1,390 | 4.0 | n=561 | 4.0 | n=279 | 4.1 | n=476 | 4.0 |
| To provide recreational, social and health strengthening opportunities for older adults (age 65 and older) | n=1,396 | 3.9 | n=564 | 4.0 | n=283 | 4.0 | n=475 | 3.8 |
| To enhance economic vitality by offering facilities and events that draw visitors from inside and outside the community | n=1,393 | 3.6 | n=565 | 3.5 | n=279 | 3.6 | n=475 | 3.7 |
| To maintain the community's image as a sports visitor destination (e g , spring training, swimming events, US Paralympic events, youth, and collegiate sports events) | n=1,397 | 3.5 | n=565 | 3.4 | n=281 | 3.7 | n=476 | 3.5 |

*Ratings categories are sorted in descending order by the average rating of the invite sample.
Source: RRC Associates

43  RRC

# Financial Choices

# Willingness to Pay

There is support for expanding parks and recreation in Mesa. About half of Invite respondents said they are somewhat willing to pay more to support expanded parks and recreation in Mesa, and 12% say they are very willing. Open link respondents are slightly more willing to pay than Invite respondents.

Q 14: How willing would you be to increase what you pay to support expanded parks and recreation in Mesa?

| | Invite | Open Link | Overall |
|---|---|---|---|
| Very willing | 12% | 17% | 16% |
| Somewhat willing | 49% | 52% | 51% |
| Not willing | 24% | 24% | 24% |
| Don't know | 15% | 7% | 9% |
| n= | 257 | 1,167 | 1,424 |

Source: RRC Associates

45

# Willingness to Pay
## By Location

Northeast Mesa is slightly less willing to pay to expand parks and recreation and Southeast Mesa a somewhat more willing.

Q 14: How willing would you be to increase what you pay to support expanded parks and recreation in Mesa?

| | Northeast Mesa | Southeast Mesa | West Mesa | Overall |
|---|---|---|---|---|
| Very willing | 15% | 16% | 17% | 16% |
| Somewhat willing | 50% | 56% | 51% | 51% |
| Not willing | 27% | 22% | 22% | 24% |
| Don't know | 8% | 6% | 10% | 9% |
| n= | 581 | 286 | 482 | 1,424 |

Source: RRC Associates

46

## Types of Funding Support

A total of 37% of Invite respondents say that they would support new bond programs as their first rating. Open link respondents are more prone to prefer to keep funding sources the same, followed by new bond programs.

First Rank
Second Rank
Third Rank
Fourth Rank

Q 15: Please rank in order from 1 to 4 possible funding sources to support expanded parks and recreation development, maintenance, and operations.

| | Invite | | | | Open Link | | | | Overall | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Keep current funding sources/no change in funding sources | 26% | 25% | 24% | 26% | 40% | 19% | 16% | 21% | 37% | 20% | 17% | 22% |
| New bond programs | 37% | 18% | 14% | 27% | 34% | 24% | 17% | 16% | 34% | 23% | 16% | 17% |
| Increase in sales tax | 17% | 21% | 32% | 24% | 10% | 19% | 28% | 33% | 11% | 19% | 28% | 32% |
| Increase in user fees | 20% | 31% | 25% | 19% | 16% | 28% | 28% | 17% | 17% | 28% | 28% | 17% |

Source: RRC Associates

47  RRC

## Types of Funding Support
### By Location

Northeast Mesa feels the strongest about keeping current funding options. West Mesa is most open to new bond programs.

First Rank
Second Rank
Third Rank
Fourth Rank

Q 15: Please rank in order from 1 to 4 possible funding sources to support expanded parks and recreation development, maintenance, and operations.

| | Northeast Mesa | | | | Southeast Mesa | | | | West Mesa | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Keep current funding sources/no change in funding sources | 41% | 20% | 16% | 20% | 33% | 17% | 18% | 25% | 33% | 23% | 18% | 24% |
| New bond programs | 34% | 22% | 16% | 18% | 33% | 27% | 19% | 12% | 37% | 21% | 16% | 19% |
| Increase in sales tax | 10% | 18% | 29% | 32% | 14% | 19% | 22% | 37% | 13% | 20% | 30% | 29% |
| Increase in user fees | 15% | 31% | 27% | 17% | 21% | 27% | 29% | 13% | 17% | 28% | 28% | 18% |

Source: RRC Associates

48  RRC

# Climate Action



## Importance of Options to Limit Climate Change

Given the climate of the City of Mesa, it makes sense that a resilient water supply and tree and shade plans are of highest importance to respondents.

**Q 16: There are lots of ways the City of Mesa can help to limit climate change. How important are the following options to you?**

| Rating Category | Invite | Open Link | Overall |
|---|---|---|---|
| Resilient water supply | n=252   4.5 | n=1,128   4.4 | n=1,378   4.4 |
| Tree and shade plan | n=252   4.3 | n=1,139   4.3 | n=1,391   4.3 |
| Reduce landfill waste | n=253   4.3 | n=1,130   4.0 | n=1,383   4.1 |
| Programs to improve air quality | n=252   4.3 | n=1,135   3.9 | n=1,385   4.0 |
| Locally grown, lower-impact foods | n=253   4.1 | n=1,136   3.9 | n=1,389   4.0 |
| Residential energy-efficient benefits | n=248   4.1 | n=1,130   3.8 | n=1,378   3.9 |
| Urban heat mitigations | n=249   4.0 | n=1,126   3.8 | n=1,375   3.9 |
| Transition to renewable energy | n=253   4.0 | n=1,133   3.7 | n=1,386   3.8 |
| Bicycle and pedestrian lanes/pathways | n=251   3.9 | n=1,134   3.9 | n=1,385   3.9 |
| Disaster preparedness | n=251   3.9 | n=1,129   3.7 | n=1,380   3.7 |
| Accessible and affordable public transit | n=250   3.8 | n=1,132   3.5 | n=1,382   3.5 |
| Electric and low emission vehicles | n=252   3.6 | n=1,136   3.3 | n=1,388   3.3 |

Click to add text
Click to add text

*Ratings categories are sorted in descending order by the average rating of the invite sample.
Source: RRC Associates

50

RRC

## Top 3 Climate Change Mitigation Priorities

A resilient water supply was the top choice for almost half of all respondents. There is also strong interest in programs to improve air quality and reduce landfill waste. Open link respondents feel that a tree and shade plan is a higher priority.

Q 17: From the list in the previous question, please select your top three most urgent climate actions for the City of Mesa to address.

| | Invite | Open Link | Overall |
|---|---|---|---|
| Resilient water supply | 48% 13% 5% 65% | 49% 10% 10% 69% | 49% 10% 9% 68% |
| Programs to improve air quality | 7% 19% 7% 34% | 6% 14% 9% 29% | 6% 15% 9% 30% |
| Reduce landfill waste | 6% 14% 11% 32% | 5% 9% 9% 24% | 6% 10% 10% 25% |
| Tree and shade plan | 7% 9% 13% 28% | 10% 15% 14% 39% | 9% 14% 14% 37% |
| Transition to renewable energy | 8% 9% 11% 27% | 6% 9% 9% 23% | 6% 9% 9% 24% |
| Residential energy-efficient benefits | 13% 21% | 6% 6% 15% | 6% 7% 16% |
| Urban heat mitigations | 9% 9% 21% | 8% 12% 25% | 8% 11% 24% |
| Locally grown, lower-impact foods | 7% 16% | 6% 8% 18% | 6% 8% 18% |
| Accessible and affordable public transit | 6% 14% | 5% 13% | 5% 13% |
| Bicycle and pedestrian lanes/pathways | 13% | 6% 8% 7% 21% | 6% 8% 6% 20% |
| Disaster preparedness | 5% 12% | 6% 6% 15% | 6% 6% 14% |
| Electric and low emission vehicles | 6% 9% | 7% | 7% |

Legend: Third Rank, Second Rank, First Rank

Source: RRC Associates

51    RRC

# Demographics

# Gender & Age

Invite responses were weighted by age using Census data to better reflect community demographics. A higher percentage of respondents are female.

**Q 20: What is your age?**

| | Invite | Open Link | Overall |
|---|---|---|---|
| Under 34 | 35% | 12% | 16% |
| 35 - 44 | 15% | 26% | 24% |
| 45 - 54 | 15% | 19% | 18% |
| 55 - 64 | 14% | 17% | 16% |
| 65 - 74 | 12% | 21% | 19% |
| 75 or over | 9% | 6% | 7% |
| n= | 259 | 1,133 | 1,392 |

**Q 19: Please indicate the gender with which you identify:**

| | Invite | Open Link | Overall |
|---|---|---|---|
| Female | 60% | 70% | 68% |
| Male | 36% | 25% | 27% |
| Prefer not to answer | 5% | 4% | 4% |
| Non-binary | | 1% | 0% |
| Other/Self-identify | | 1% | 0% |
| n= | 255 | 1,139 | 1,394 |

Source: RRC Associates

53

# Household Makeup

32% of the Invite sample and 45% of the Open link sample are couples with children at home.

**Q 21: Which of these categories best applies to your household?**

| | Invite | Open Link | Overall |
|---|---|---|---|
| Single, no children | 18% | 9% | 10% |
| Single with children at home | 6% | 5% | 5% |
| Single, children no longer at home (empty nester) | 6% | 5% | 5% |
| Couple, no children | 16% | 12% | 12% |
| Couple with children at home | 32% | 45% | 42% |
| Couple, children no longer at home (empty nester) | 13% | 19% | 18% |
| Multi-generational home (grandparents, parents, children) | 8% | 7% | 7% |
| n= | 256 | 1,134 | 1,390 |

Source: RRC Associates

54

## Voter Registration Status, Dog Ownership & Residence Ownership

Most respondents own their home, more so for Open link respondents. About half are members of a Homeowners Association overall. Almost all respondents are registered voters in Mesa (94%) overall.

**Q 22: Do you own or rent your residence in Mesa?**

| | Invite | Open Link | Overall |
|---|---|---|---|
| Own | 82% | 90% | 89% |
| Rent | 17% | 8% | 10% |
| Other | 1% | 2% | 2% |
| n= | 257 | 1,138 | 1,395 |

**Q 23: Are you a member of a Homeowners Association?**

| | Invite | Open Link | Overall |
|---|---|---|---|
| Yes | 45% | 52% | 51% |
| No | 55% | 48% | 49% |
| n= | 229 | 1,024 | 1,253 |

**Q 24: Are you a registered voter in Mesa?**

| | Invite | Open Link | Overall |
|---|---|---|---|
| Yes | 92% | 94% | 94% |
| No | 8% | 6% | 6% |
| n= | 258 | 1,133 | 1,391 |

55  RRC

## Dog Ownership
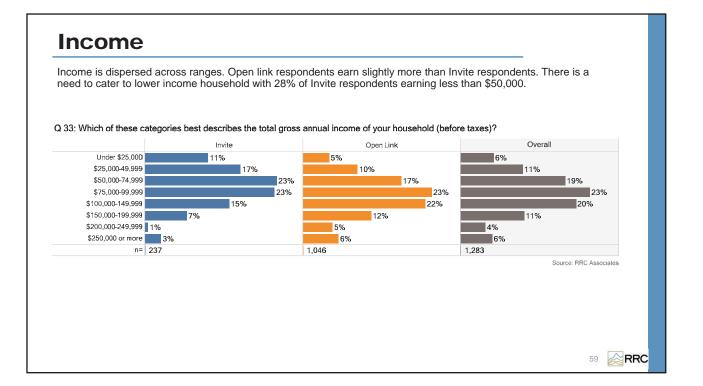
Slightly more than half of respondents overall own a dog.

**Q 26: Do you or a member of your household own a dog?**

| | Invite | Open Link | Overall |
|---|---|---|---|
| Yes | 52% | 54% | 53% |
| No | 48% | 46% | 47% |
| n= | 255 | 1,130 | 1,385 |

56  RRC

## ADA Needs
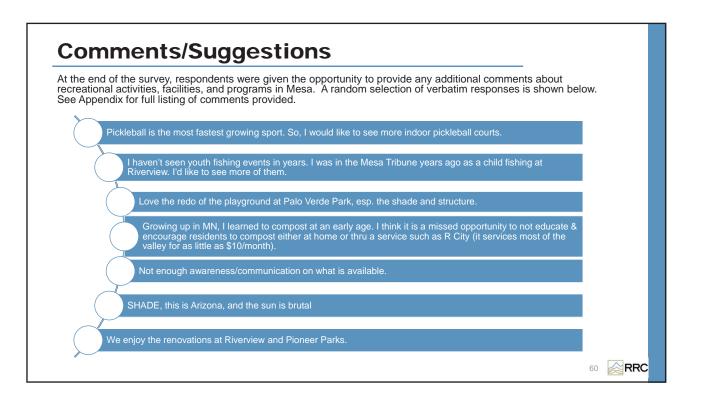
11% of Invite respondents have a need for ADA-accessible facilitates and services.

Q 25: Does your household have a need for ADA-accessible (Americans with Disabilities) facilities and services?

| | Invite | Open Link | Overall |
|---|---|---|---|
| Yes | 11% | 9% | 9% |
| No | 89% | 91% | 91% |
| n= | 255 | 1,134 | 1,389 |

57 RRC

## Ethnicity & Race TJ0

Invite responses were weighted by ethnicity to better reflect the community profile of Mesa.

Q 27: Are you of Hispanic, Latino, or Spanish origin?

| | Invite | Open Link | Overall |
|---|---|---|---|
| Yes | 28% | 12% | 15% |
| No | 72% | 88% | 85% |
| n= | 253 | 1,109 | 1,362 |

Q 28: What race do you consider yourself to be? (Check all that apply)

| | Invite | Open Link | Overall |
|---|---|---|---|
| White | 85% | 91% | 90% |
| Asian | 3% | 2% | 2% |
| American Indian and Alaska Native | 2% | 2% | 2% |
| Black or African American | 2% | 2% | 2% |
| Native Hawaiian and Other Pacific Islander | 1% | 1% | 1% |
| Some other race | 15% | 7% | 8% |
| n= | 250 | 1,099 | 1,349 |

58 RRC

# Income

Income is dispersed across ranges. Open link respondents earn slightly more than Invite respondents. There is a need to cater to lower income household with 28% of Invite respondents earning less than $50,000.

Q 33: Which of these categories best describes the total gross annual income of your household (before taxes)?



| | Invite | Open Link | Overall |
|---|---|---|---|
| Under $25,000 | 11% | 5% | 6% |
| $25,000-49,999 | 17% | 10% | 11% |
| $50,000-74,999 | 23% | 17% | 19% |
| $75,000-99,999 | 23% | 23% | 23% |
| $100,000-149,999 | 15% | 22% | 20% |
| $150,000-199,999 | 7% | 12% | 11% |
| $200,000-249,999 | 1% | 5% | 4% |
| $250,000 or more | 3% | 6% | 6% |
| n= | 237 | 1,046 | 1,283 |

Source: RRC Associates

59  RRC

# Comments/Suggestions

At the end of the survey, respondents were given the opportunity to provide any additional comments about recreational activities, facilities, and programs in Mesa. A random selection of verbatim responses is shown below. See Appendix for full listing of comments provided.

Pickleball is the most fastest growing sport. So, I would like to see more indoor pickleball courts.

I haven't seen youth fishing events in years. I was in the Mesa Tribune years ago as a child fishing at Riverview. I'd like to see more of them.

Love the redo of the playground at Palo Verde Park, esp. the shade and structure.

Growing up in MN, I learned to compost at an early age. I think it is a missed opportunity to not educate & encourage residents to compost either at home or thru a service such as R City (it services most of the valley for as little as $10/month).

Not enough awareness/communication on what is available.

SHADE, this is Arizona, and the sun is brutal

We enjoy the renovations at Riverview and Pioneer Parks.

60  RRC

THIS PAGE IS INTENTIONALLY LEFT BLANK

# GRASP®

## GRASP® GLOSSARY

**Buffer:** See catchment area

**Catchment area:** A circular map overlay that radiates outward in all directions from a component and represents a reasonable travel distance from the edge of the circle to the asset. Used to indicate access to an asset in a level of service assessment

**Component:** An amenity such as a playground, picnic shelter, basketball court, or athletic field that allows people to exercise, socialize, and maintain a healthy physical, mental, and social wellbeing

**Geo-Referenced Amenities Standards Process® (GRASP®):** A proprietary composite-values methodology that takes quality and functionality of assets and amenities into account in a level of service assessment

**GRASP® Level of service (LOS):** The extent to which a recreation system provides community access to recreational assets and amenities

**GRASP®-IT audit tool:** An instrument developed for assessing the quality and other characteristics of parks, trails, and other public lands and facilities. The tested, reliable, and valid tool has been used nationwide in more than 125 park systems inventories.

**Low-score component:** A component given a GRASP® score of "1" or "0" as it fails to meet expectations

**Low-service or Lower-service area:** An area that has some GRASP® level of service but falls below the minimum standard threshold for the overall level of service

**Modifier:** A basic site amenity that supports users during a visit to a park or recreation site, to include elements such as restrooms, shade, parking, drinking fountains, seating, BBQ grills, security lighting, and bicycle racks, among others

**No-service area:** An area with no GRASP® level of service

**Perspective:** A perspective is a map or data quantification, such as a table or chart, produced using the GRASP® methodology that helps illustrate how recreational assets serve a community

**Radius:** See catchment area

**Recreational trail:** A recreation trail can be a soft or hard-surfaced off-street path that promotes active or passive movement through parklands or natural areas. Recreational trails are typically planned and managed by parks and recreation professionals or departments.

**Service area:** All or part of a catchment area ascribed a particular GRASP® score that reflects the level of service provided by a specific recreational asset, a set of assets, or an entire recreation system

**Target or Threshold:** A minimum level of service standard typically determined based on community expectations

*Trail:* Any off-street or on-street connection dedicated to pedestrian, bicycle, or other non-motorized users

Trail n*etwork:* A trail network is a functional and connected part of a trail system. Different networks are separated from other trail networks by missing trail connections or barriers such as roadways, rivers, or railroad tracks.

*Trail system:* All trails in a community that serve pedestrian, bicycle, and alternative transportation users for purposes of both recreation and transportation

*Transportation trail:* A hard-surface trail, such as a sidewalk, intended for traveling from one place to another in a community or region. These trails typically run outside of parklands and are managed by Public Works or another City utility department.

## GRASP® COMPONENTS AND DEFINITIONS

| GRASP® Outdoor Component List | |
|---|---|
| **Component** | **Definition** |
| Adventure Course | An area designated for activities such as ropes courses, zip-lines, challenge courses. Type is specified in the comments. |
| Amusement Ride | Carousel, train, go-carts, bumper cars, or other ride-upon features. The ride has an operator and controlled access. |
| Aquatics, Complex | An aquatic complex has at least one immersion pool and other features intended for aquatic recreation. |
| Aquatics, Lap Pool | A swimming pool intended for swimming laps. |
| Aquatics, Leisure Pool | A swimming pool intended for leisure water activities. May include zero-depth entry, slides, play and spray features. |
| Aquatics, Spray Pad | A play feature without immersion intended for interaction with moving water. |
| Aquatics, Therapy Pool | A temperature-controlled pool intended for rehabilitation and therapy. |
| Basketball Court | A dedicated full-sized outdoor court with two goals. |
| Basketball, Practice | A basketball goal for half-court play or practice, including goals in spaces associated with other uses like parking lots. |
| Batting Cage | A stand-alone facility with pitching machines and restricted entry. |
| Bike Complex | A bike complex accommodates various bike skills activities with multiple features or skill areas. |
| Bike Course | A designated area for non-motorized bicycle use may be constructed of concrete, wood, or compacted earth. Includes pump tracks, velodrome, and skills courses. |
| Camping, Defined | Defined campsites may include a variety of facilities such as restrooms, picnic tables, water supply. Use the official agency count for quantity if available. |
| Camping, Undefined | Allows users to stay overnight outdoors in undefined sites and receives a quantity of one for each park or location. |

| | |
|---|---|
| Climbing, Designated | A designated natural or human-made facility provided or managed by an agency for recreation climbing but is not limited to play. |
| Climbing, General | Allows users to participate in a climbing activity. Use a quantity of one for each park or other location. |
| Concession | A facility used for the selling, rental, or other provision of food, drinks, goods, and services to the public. |
| Diamond Field | Softball and baseball fields, suitable for organized diamond sports games. Not specific to size or age-appropriateness. |
| Diamond Field, Complex | Many ballfields at a single location that are suitable for tournaments. |
| Diamond Field, Practice | An open or grassy area is used to practice diamond sports and is distinguished from a ballfield. Does not lend itself to organized diamond sports games and from open turf by the presence of a backstop. |
| Disc Golf | A designated area for disc golf.<br>Quantities: 18 hole course = 1; 9 hole course = .5 |
| Dog Park | An area explicitly designated as an off-leash area for dogs and their guardians. |
| Educational Experience | Signs, structures, or features provide an educational, cultural, or historical experience. They are distinguished from public art by the presence of interpretive signs or other information. Assign a quantity of one for each contiguous site. |
| Equestrian Facility | An area designated for equestrian use and typically applied to facilities other than trails. |
| Event Space | A designated area or facility for an outdoor class, performance, or special event, including an amphitheater, bandshell, stage. |
| Fitness Area | Features intended for personal fitness activities. Fitness areas are groupings of equipment in immediate proximity. |
| Fitness Course | Features intended for personal fitness activities are typically located along a path or trail. A course receives a quantity of one for each complete grouping of fitness equipment. |
| Game Court | Outdoor court designed for a game other than tennis, basketball, and volleyball distinguished from a multi-use pad, including bocce, shuffleboard, and lawn bowling. The type specified in the comments. Quantity counted per court. |
| Garden, Community | A garden area that provides community members a place to have a personal vegetable or flower garden. |
| Garden, Display | An area designed and maintained to provide a focal point or destination, including a rose garden, fern garden, native plant garden, wildlife/habitat garden, and an arboretum. |
| Golf | A course designed and intended for the sport of golf counted per 18 holes.<br>Quantities: 18 hole course = 1; 9 hole course = .5 |
| Golf, Miniature | A course designed and intended as a multi-hole golf putting game. |
| Golf, Practice | An area designated for golf practice or lessons, including driving ranges and putting greens. |

| | |
|---|---|
| Historic Feature | A site designated to commemorate an event, person, or place of local, statewide, or national significance. |
| Horseshoe Court | A designated area for the game of horseshoes, including permanent pits of regulation length. Quantity counted per court. |
| Horseshoes Complex | Several regulation horseshoe courts in a single location. They are suitable for tournaments. |
| Ice Hockey | Regulation size outdoor rink explicitly built for ice hockey games and practice. General ice skating included in "Winter Sport." |
| Inline Hockey | Regulation size outdoor rink built specifically for in-line hockey games and practice. |
| Loop Walk | Opportunity to complete a circuit on foot or by non-motorized travel mode. Suitable for use as an exercise circuit or leisure walking. Quantity of one for each park or other location unless more than one particular course is present. |
| Multi-Use Pad | A painted area with games such as hopscotch, 4 square, tetherball found in schoolyards. As distinguished from "Games Court," which is typically single-use. |
| Natural Area | Describes an area in a park that contains plants and landforms that are remnants of or replicate undisturbed native regions of the local ecology. It can include grasslands, woodlands, and wetlands. |
| Open Turf | A grassy area that is not suitable for programmed field sports due to size, slope, location, or physical obstructions. It may be used for games of catch, tag, or other informal play and uses that require an open grassy area. |
| Other | An active or passive component that does not fall under another definition. Specified in comments. |
| Passive Node | A place designed to create a pause or particular focus within a park includes seating areas, plazas, overlooks, and not intended for programmed use. |
| Pickleball Court | A designated court designed primarily for pickleball play. |
| Picnic Ground | A designated area with a grouping of picnic tables suitable for organized picnic activities. Account for individual picnic tables as Comfort and Convenience modifiers. |
| Playground, Destination | A destination playground attracts families from the entire community. Typically has restrooms and parking on-site. May include special features like a climbing wall, spray feature, or adventure play. |
| Playground, Local | A local playground serves the needs of the surrounding neighborhood. Includes developed playgrounds and designated nature play areas. These parks generally do not have restrooms or on-site parking. |
| Public Art | Any art installation on public property. Art receives a quantity of one for each contiguous site. |
| Rectangular Field Complex | Several rectangular fields in a single location. A complex is suitable for tournament use. |

| | |
|---|---|
| Rectangular Field, Large | Describes a specific field large enough to host one adult rectangular field sports game such as soccer, football, lacrosse, rugby, and field hockey. The approximate field size is 180' x 300' (60 x 100 yards). The field may have goals and lines specific to an individual sport that may change with the permitted use. |
| Rectangular Field, Multiple | Describes an area large enough to host one adult rectangular field sports game and a minimum of one other event/game, but with an undetermined number of actual fields. This category describes a large open grassy area arranged in configurations for any number of rectangular field sports. Sports may include but are not limited to: soccer, football, lacrosse, rugby, and field hockey. The field may have goals and lines specific to an individual sport that may change with the permitted use. |
| Rectangular Field, Small | Describes a specific field too small to host a regulation adult rectangular field sports game but accommodates at least one youth field sports game. Sports may include but are not limited to: soccer, football, lacrosse, rugby, and field hockey. A field may have goals and lines specific to a particular sport that may change with a permitted use. |
| Shelter, Large | A ramada, shade shelter, or pavilion large enough to accommodate a group picnic or other event for a minimum of 16 seated. Address lack of seating in scoring. |
| Shelter, Small | A ramada, shade shelter, or pavilion large enough to accommodate a family picnic or other event for approximately 4-16 persons with seating for a minimum of 4. Covered benches are included in comfort and convenience scoring and should not be included here. |
| Skate Feature | A small or single feature primarily for wheel sports such as skateboarding, in-line skating. The component may or may not allow freestyle biking. Categorize dedicated bike facilities as Bike Course. |
| Skate Park | An area set aside primarily for wheel sports such as skateboarding and in-line skating. The park may allow freestyle biking. It may be specific to one user group or allow for several user types and accommodate various abilities. Typically has a variety of concrete or modular features. |
| Target Range | A designated area for practice or competitive target activities. The type specified, such as archery or firearms, in comments. |
| Tennis Complex | Multiple regulation courts in a single location with amenities suitable for tournament use. |
| Tennis Court | A court that is suitable for recreation or competitive play. Quick-start or other non-standard types specified in comments. |
| Tennis, Practice Wall | A wall intended for practicing tennis. |
| Track, Athletic | A multi-lane, regulation-sized running track appropriate for track and field events. |
| Trail Access Point | A point of connection to a trail or trail system, without amenities generally associated with a trailhead. |

| Trail, Multi-Use | A trail, paved or unpaved, is separated from the road and provides recreational opportunities or connections to walkers, bikers, rollerbladers, and equestrian users. Paths that make a circuit within a single site are Loop Walks. |
|---|---|
| Trail, Primitive | An unpaved path is located within a park or natural area that provides recreational opportunities or connections to users. Minimal surface improvements that may or may not meet accessibility standards. |
| Trail, Water | A river, stream, canal, or other waterway trails for floating, paddling, or other watercraft. |
| Trailhead | A designated staging area at a trail access point may include restrooms, an information kiosk, parking, drinking water, trash receptacles, and seating. |
| Volleyball Court | One full-sized court. It may be a hard or soft surface, including grass and sand. May have permanent or portable posts and nets. |
| Wall Ball Court | Walled courts are associated with handball and racquetball—the type specified in the comments. |
| Water Access, Developed | A developed water access point includes docks, piers, kayak courses, boat ramps, fishing facilities. It is specified in comments, including the quantity for each unique type. |
| Water Access, General | Measures a user's general ability to access the edge of open water. May include undeveloped shoreline. Typically receives a quantity of one for each contiguous site. |
| Water Feature | This passive water-based amenity provides a visual focal point of fountains and waterfalls. |
| Water, Open | A body of water such as a pond, stream, river, wetland with open water, lake, or reservoir. |
| Winter Sport | An area designated for a winter sport or activity. For example, a downhill ski area, nordic ski area, sledding hill, tobacco run, and recreational ice. The type specified in the comments. |

## GRASP® (GEO-REFERENCED AMENITIES STANDARDS PROGRAM)

A new methodology for determining the level of service is appropriate to address these and other relevant questions. Composite-values methods are applied to measure better and portray the service provided by parks and recreation systems. This methodology's primary research and development were funded jointly by GreenPlay, LLC, a management consulting firm for parks, open space, and related agencies; Design Concepts, a landscape architecture and planning firm; and Geowest, a spatial information management firm. The trademarked name for the composite-values methodology process that these three firms use is called GRASP® (Geo-Referenced Amenities Standards Program). For this methodology, capacity is only part of the LOS equation. Consider other factors, including quality, condition, location, comfort, convenience, and ambiance.

Parks, trails, recreation, and open space are part of an overall infrastructure for a community made up of various components, such as playgrounds, multi-purpose fields, passive areas. The explanations and characteristics listed above affect the service provided by the system's parts follow.

Quality – The service provided by anything, whether a playground, soccer field, or swimming pool, is determined in part by its quality. A playground with various features, such as climbers, slides, and swings, provides a higher degree of service than one with nothing but an old teeter-totter and some "monkey-bars."
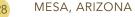
Condition – The condition of a component within the park system also affects the service it provides. A playground in disrepair with unsafe equipment does not offer the same function as one in good condition. Similarly, a soccer field with a smooth surface of well-maintained grass certainly provides more service than one full of weeds, ruts, and other hazards. Location – To be served by something, you need to be able to get to it. The typical park playground is more service to people who live within easy reach than someone living across town. Therefore, service is dependent upon proximity and access.

Comfort and Convenience – The service provided by a component, such as a playground, is increased by having amenities such as shade, seating, and a restroom nearby. Comfort enhances the experience of using a component. Convenience encourages people to use an element, which increases the amount of service that it offers. Easy access and the availability of trash receptacles, bike racks, or nearby parking are examples of conveniences that enhance the service provided by a component.

Design and Ambience – Simple observation proves that places that "feel" right attract people. A sense of safety and security, pleasant surroundings, attractive views, and a sense of place impact ambiance. A well-designed park is preferable to a poorly designed one, enhancing its components' degree of service.

This methodology records each component's geographic location, quantity, and capacity. Also, it uses comfort, convenience, and ambiance as characteristics that are part of the context and setting of a component. They are not characteristics of the element itself, but they enhance the value when they exist.

Combining and analyzing each component's composite values makes it possible to measure the service provided by a parks and recreation system from various perspectives and for any given location. Typically, this begins with deciding on "relevant components," collecting an accurate inventory of those components, and analysis. Maps and tables represent the results of the GRASP® study.

## Asset Scoring

All components were scored based on condition, size, site capacity, and overall quality, reflecting the user's expectations of recreational features. Beyond the quality and functionality of components, however, GRASP® Level of Service analysis considers other essential aspects of a park or recreation site. Not all parks are created equal, and their surroundings may determine the quality of a user's experience. For example, the GRASP® system acknowledges the essential differences between identical playground structures as displayed in the following example:

In addition to scoring components, GRASP®-IT assesses each park site or indoor facility for comfort, convenience, and ambient qualities. These qualities include the availability of restrooms, drinking water, shade, scenery. These modifier values then enhance or amplify component scores at any given location.

This inventory atlas consists of the GIS data displayed by location on an aerial photograph. Compiled GIS information collected during the site visit, including all GIS data and staff input. An accompanying data sheet for each site lists modifier and component scores and observations and comments.

Analyzing the existing parks, open space, trails, and recreation systems determines how they serve the public. Level of Service (LOS) defines the capacity of various components and facilities to meet the public's needs regarding the size or quantity of a given facility.

## Inventory Methods and Process

The planning team's detailed GIS (Geographic Information System) inventory first prepared a preliminary list of existing components using aerial photography and GIS data. Components identified in aerial photos were located and labeled.

Next, the consulting team conducted field visits to confirm or revise preliminary component data, make notes regarding sites or assets, and understand the system. The inventory for this study focused primarily on components at public parks. Each element's evaluation ensures it serves its intended function, noting any parts needing refurbishment, replacement, or removal. The inventory also included recording site comfort and convenience amenities such as shade, drinking fountains, restrooms, and modifiers.

Collection of the following information during site visits:

- Component type and geo-location
- Component functionality
- Assessment scoring is based on the condition, size, site capacity, and overall quality. The inventory team used the following three-tier rating system to evaluate these:

    1 = Below Expectations

    2 = Meets Expectations

    3 = Exceeds Expectations

    Components were evaluated from two perspectives: first, the value of the component in serving the immediate neighborhood (N Score), and second, its

value to the greater community (C Score). The score is on a scale of 0-3, with 0 meaning nonfunctioning, 1 being below expectations, 2 meeting expectations, and 3 exceeding expectations.

- Neighborhood Score:
    - Each component was evaluated from the perspective of a resident that lives nearby.
    - High scoring components are easily accessible to pedestrians in the neighborhood, are attractive for short and frequent visits, and are unobtrusive to the surrounding neighborhood.
    - Low scoring components may have limited access to residents such as locked gates, have nuisance features such as sports lighting, or draw large crowds for which parking is not provided.
- Community Score:
    - Components were evaluated from residents' perspective in the greater community.
    - High scoring components in this category may be unique components within the parks and recreation system, have a broad draw from throughout the community, have the capacity and associated facilities for community-wide events, or are in areas that are accessible only by car.
    - An example of low scoring components may be when a park's components are limited to only HOA residents
- Site modifiers
    - In addition to standard components, the inventory also evaluates features that provide comfort and convenience to the users.
    - These are things that a user might not go to the parks specifically to use but are things that enhance the users' experience by making it a nicer place to be.
    - Modifiers encourage people to stay longer and enjoy the components more fully.
    - The presence of features such as drinking water, shade, seating, and restrooms in proximity to a component increases the component's value.
    - These features are scored as described above with the 0-3 system.
        - Scoring focuses on service to the user rather than the quantity
- Site design and ambiance
- Site photos
- General comments
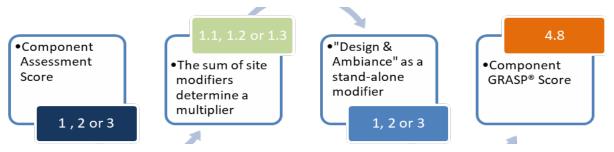
## Composite-Values Level of Service Analysis Methodology

### GRASP® SCORE

Each park or recreation location and all on-site components have been assigned a GRASP® Score. The resulting scores reflect the overall value of that site. A basic algorithm calculates scoring totals, accounting for components and modifiers, every park and facility in the inventory. Scores for each inventory site and its components may be found in the GRASP® Inventory Atlas.
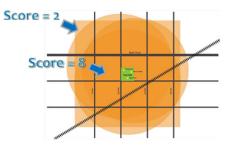
### Catchment Areas

Catchment areas also called buffers, or service areas, are drawn around each component. The GRASP® Score for that component is then applied to that buffer and overlapped with all other component catchment areas. This process yields the data used to create perspective maps and analytical charts.

- Component Assessment Score

  1 , 2 or 3

→ 1.1, 1.2 or 1.3

- The sum of site modifiers determine a multiplier

→ "Design & Ambiance" as a stand-alone modifier

  1, 2 or 3

→ 4.8

- Component GRASP® Score

### Perspectives

Maps and data produced using the GRASP® methodology are known as perspectives—each perspective models service across the study area. The system can be further analyzed to derive statistical information about service in various ways. Maps, tables, and charts provide benchmarks or insights a community may use to determine its success in delivering services. Plotting service areas for multiple components on a map produces a picture representing the cumulative level of service provided by that set of elements in a geographic area.

Score = 2

Score = 8

On a map, darker orange shades result from the overlap of multiple service areas. They indicate areas served by more or higher quality components. For any given spot, there is a GRASP® Value that reflects cumulative scoring for nearby assets. The figure below provides an example.

### More on Utilizing GRASP® Perspectives

GRASP® perspectives evaluate the level of service throughout a community from various points of view. Their purpose is to reveal possible gaps in service and provide a metric to understand a recreation system. However, it is not necessarily beneficial for all community parts

to score equally in the analyses. The desired Level of Service for a location should depend on the type of service, the place's characteristics, and other factors such as community need, population growth forecasts, and land use issues. For example, commercial, institutional, and industrial areas might have lower Levels of Service for parks and recreation opportunities than residential areas. GRASP® perspectives focus attention on gap areas for further scrutiny.

## Brief History of Level of Service Analysis

To help standardize parks and recreation planning, many parks & recreation professionals look for ways to benchmark and provide "national standards." These standards might include how many acres, how many ballfields, pools, playgrounds a community should have. In 1906 the fledgling "Playground Association of America" called for playground space equal to 30 square feet per child. In the 1970s and early 1980s, the first detailed published works on these topics began emerging (Gold, 1973; Lancaster, 1983). In time "rule of thumb" ratios emerged with 10 acres of parklands per thousand, becoming the most widely accepted norm. Other normative guides also have been cited as traditional standards but have been less widely accepted.

In 1983, Roger Lancaster compiled a book called "Recreation, Park and Open Space Standards and Guidelines," published by NRPA. In this publication, Mr. Lancaster centered on a recommendation "that a park system, at minimum, be composed of a core system of parklands, with a total of 6.25 to 10.5 acres of developed open space per 1,000 population (Lancaster, 1983, p. 56). The guidelines went further to recommend an appropriate mix of park types, sizes, service areas, acreages, and standards regarding the number of available recreational facilities per thousand population. While published by NRPA, the table became widely known as "the NRPA standards," but these were never formally adopted for use by NRPA.

Since that time, various publications have updated and expanded upon possible "standards," several of which have been published by NRPA. Many of these publications did a benchmark and other normative research to determine what an "average LOS" should be. Organizations such as NRPA and the American Academy for Park and Recreation Administration have focused on accreditation standards for agencies. These standards have been less directed towards outcomes and performance and more on planning, organizational structure, and management processes. The popularly referred to as "NRPA standards" for LOS, as such, do not exist.

It is critical to realize that the above standards can be valuable when referenced as "norms" for capacity but not necessarily as the target standards for which a community should strive. Each agency is different, and the criteria above do not address many factors. For example:

- Does "developed acreage" include golf courses"? What about indoor and passive facilities?
- What are the standards for skateparks? Ice Arenas? Public Art? Etc.?
- What if it's an urban land-locked community? What if it's a small town surrounded by open Federal lands?
- What about quality and condition? What if there are many ballfields, but they are not maintained?
- And many other questions.

## Making Justifiable Decisions

GRASP® stores all data generated from the GRASP® evaluation in an electronic database available and owned by the agency for use in various ways. The database tracks facilities and programs and can schedule services, maintenance, and components' replacement. In addition to determining LOS, it can project long-term capital and life-cycle costing needs. All portions of the information are in available standard software and can be produced in many ways for future planning or sharing with the public.

The GRASP® methodology provides accurate LOS and facility inventory information and integrates with other tools to help agencies decide. It is relatively easy to maintain, updatable, and creates easily understood graphic depictions of issues. Combined with a needs assessment, public and staff involvement, program, and financial assessment, GRASP® allows an agency to defensibly make recommendations on priorities for ongoing resource allocations along with capital and operational funding.

### ADDRESSING LOW-SCORING COMPONENTS

Components whose functionality ranks below expectations are identified and scored with a "one." Find a list of these as extracted from the inventory dataset below. When raising the score of a component through improvement or replacement, the Level of Service is increased. The following is an outline strategy for addressing the repair/refurbishment/replacement or repurposing of low-functioning components.

I. Determine why the component is functioning below expectations.
   a. Was it poorly conceived in the first place?
   b. Is it something that was not needed?
   c. Is it the wrong size, type, or configuration?
   d. Is it poorly placed or located in a way that conflicts with other activities or detracts from its use?
   e. Have the needs changed so that the component is now outdated, obsolete, or no longer needed?
   f. Has it been damaged?
   g. Has the component's maintenance been deferred or neglected to the point where it no longer functions as intended?
   h. Does the component score low because it is not available to the public in a way that meets expectations?
   i. Is the component old, outdated, or otherwise dysfunctional but has historical or sentimental value? An example would be an archaic structure in a park such as a stone barbecue grill that is not restorable to its original purpose but has historical significance.

II. Depending on the answers from the first step, select a strategy for addressing the low-functioning component:
   a. Suppose the need for that type of element in its current location still exists. In that case, the feature should be repaired or replaced to match its original condition as much as possible.
   b. If the need for that type of component has changed to where the original one is no longer suitable, replace it with a new one that fits the current requirements.

c. If a component is poorly located or poorly designed to start with, consider relocating, redesigning, or otherwise modifying it.

d. Remove a component because of changing demands unless it can be maintained in good condition without excessive expense or has historical or sentimental value. In-line hockey rinks may fall into this category. If it has been allowed to deteriorate because the community has no desire for in-line hockey, repurpose it into some other use.

III. Through ongoing public input and as needs and trends evolve, there may be the identification of new demands for existing parks. Suppose there is no room in an existing location for unique needs. In that case, the decision may include removal or repurposing a current component, even if it is functional.

a. As tennis's popularity declined and demand for courts dropped off in some communities over recent decades, functional courts became skate parks or in-line rinks. In most cases, this was an interim use, intended to satisfy a short-term need until a decision to either construct a permanent facility or let the fad fade. The need for in-line rinks now seems to have diminished. In contrast, temporary skate parks on tennis courts have now had permanent locations of their own. They become more elaborate facilities as skateboarding, and other wheel sports have grown in popularity and permanence.

b. One community repurposed a ball diamond into a dog park. The diamond is well-suited because it is already fenced. Combining the skinned infield where the dogs enter and natural grass in the outfield where traffic disperses. In time this facility either becomes a permanent facility or is constructed elsewhere. It could also turn out that dog parks fade in popularity and dog owners have other preferences. Meanwhile, the use of the diamond for this purpose is an excellent interim solution.

## LEVEL OF SERVICE IMPROVEMENTS

### Addressing Lower and No Service Areas

One way of using GRASP® Perspectives is to prioritize gap areas. For example, the walkable access analysis identified several regions with low or no service. Future growth or subdivision development may significantly impact future gap areas. Further investigations of these areas can help prioritize improvements and opportunities. The City may consider multiple factors, including providing maximum impact to the highest number of residents. Social equity factors, such as average household income, could also influence priorities.

### Component Inventory and Assessment

Maintaining and improving existing facilities typically ranks very high in public input. Existing features that fall short of expectations should be enhanced to address this concern. Elements have been assessed based on condition and functionality in the inventory phase of this plan. Identify and treat those with low scores, as explained below. The assessment should be updated regularly to assure the upgrade or improvements of components affected by wear and tear over time.

### Addressing Low-Scoring Components

Low scoring components are discussed previously

<u>Booster Components</u>

Another way to enhance service is by adding booster components at specific park sites or recreation facilities. These are most effective in low-service areas where parks exist that have space for additional features.

<u>High Demand Components</u>

The statistically valid survey asks respondents to rank facilities by importance based on those they felt the City needed to add or improve. Many of these needs may be addressed by upgrading facilities, retrofitting lesser used assets, and adding components that could serve as future program opportunities. Consider these high-demand components when adding new elements to the system.

## TRENDS IN PARKS AND RECREATION

Trends to consider when deciding what to do with low-functioning facilities, or improving existing parks to serve the needs of residents, include things like:

- Dog parks continue to grow in popularity and may be related to an aging demographic in America. It is also a basic form of socializing for people who may have once socialized with other parents in their child's soccer league. Now that the kids are grown, they enjoy the company of other dog owners at the dog park. And for singles, a dog park is an excellent place to meet people.
  - Mesa has dog parks Countryside Park, Eastmark Great Park, and Quail Run Park. Also many of the basins are frequented by dogs and their owners but are not fenced for off-lease experience

- Skateboarding and other wheel sports continue to grow in popularity. Distributing skating features throughout the community provides greater access to this activity for younger people who cannot drive to a more extensive centralized skate park. Add skate features to neighborhood parks in place of larger skate parks.
  - Mesa's skate park is at Reed Park and a skate feature is park of Fountain Plaza

- A desire for locally-grown food and concerns about health, sustainability, and other issues leads to community food gardens in parks and other public spaces.
  - Mesa has no community gardens within its park system

- Events in parks, from a neighborhood "movie in the park" to large festivals in regional parks, are growing in popularity to build a sense of community and generate revenues. Providing spaces for these could become a trend.
  - Event spaces were identified at Eastmark Great Park, Riverview Park, Red Mountain Park, and Pioneer Park. In addition, the Spring Training facilities also serve as event spaces in their given stadiums.

- Spraygrounds are growing in popularity, even in colder climates. An extensive and growing selection of products raises the bar on expectations and offers new possibilities for creative facilities.
    - Spray pads are found at Signal Butte Park, Eastmark Great Park, Pioneer Park, and Riverview Park. Mesa's aquatic complexes often include a zero-depth entry portion of the pool with play elements. Rhodes Aquatic Complex features a separate spray pad and surf machine.
- New playgrounds are emerging, including discovery, nature, adventure, and even inter-generational play. Some of these rely upon movable parts, supervised play areas, and other variations from the standard fixed "post and platform" playgrounds found in the typical park across America. These types of nature-based opportunities help connect children and families to the outdoors.
- Integrating nature into parks by creating natural areas is a trend for many reasons. These include a desire to make parks more sustainable and introduce people of all ages to the natural environment.

# APPENDIX F

# GRASP® MAPS

THIS PAGE IS INTENTIONALLY LEFT BLANK

Level of Service Recommendations Map — Mesa, Arizona

THIS PAGE IS INTENTIONALLY LEFT BLANK

# Parks and Recreation System Map

## Mesa, Arizona

Hawes Loop Trail

Summit Park

Quail Run Park

Sheepherders Park

Kashiwagi Park

Stapley Aquatic Complex

Desert Trails Park

Hermosa Vista Park

Alta Mesa Park

Falcon Field Park

Falcon Hill Park

Desert Arroyo Park

Whitman Park

Park of the Canals

Gene Autry Park

Red Mountain Park BLM Lease Area

Sloan Park

Fitch Park

Chaparral Park

Princess Park

Shepherd Aquatic Complex

Red Mountain Park

Freedom Park

Hohokam Park & Stadium

Candlelight Park

Mountain View Park

Vista Monterey Park

Valencia Park

Ensenada Park

Riverview Park Cubs STF

Carson Aquatic Complex

Kino Aquatic Complex

A's STF

Washington Park

Los Alamos Park

Pequeno Park

Fremont Aquatic Complex

Porter Park

Escobedo Park

Beverly Park

Evergreen Park

Acacia Park

Gateway Park

Pioneer Park

Eagles Park

Lazona Park

Chelsea Park

Stapley Park

Meadowgreen Park

Greenfield Park

Jefferson Park

Mesa Aquatic Complex

Reed Park

Delta Park

Kleinman Park

Guerrero Rotary Park

Countryside Park

Golden Hills Park

Skyline Park

Fiesta Sports Park

Aripine Park

Enid Park

Skyline Aquatic Complex

City View Park

Silvergate Park

Holmes Park

Brimhall Aquatic Complex

Heritage Park

Emerald Park

Rhodes Aquatic Complex

Sherwood Park

Harmony Park

Dobson Ranch Golf Course

Kingsborough Park

Mariposa Park

Dobson Ranch Park

Woodglen Park

Sagebrush Park

Kingsgate Park

Monterey Park

Rancho Del Mar Park

Fountain Plaza

Ranch West Park

Augusta Ranch Park

Marlborough Mesa Park

Palo Verde Park

Signal Butte Park

Carriage Lane Park

Eastmark Great Park

## Legend

| | |
|---|---|
| **Mesa Park Component** | |
| **Other Park Component** | |

- ⌇ Trail
- ▬ Freeway
- ▬ Highway
- — Arterial
- — Other Street/Road
- Airport
- —|— Railroad

- ◞ Lake/Pond
- **City of Mesa Park/Facility**
  - ■ Metro Park
  - ■ Regional Park
  - ■ Community Park

- ■ Neighborhood Park
- ■ Pocket Park
- ■ Special Use Facility
- ■ Basin
- ■ Future Park/Facility
- ■ Other Provider Location
- ⬚ City of Mesa Boundary

N W E S

0  0.5  1  2  3  Miles

THIS PAGE IS INTENTIONALLY LEFT BLANK

# Trails Map

**Mesa, Arizona**

## Legend

- **Mesa Park Component**
- **Other Park Component**

- Trail
- Freeway
- Highway
- Arterial
- Other Street/Road
- Airport
- Railroad

- Lake/Pond
- **City of Mesa Park/Facility**
  - Metro Park
  - Regional Park
  - Community Park
- City of Mesa Boundary

- Neighborhood Park
- Pocket Park
- Special Use Facility
- Basin
- Future Park/Facility
- Other Provider Location

N
W    E
S

Miles
0   0.5   1      2       3

THIS PAGE IS INTENTIONALLY LEFT BLANK

# Walkable Access to Outdoor Recreation Opportunities

mesa·az  GRASP®

## Mesa, Arizona

### Walkable LOS -Mesa Only

**Legend**

GRASP® Level of Service
Range: 0 to 418

- No Service within 10 min walk
- Less Service
- Higher Service

### Walkable LOS -All Providers

**Legend**

GRASP® Level of Service
Range: 0 to 1,272

- No Service within 10 min walk
- Less Service
- Higher Service

### Gap Analysis -Mesa Only

**Legend**

GRASP® Gap Analysis

Target Score: 56

- No Access within 10-min walk
- Below Target
- Meets Target

## Gap Analysis -All Providers

Hawes Loop Trail

Sheepherders Park
Quail Run Park
Summit Park
Kashiwagi Park
Stapley Aquatic Complex
Desert Trails Park
Alta Mesa Park
Falcon Hill Park
Desert Arroyo Park
Hermosa Vista Park
Falcon Field Park
Gene Autry Park
Red Mountain Park BLM Lease Area
Whitman Park
Park of the Canals
Chaparral Park
Mountain View Park
Princess Park
Shepherd Aquatic Complex
Red Mountain Park
Sloan Park
Fitch Park
Candlelight Park
Vista Monterey Park
Hohokam Park & Stadium
Kino Aquatic Complex
Valencia Park
Ensenada Park
Riverview Park Cubs STF
Freedom Park
Porter Park
Fremont Aquatic Complex
Carson Aquatic Complex
A's STF
Washington Park
Los Alamos Park
Pequeno Park
Evergreen Park
Escobedo Park
Acacia Park
Beverly Park
Gateway Park
Pioneer Park
Chelsea Park
Eagles Park
Lazona Park
Meadowgreen Park
Greenfield Park
Jefferson Park
Stapley Park
Reed Park
Delta Park
Mesa Aquatic Complex
Kleinman Park
Guerrero Rotary Park
Countryside Park
Enid Park
Golden Hills Park
Skyline Park
Fiesta Sports Park
Aripine Park
Silvergate Park
Holmes Park
Brimhall Aquatic Complex
Skyline Aquatic Complex
City View Park
Heritage Park
Emerald Park
Harmony Park
Rhodes Aquatic Complex
Sherwood Park
Kingsborough Park
Mariposa Park
Dobson Ranch Golf Course
Kingsgate Park
Monterey Park
Dobson Ranch Park
Woodglen Park
Sagebrush Park
Ranch West Park
Augusta Ranch Park
Rancho Del Mar Park
Fountain Plaza
Marlborough Mesa Park
Palo Verde Park
Signal Butte Park
Carriage Lane Park
Eastmark Great Park

## Legend - Main Map
## Walkable Gap Analysis -All Providers

GRASP® Gap Analysis

Target Score: 5-6 Components

- No Access within 10-min walk
- Below Target
- Meets Target

| | |
|---|---|
| Mesa Park Component | |
| Other Park Component | |

- Railroad
- Lake/Pond

**City of Mesa Park/Facility**
- Metro Park
- Regional Park

- ┈ Trail
- ━ Freeway
- ━ Highway
- ─ Arterial
- ─ Airport

- Community Park
- Neighborhood Park
- Pocket Park
- Special Use Facility
- Basin
- Future Park/Facility
- Other Provider Location
- City of Mesa Boundary

N W E S

0  0.5  1  2  3  Miles

THIS PAGE IS INTENTIONALLY LEFT BLANK

# Walkable Gap Low & No Service Priority Areas

Mesa, Arizona

**mesa·az** **GRASP®**

## Priority Areas Enlargement

**Priority Areas Enlargement**

G I
E K H CD
J B
A
F

*This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information. Map Produced for Mesa, AZ by the GRASP® Team. Please refer to the project document for map details and narrative. Legend elements may vary in size, color and transparency from those shown on the map. GIS data sources include: City of Mesa GIS, Maricopa County, GRASP® Team, Esri.*
*© Copyright Mesa 2022*

0 0.5 1 2 3 Miles

### Legend

| | |
|---|---|
| **Priority Region** | **Trail** |
| **Low & No Service Priority Areas** | **Freeway** |
| **High Priority** | **Highway** |
| **Moderate Priority** | Arterial |
| **Low Priority** | Airport |
| | Railroad |

**City of Mesa Park/Facility**
- Metro Park
- Regional Park
- Community Park
- Neighborhood Park

- Pocket Park
- Special Use Facility
- Basin
- Future Park/Facility

- Other Provider Location
- City of Mesa Boundary

UNIVERSITY

MESA

G    I              H              C    D

MAIN

E         K         J                        B

DOBSON

ALMA SCHOOL

BROADWAY

COUNTRY CLUB

STAPLEY

GILBERT

A

SOUTHERN

F

0    0.25    0.5    1 Miles

THIS PAGE IS INTENTIONALLY LEFT BLANK

# Neighborhood Access to Outdoor Recreation Opportunities

mesa·az  GRASP®

**Mesa, Arizona**

## Neighborhood LOS -Mesa Only

**Legend**

GRASP® Level of Service
Range: 0 to 575

- No Service within 1-mile
- Less Service
- Higher Service

## Neighborhood LOS -All Providers

**Legend**

GRASP® Level of Service
Range: 0 to 845

- No Service within 1-mile
- Less Service
- Higher Service

## Gap Analysis -Mesa Only

**Legend**

GRASP® Gap Analysis
Target: 5-6 components

- No Access within 1-mile
- Below Target
- Meets Target

*This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information. Map Produced for Mesa, AZ by the GRASP® Team. Please refer to the project document for map details and narrative. Legend elements may vary in size, color and transparency from those shown on the map. GIS data sources include: City of Mesa GIS, Maricopa County, GRASP® Team, Esri.*
*© Copyright Mesa 2022*

## Gap Analysis -All Providers

Hawes Loop Trail

Sheepherders Park

Quail Run Park

Summit Park

Kashiwagi Park

Stapley Aquatic Complex

Desert Trails Park

Hermosa Vista Park

Alta Mesa Park

Falcon Field Park

Falcon Hill Park

Whitman Park

Park of the Canals

Gene Autry Park

Red Mountain Park BLM Lease Area

Sloan Park

Fitch Park

Chaparral Park

Candlelight Park

Mountain View Park

Princess Park

Shepherd Aquatic Complex

Freedom Park

Hohokam Park & Stadium

Kino Aquatic Complex

Vista Monterey Park

Red Mountain Park

Riverview Park Cubs STF

Carson Aquatic Complex

A's STF

Porter Park

Washington Park

Valencia Park

Ensenada Park

Escobedo Park

Los Alamos Park

Fremont Aquatic Complex

Beverly Park

Evergreen Park

Acacia Park

Pequeno Park

Gateway Park

Pioneer Park

Eagles Park

Lazona Park

Chelsea Park

Jefferson Park

Stapley Park

Reed Park

Meadowgreen Park

Greenfield Park

Skyline Park

Mesa Aquatic Complex

Delta Park

Golden Hills Park

Skyline Aquatic Complex

Kleinman Park

Guerrero Rotary Park

Countryside Park

Enid Park

Fiesta Sports Park

Aripine Park

Silvergate Park

Holmes Park

Brimhall Aquatic Complex

City View Park Heritage Park

Emerald Park

Harmony Park

Mariposa Park

Rhodes Aquatic Complex

Sherwood Park

Kingsgate Park

Kingsborough Park

Monterey Park

Dobson Ranch Golf Course

Sagebrush Park

Augusta Ranch Park

Dobson Ranch Park

Woodglen Park

Fountain Plaza

Ranch West Park

Rancho Del Mar Park

Marlborough Mesa Park

Palo Verde Park

Signal Butte Park

Carriage Lane Park

Eastmark Great Park

### Legend - Main Map
### Neighborhood Gap Analysis -All Providers

GRASP® Gap
Target Score: 5-6 Components

- No Access within 1-mile
- Below Target
- Meets Target

- Mesa Park Component
- Other Park Component

City of Mesa Park/Facility

- Metro Park
- Regional Park

- Railroad
- Lake/Pond
- Trail
- Freeway
- Highway
- Arterial
- Airport

- Community Park
- Neighborhood Park
- Pocket Park
- Special Use Facility
- Basin
- Future Park/Facility
- Other Provider Location
- City of Mesa Boundary

N W E S

0  0.5  1   2   3  Miles

THIS PAGE IS INTENTIONALLY LEFT BLANK

# Neighborhood Access to Outdoor Recreation Opportunities

mesa·az · GRASP®

**Mesa, Arizona**

## Neighborhood LOS -Mesa Only

**Legend**
GRASP® Level of Service
Range: 0 to 575
- No Service within 1-mile
- Less Service
- Higher Service

## Neighborhood LOS -All Providers

**Legend**
GRASP® Level of Service
Range: 0 to 845
- No Service within 1-mile
- Less Service
- Higher Service

## Gap Analysis -Mesa Only

**Legend**
GRASP® Gap Analysis
Target: 5-6 components
- No Access within 1-mile
- Below Target
- Meets Target

*This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information. Map Produced for Mesa, AZ by the GRASP® Team. Please refer to the project document for map details and narrative. Legend elements may vary in size, color and transparency from those shown on the map. GIS data sources include: City of Mesa GIS, Maricopa County, GRASP® Team, Esri.*
*© Copyright Mesa 2022*

## Gap Analysis -All Providers

Park labels: Hawes Loop Trail, Sheepherders Park, Quail Run Park, Summit Park, Kashiwagi Park, Stapley Aquatic Complex, Desert Trails Park, Hermosa Vista Park, Alta Mesa Park, Falcon Hill Park, Desert Arroyo Park, Falcon Field Park, Gene Autry Park, Red Mountain Park BLM Lease Area, Whitman Park, Park of the Canals, Chaparral Park, Princess Park, Shepherd Aquatic Complex, Fitch Park, Candlelight Park, Mountain View Park, Red Mountain Park, Sloan Park, Hohokam Park & Stadium, Kino Aquatic Complex, Vista Monterey Park, Valencia Park, Ensenada Park, Riverview Park Cubs STF, Freedom Park, Porter Park, Los Alamos Park, Fremont Aquatic Complex, Carson Aquatic Complex, A's STF, Washington Park, Escobedo Park, Pequeno Park, Beverly Park, Evergreen Park, Acacia Park, Gateway Park, Pioneer Park, Chelsea Park, Eagles Park, Lazona Park, Meadowgreen Park, Greenfield Park, Jefferson Park, Stapley Park, Reed Park, Delta Park, Mesa Aquatic Complex, Kleinman Park, Guerrero Rotary Park, Countryside Park, Enid Park, Golden Hills Park, Skyline Park, Fiesta Sports Park, Aripine Park, Silvergate Park, Brimhall Aquatic Complex, Skyline Aquatic Complex, City View Park, Heritage Park, Emerald Park, Holmes Park, Rhodes Aquatic Complex, Sherwood Park, Harmony Park, Mariposa Park, Dobson Ranch Golf Course, Kingsborough Park, Monterey Park, Augusta Ranch Park, Dobson Ranch Park, Woodglen Park, Sagebrush Park, Kingsgate Park, Rancho Del Mar Park, Fountain Plaza, Ranch West Park, Signal Butte Park, Marlborough Mesa Park, Palo Verde Park, Carriage Lane Park, Eastmark Great Park

### Legend - Main Map
### Neighborhood Gap Analysis -All Providers

GRASP® Gap
Target Score: 5-6 Components
- No Access within 1-mile
- Below Target
- Meets Target

- Mesa Park Component
- Other Park Component
- Lake/Pond

City of Mesa Park/Facility
- Metro Park
- Regional Park

- Railroad
- Trail
- Freeway
- Highway
- Arterial
- Airport

- Community Park
- Neighborhood Park
- Pocket Park
- Special Use Facility
- Basin
- Future Park/Facility
- Other Provider Location
- City of Mesa Boundary

N W E S

0  0.5  1  2  3  Miles

THIS PAGE IS INTENTIONALLY LEFT BLANK

# Walkable Access to Outdoor Recreation Opportunities

**mesa·az** **GRASP®**

**Mesa, Arizona**

## Walkable LOS -Mesa Only

**Legend**

GRASP® Level of Service
Range: 0 to 418

- No Service within 10 min walk
- Less Service
- Higher Service

## Walkable LOS -All Providers

**Legend**

GRASP® Level of Service
Range: 0 to 1,272

- No Service within 10 min walk
- Less Service
- Higher Service

## Gap Analysis -Mesa Only

**Legend**

GRASP® Gap Analysis
Target Score: 56

- No Access within 10-min walk
- Below Target
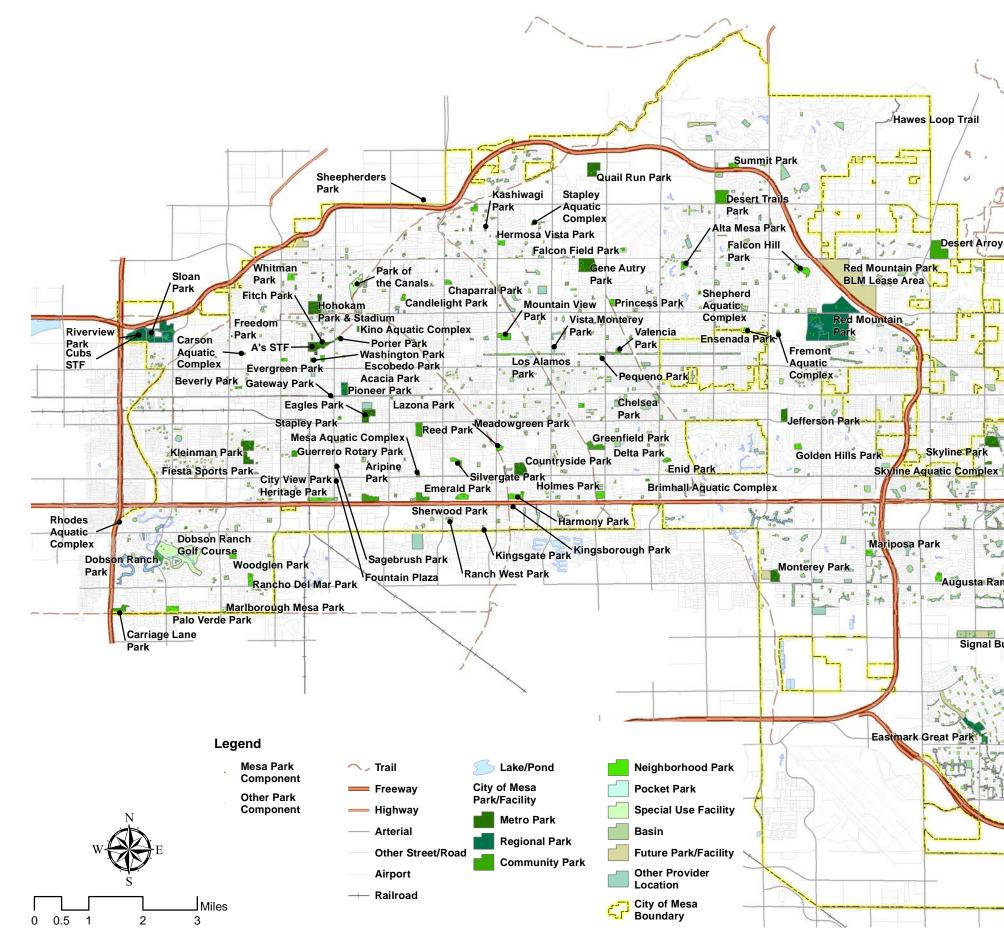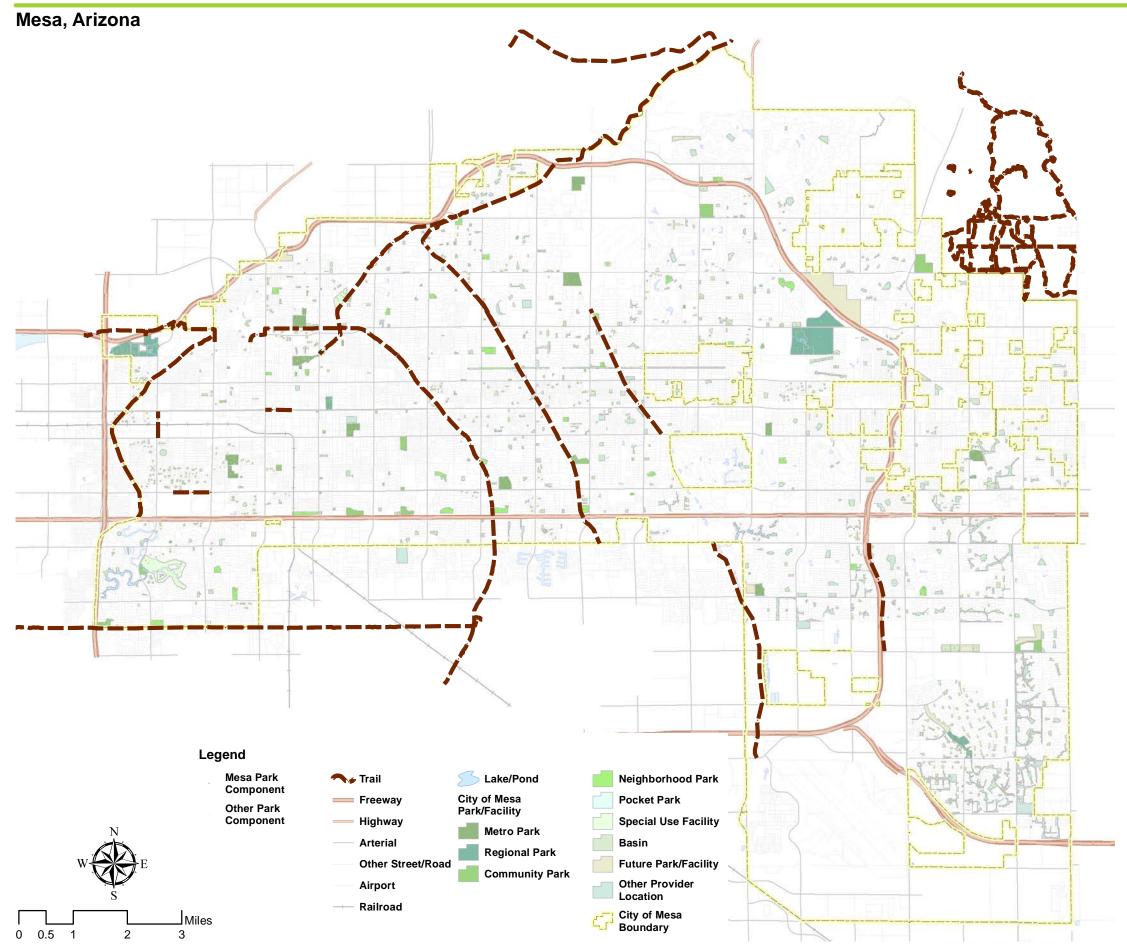- Meets Target

*This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information. Map Produced for Mesa, AZ by the GRASP® Team. Please refer to the project document for map details and narrative. Legend elements may vary in size, color and transparency from those shown on the map. GIS data sources include: City of Mesa GIS, Maricopa County, GRASP® Team, Esri.*
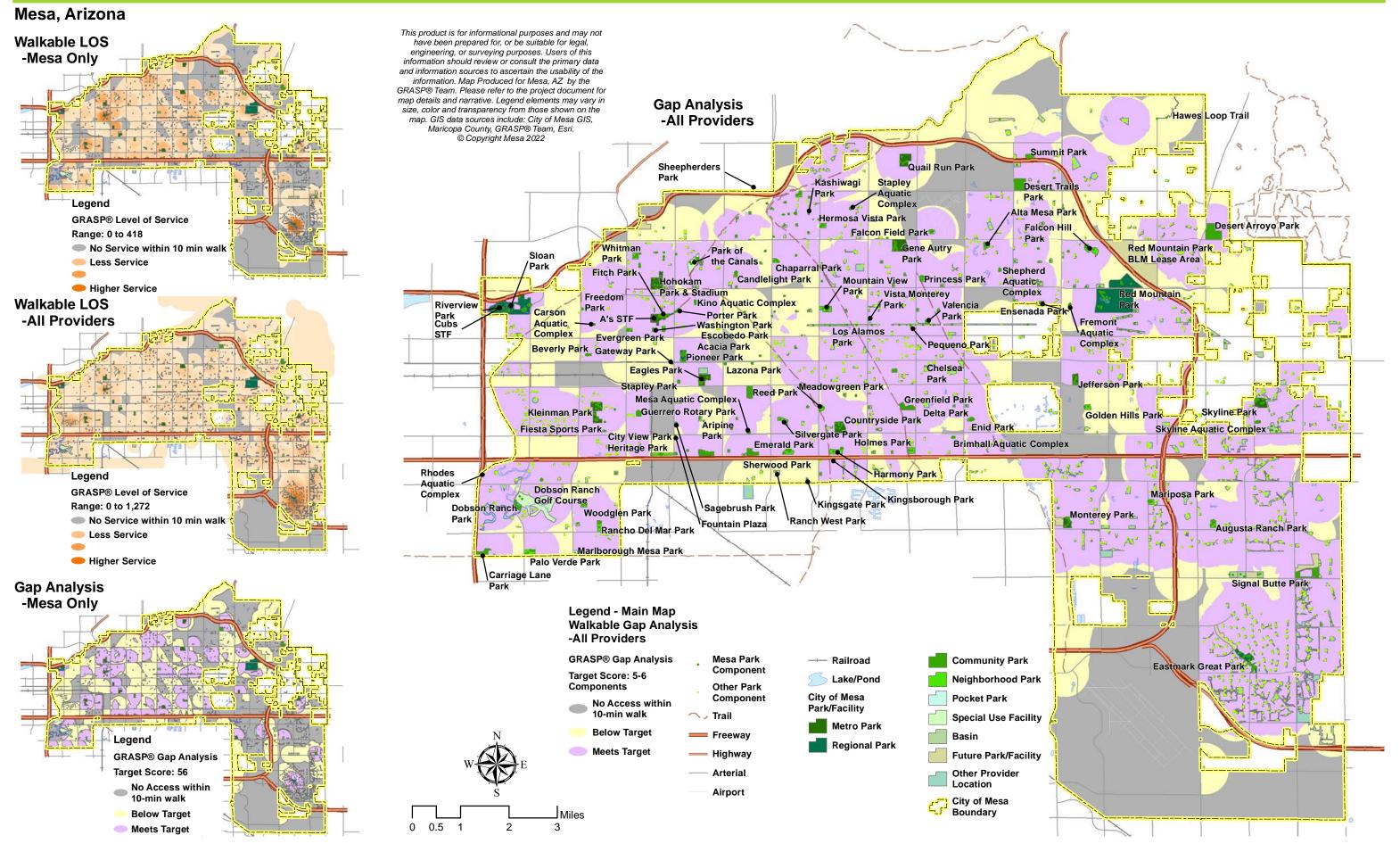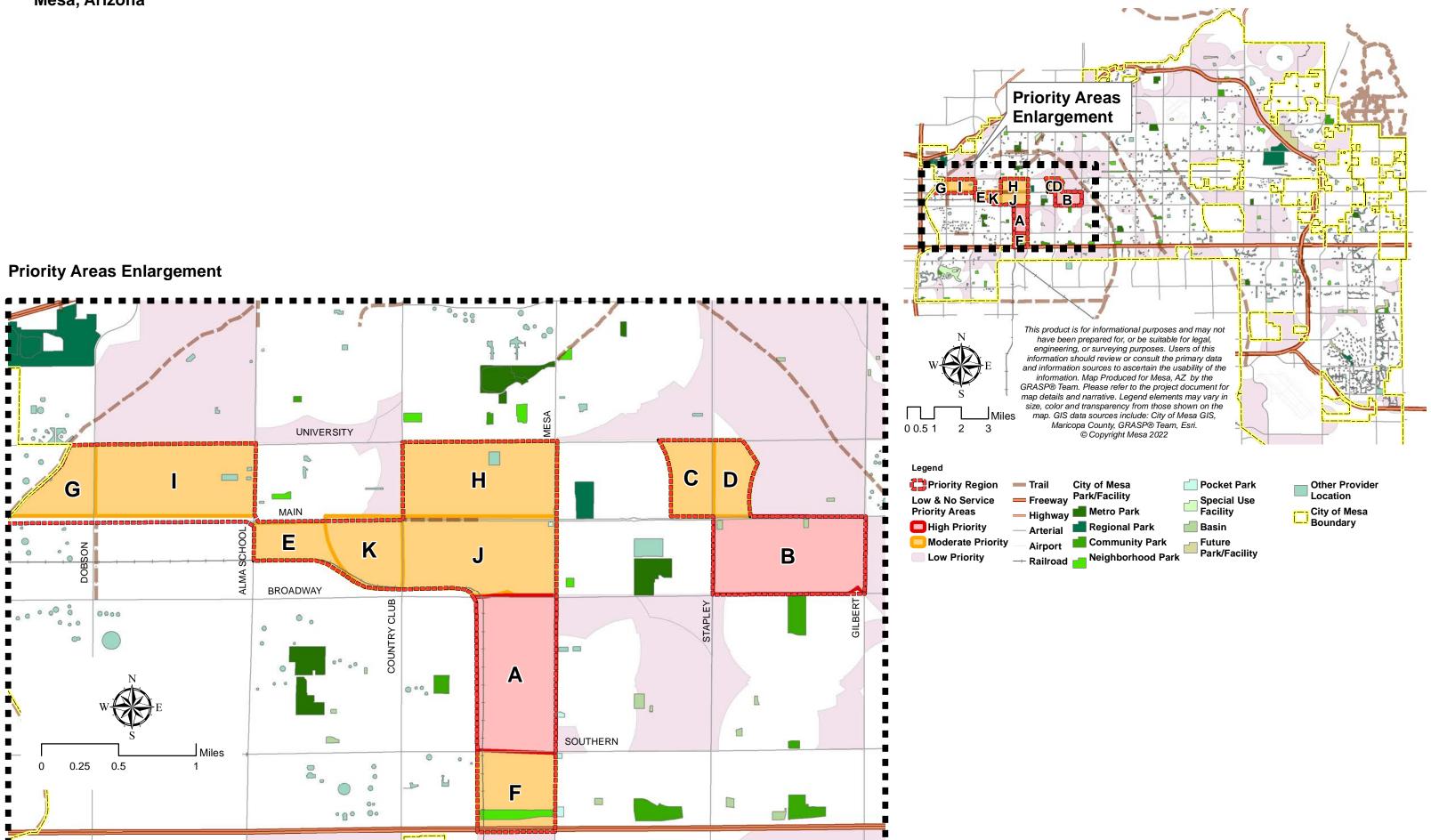*© Copyright Mesa 2022*

## Gap Analysis -All Providers

**Legend - Main Map**
**Walkable Gap Analysis -All Providers**

GRASP® Gap Analysis
Target Score: 5-6 Components

- No Access within 10-min walk
- Below Target
- Meets Target

- Mesa Park Component
- Other Park Component

City of Mesa Park/Facility
- Metro Park
- Regional Park

- Railroad
- Lake/Pond
- Trail
- Freeway
- Highway
- Arterial
- Airport

- Community Park
- Neighborhood Park
- Pocket Park
- Special Use Facility
- Basin
- Future Park/Facility
- Other Provider Location
- City of Mesa Boundary

0  0.5  1  2  3  Miles

### Park labels

Hawes Loop Trail
Summit Park
Quail Run Park
Sheepherders Park
Kashiwagi Park
Stapley Aquatic Complex
Desert Trails Park
Alta Mesa Park
Falcon Hill Park
Desert Arroyo Park
Hermosa Vista Park
Falcon Field Park
Gene Autry Park
Red Mountain Park BLM Lease Area
Whitman Park
Park of the Canals
Chaparral Park
Mountain View Park
Princess Park
Shepherd Aquatic Complex
Red Mountain Park
Sloan Park
Fitch Park
Candlelight Park
Vista Monterey Park
Ensenada Park
Hohokam Park & Stadium
Kino Aquatic Complex
Valencia Park
Fremont Aquatic Complex
Freedom Park
Porter Park
Los Alamos Park
Riverview Park Cubs STF
Carson Aquatic Complex
A's STF
Washington Park
Escobedo Park
Pequeno Park
Evergreen Park
Acacia Park
Beverly Park
Gateway Park
Pioneer Park
Chelsea Park
Eagles Park
Lazona Park
Stapley Park
Reed Park
Meadowgreen Park
Greenfield Park
Jefferson Park
Mesa Aquatic Complex
Delta Park
Kleinman Park
Guerrero Rotary Park
Countryside Park
Fiesta Sports Park
Aripine Park
Silvergate Park
Enid Park
Golden Hills Park
Skyline Park
City View Park
Heritage Park
Emerald Park
Holmes Park
Brimhall Aquatic Complex
Skyline Aquatic Complex
Rhodes Aquatic Complex
Sherwood Park
Harmony Park
Dobson Ranch Golf Course
Mariposa Park
Dobson Ranch Park
Woodglen Park
Sagebrush Park
Kingsgate Park
Kingsborough Park
Monterey Park
Rancho Del Mar Park
Fountain Plaza
Ranch West Park
Augusta Ranch Park
Marlborough Mesa Park
Palo Verde Park
Carriage Lane Park
Signal Butte Park
Eastmark Great Park