THE PowerofParks

PHOENIX PARKS AND RECREATION

MASTER PLAN

CREATING SPACES FOR ALL



Comprehensive Master Plan for Parks and Recreation Update

February 2026

pros consulting INC.

Agenda

- Master Plan Process Overview
- Park Assessments
- Community Engagement
- Level of Service Methodology
- Next Steps
- Questions

MASTER PLAN APPROACH



THE Power of Parks
PHOENIX PARKS AND RECREATION
MASTER PLAN
CREATING SPACES FOR ALL

Master Plan Goals

Create a comprehensive, long-term strategic plan to use as a guiding tool for:

- **Future development efforts** in developed and undeveloped **parks**
- Improve **recreational facilities**
- Evaluate **amenities** and **programming**
- Address **water conservation** strategies
- **Crime prevention** through environmental design practices
- Promote **equity and inclusivity** throughout our parks citywide



PARK ASSESSMENTS

Cave Creek Park – Cactus

Classification	Neighborhood park
Council District	3
Address	Greenway, South to ACDC
Inventory Date	4/9/2025
Acres	19.57

Key Strengths

Close proximity of active use spaces and picnic tables to parking lot. Trails that connect to larger Cave Creek Trail system.

Key Areas for Improvement

Supporting amenities feel dated and need updating.



Shade Score



Priority A Areas | Priority B Areas | Priority C Areas

Asset Score

Primary Assets Score	Supporting Assets Score	Overall Score
40	49	42

Park Characterization

Neighborhood park along Cave Creek system with variety of active uses and passive use spaces.

Primary Assets

Quantity	Assets	Cond (1-5)	Lights	Shade	Comments
1	Basketball	2			Average. No lighting
1	Picnic area	2	X		Small square tables. Not for large groups
1	Baseball	2			Simple backstop only, informal field
1	Volleyball	2			Concrete court
2	Open field	2			Open space for informal/passive recreation
1	Plaza	2			Small plaza

Secondary Assets

Quantity	Assets	Cond (1-5)	Comments
11	Benches	2	Benches are wood
2	Bike racks	3	Small metal frames
1	Drinking fountains	2	At rest room
1	Grills	3	Single grill at picnic tables
4	Picnic tables	2	Small square wooden picnic tables with concrete seat wall
1	Restrooms	2	Needs updating
8	Trash receptacles	2	All 55 gallon plastic, weighted with rocks

Palma Park

Classification	Neighborhood park
Council District	3
Address	1135 East Dunlap Avenue
Inventory Date	4/9/2025
Acres	7.79

Key Strengths

Primary focus of park is baseball/Softball fields with supporting amenities.

Key Areas for Improvement

Basic parking lot and pedestrian circulation; upgrades needed for supporting asserts.



Shade Score



Priority A Areas | Priority B Areas | Priority C Areas

Asset Score

Primary Assets Score	Supporting Assets Score	Overall Score
56	44	53

Park Characterization

Palma Park is community park near the Phoenix Mountains Preserve that is primarily made up of 3 ball fields that are able to be used as passive recreation lawns. In addition, the park has a playground, basketball courts, and picnic ramada. While the park is small and limited in amenities, it is in close proximity to other parks and boasts the only City of Phoenix Parks and Recreation baseball/softball fields in the general area.

Primary Assets

Quantity	Assets	Cond (1-5)	Lights	Shade	Comments
3	Baseball	3	X		Variety of fields. Wooden benches condition: 2
1	Basketball	3	X		Concrete court
1	Picnic shelter	3	X	X	Single ramada is only picnic space
1	Play equipment	3	X		Swings
1	Playground	2	X		Sand and resilient surfacing (in 1 condition)
1	Ramada	3	X	X	Small ramada

Secondary Assets

Quantity	Assets	Cond (1-5)	Comments
3	Benches	2	Mostly wood benches, metal bench at basketball court
1	Grills	3	one, at ramada
1	Restrooms	2	Basic. Needs updating
1	Drinking fountains	2	At rest room
4	Trash receptacles	2	All are 55 gallon plastic, weighted with rocks.

Strengths

- Strong Variety of Active Recreation Amenities
- Mature Trees and Natural Shade Exists in Some Parks
- Good Selection and Distribution of Gathering Spaces
- High Overall Functionality and Space Utilization
- Unique Character or Distinctive Identity

Opportunities for Improvement

Support Assets are Consistently in Poor Condition

Shade Deficiency as a System-Wide Problem

Safety Perception is Compromised by Homeless Presence & Visibility Issues

Access and Connectivity are Inconsistent

Asset and Amenity Replacement is Greatly Needed

Community Engagement Opportunities

117
EVENTS ATTENDED

MASTER PLAN WEBSITE SURVEYS
8,046 TOTAL
General Survey: 7,355
Youth Survey: 691

INTERACTIVE MAPPING ENGAGEMENT
4,505
CONTRIBUTIONS

DOT-O-CRACY EXERCISE
5,532
CONTRIBUTIONS

IN-PERSON CONVERSATIONS
59 MEETINGS,
407 PARTICIPANTS

STATISTICALLY VALID SURVEY
1,133
COMPLETED HOUSEHOLD SURVEYS

General Themes

- Safety and Security
- Construct Planned but Not Yet Developed Parks
- Restroom Cleanliness and General Upkeep
- More Splashpads, Dog Parks and Pickleball Courts
- Shade and Access to Water
- Safe Access/Connections within and to Parks



Statistically Valid Survey

Statistically-Valid Survey

Survey Development – In partnership with the City of Phoenix.

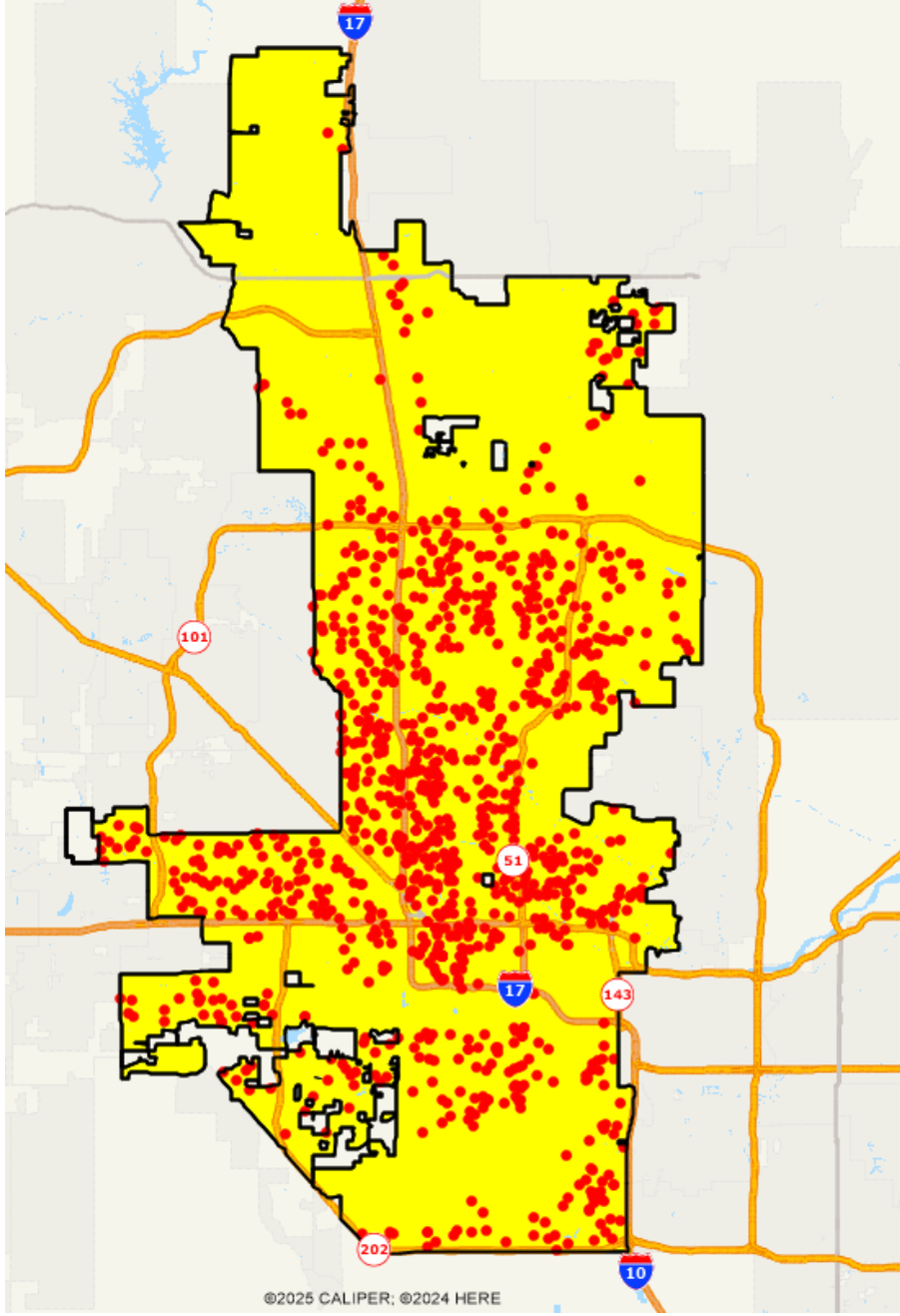
Methods of Response – Mail/ On-line/ Phone options were available to residents.

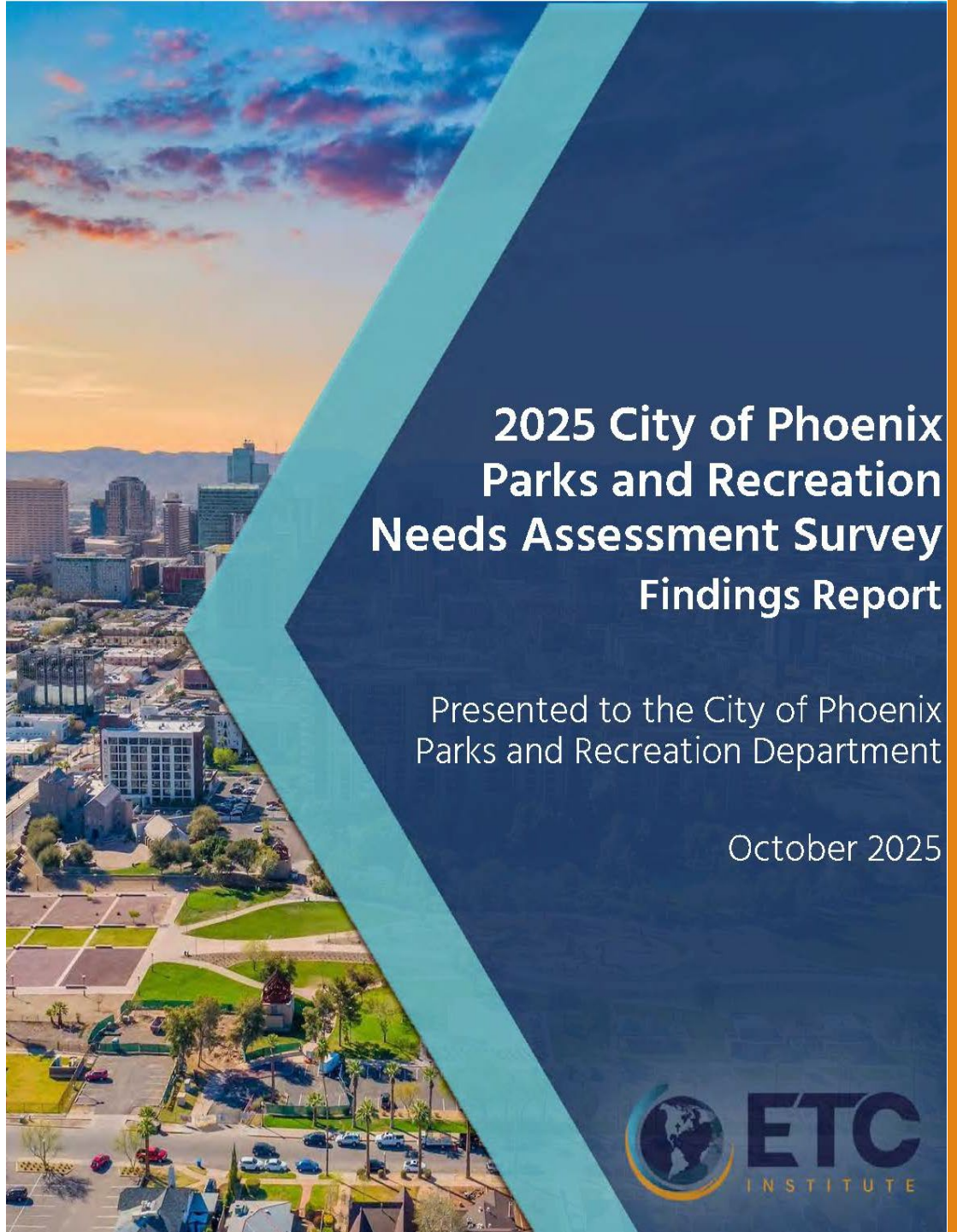
English and Spanish

When: Conducted Fall 2025

Response Rate: 22% - Total of **1,133** completed household surveys.
(Goal was 1,000)

Confidence Level: 95% level of confidence with a margin of error of +/- 2.9%

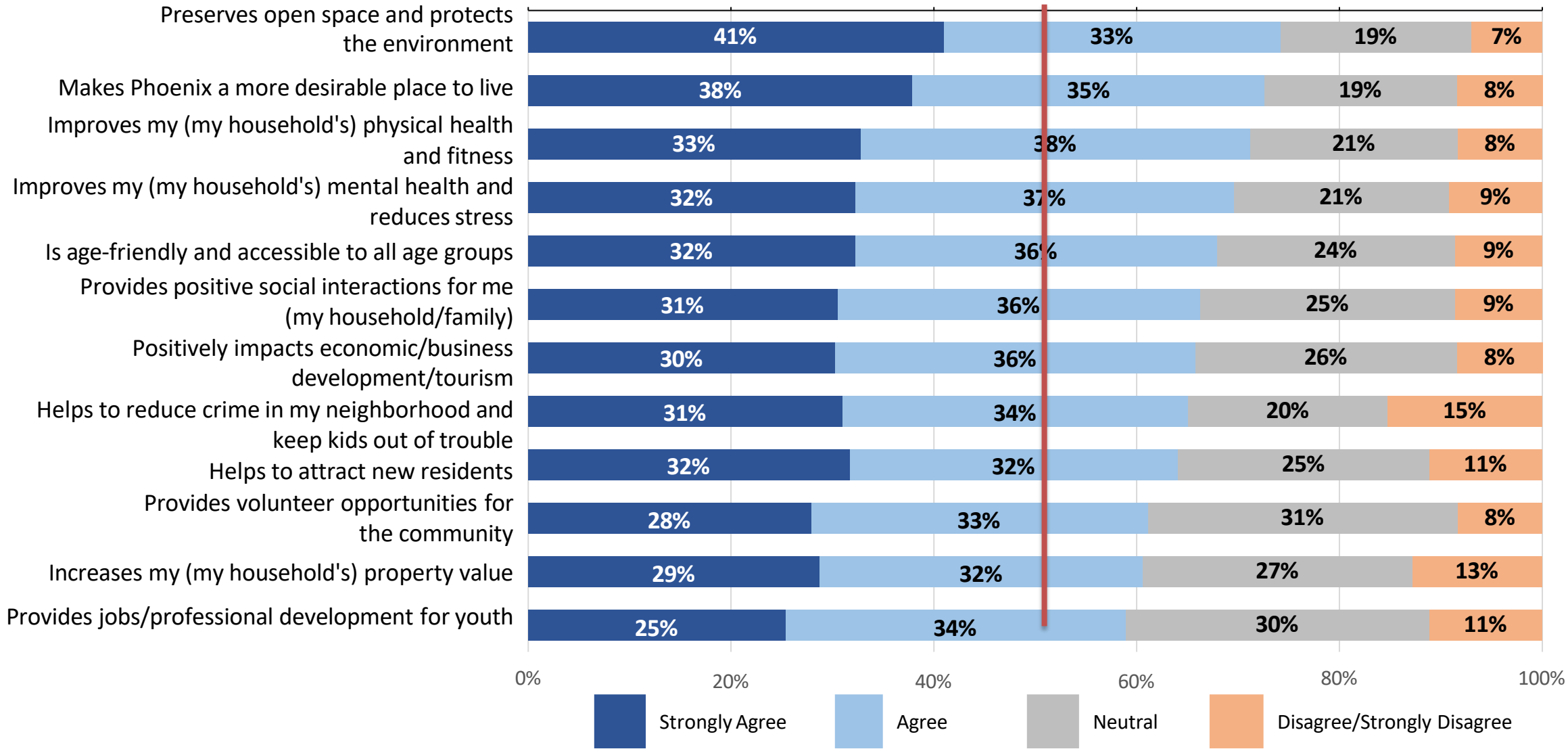




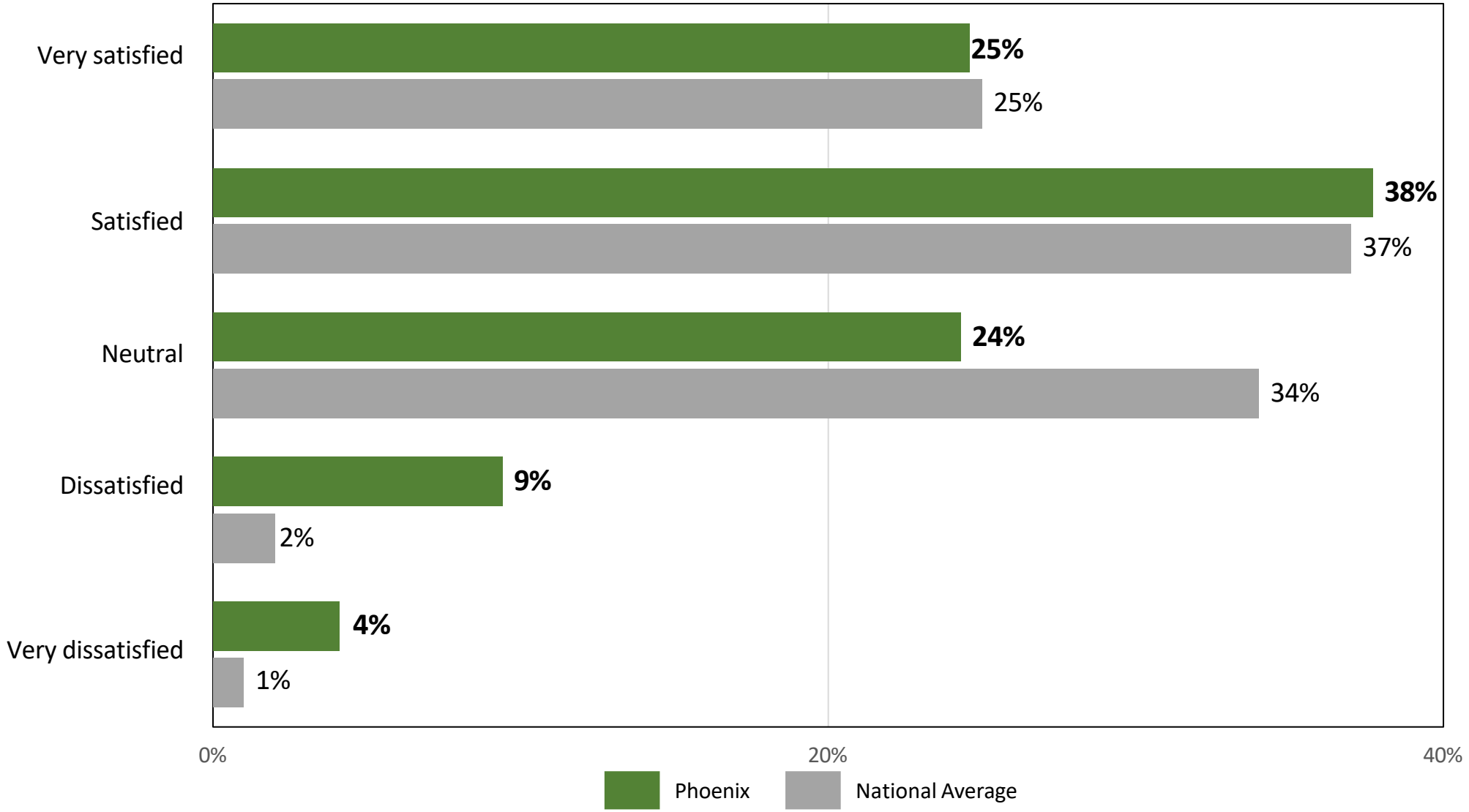
ADVOCACY

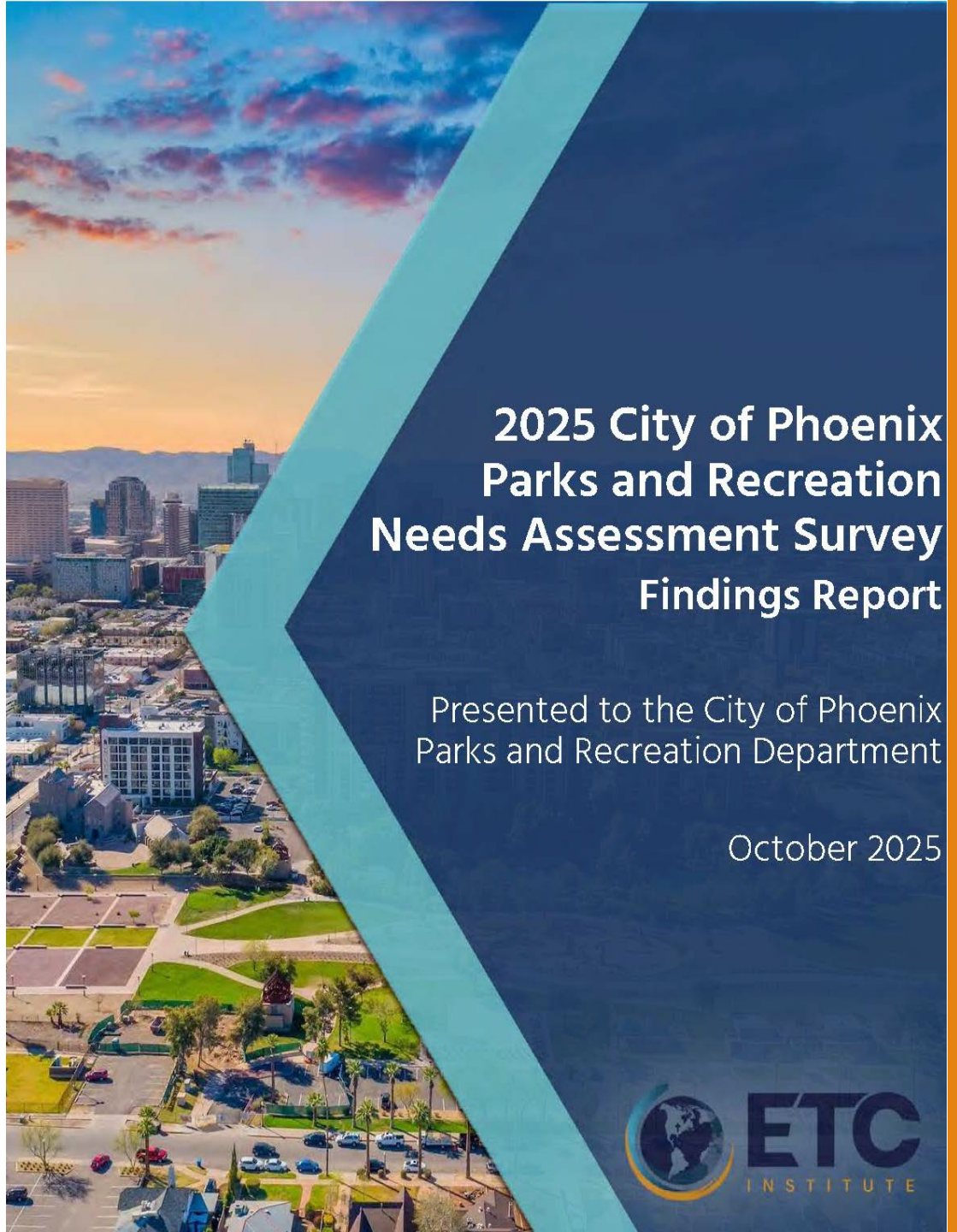
The Power of Parks

Agreement With the Following Statements About Potential Benefits of Parks and Recreation Services



Satisfaction With the Overall Value Households Receive from City Parks, Recreation Facilities, Pools, Programs, or Services

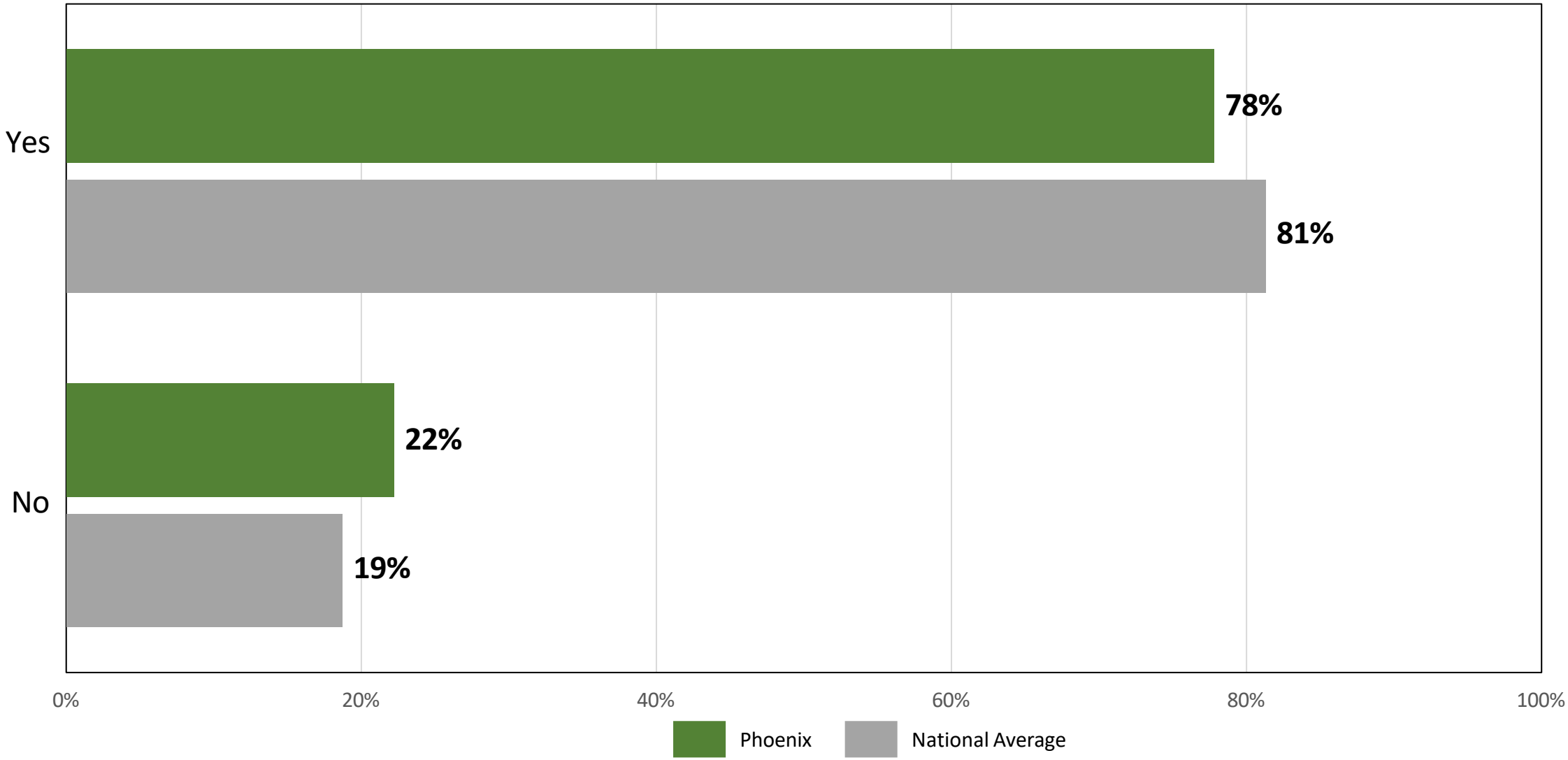




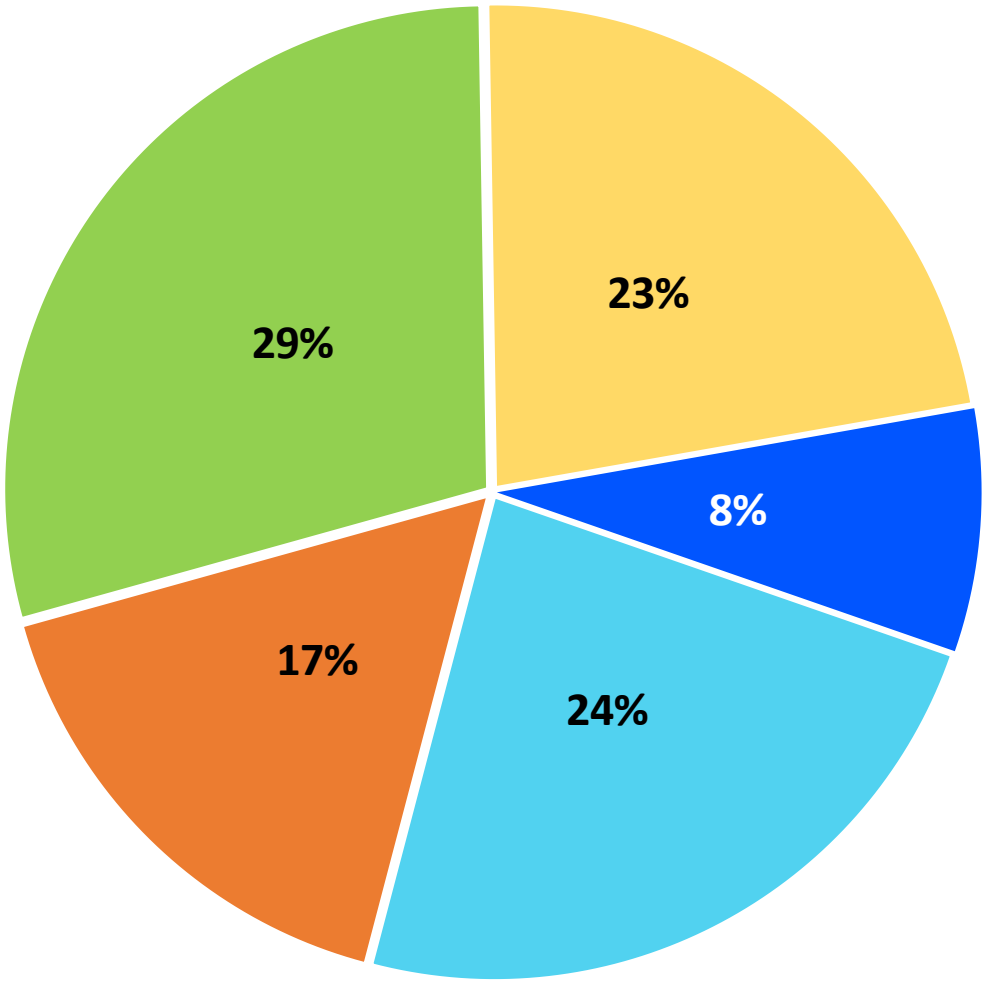
PARK VISITATION, QUALITY AND BARRIERS

The Power of Parks

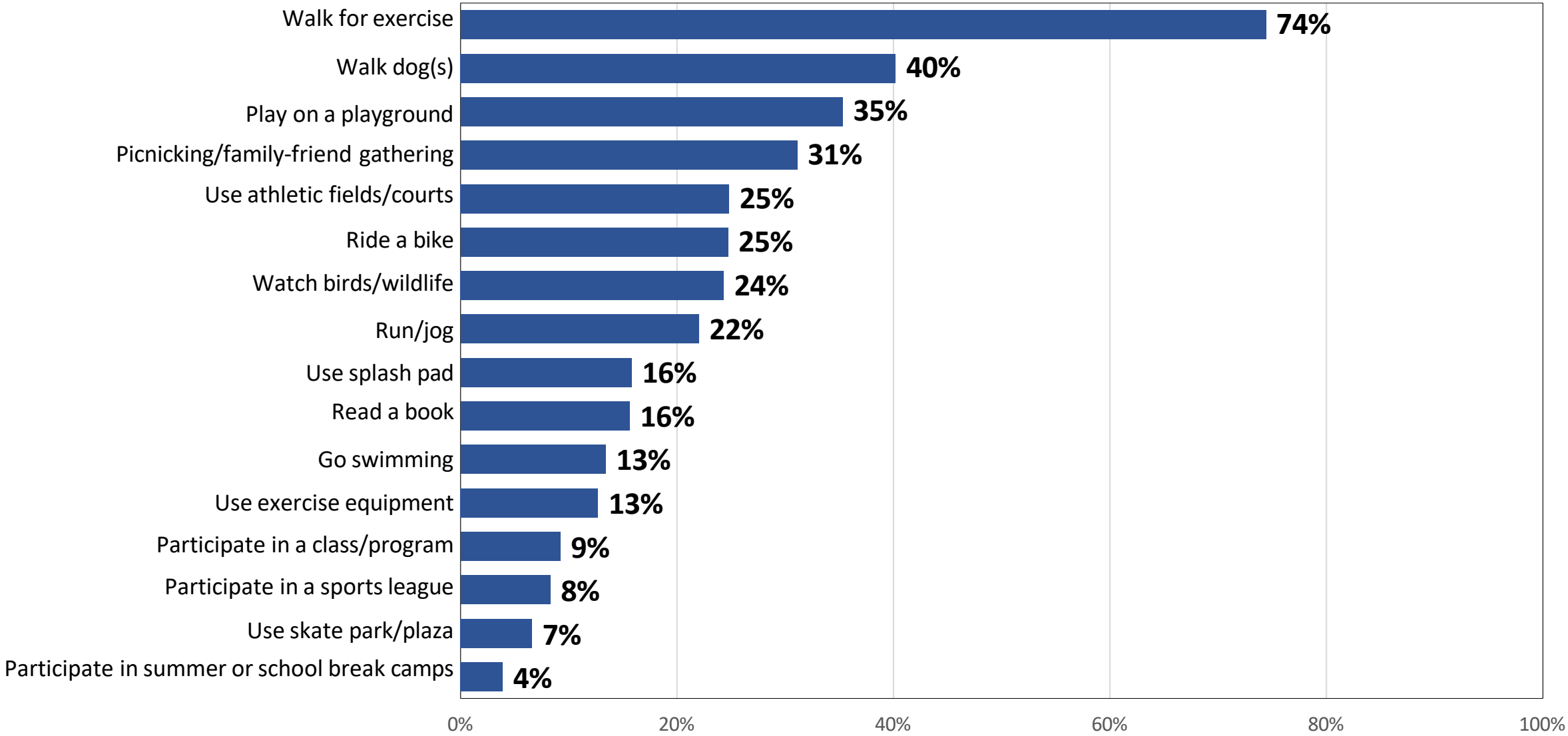
Have you or any members of your household visited any parks or recreation facilities offered by the City during the past 12 months?



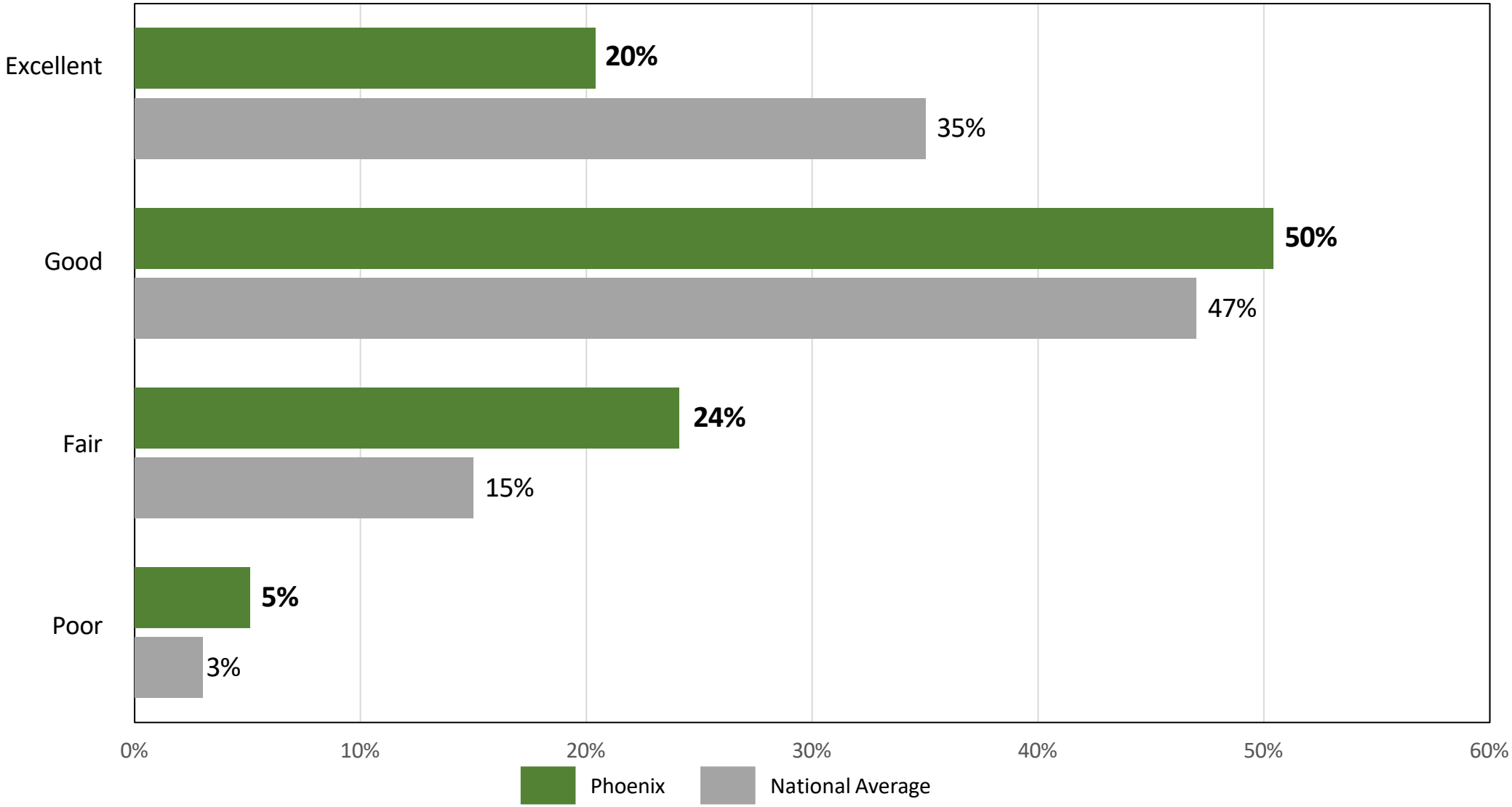
How often do you visit Phoenix parks and/or recreation facilities?



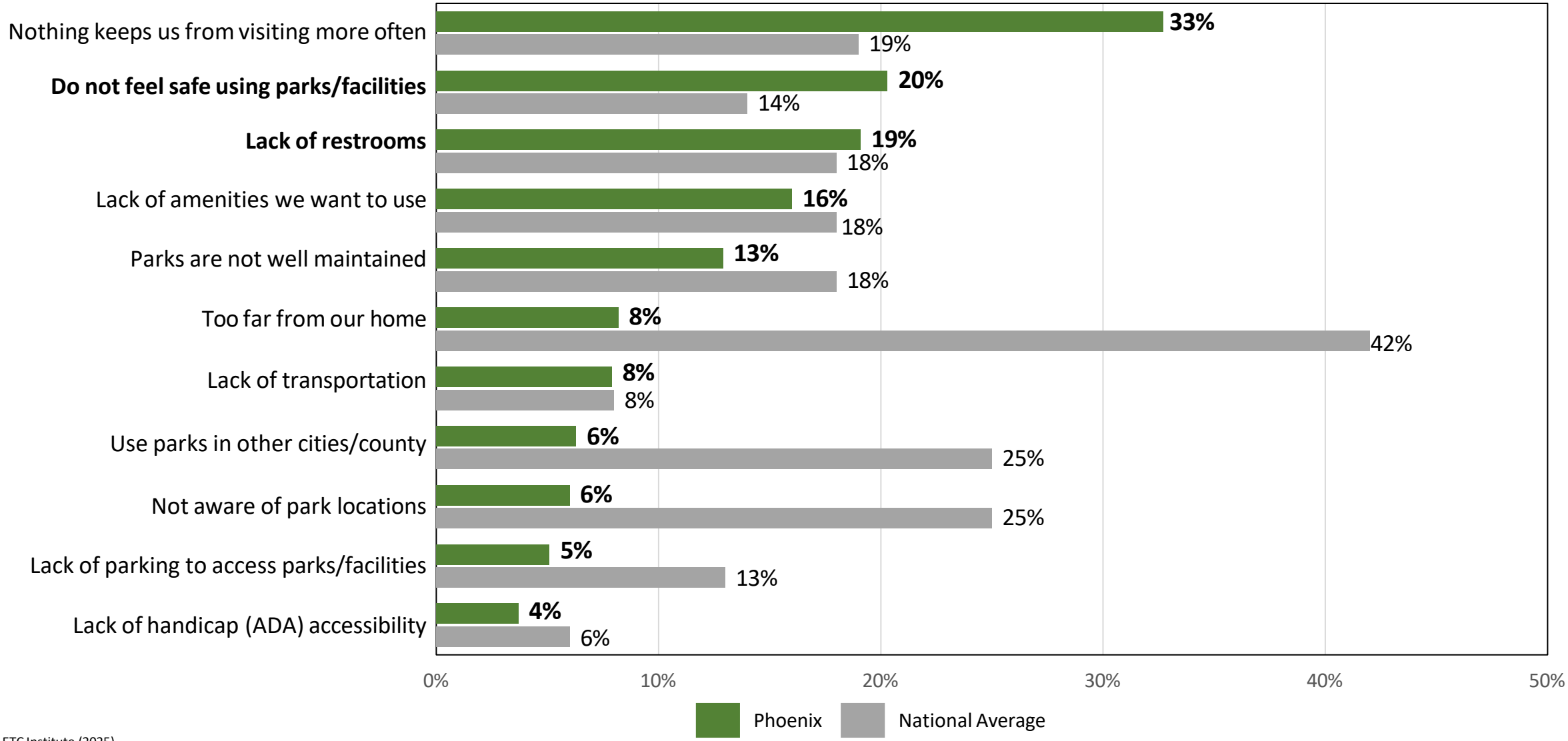
Reasons Why Households Currently Use Phoenix Parks and Recreation Facilities

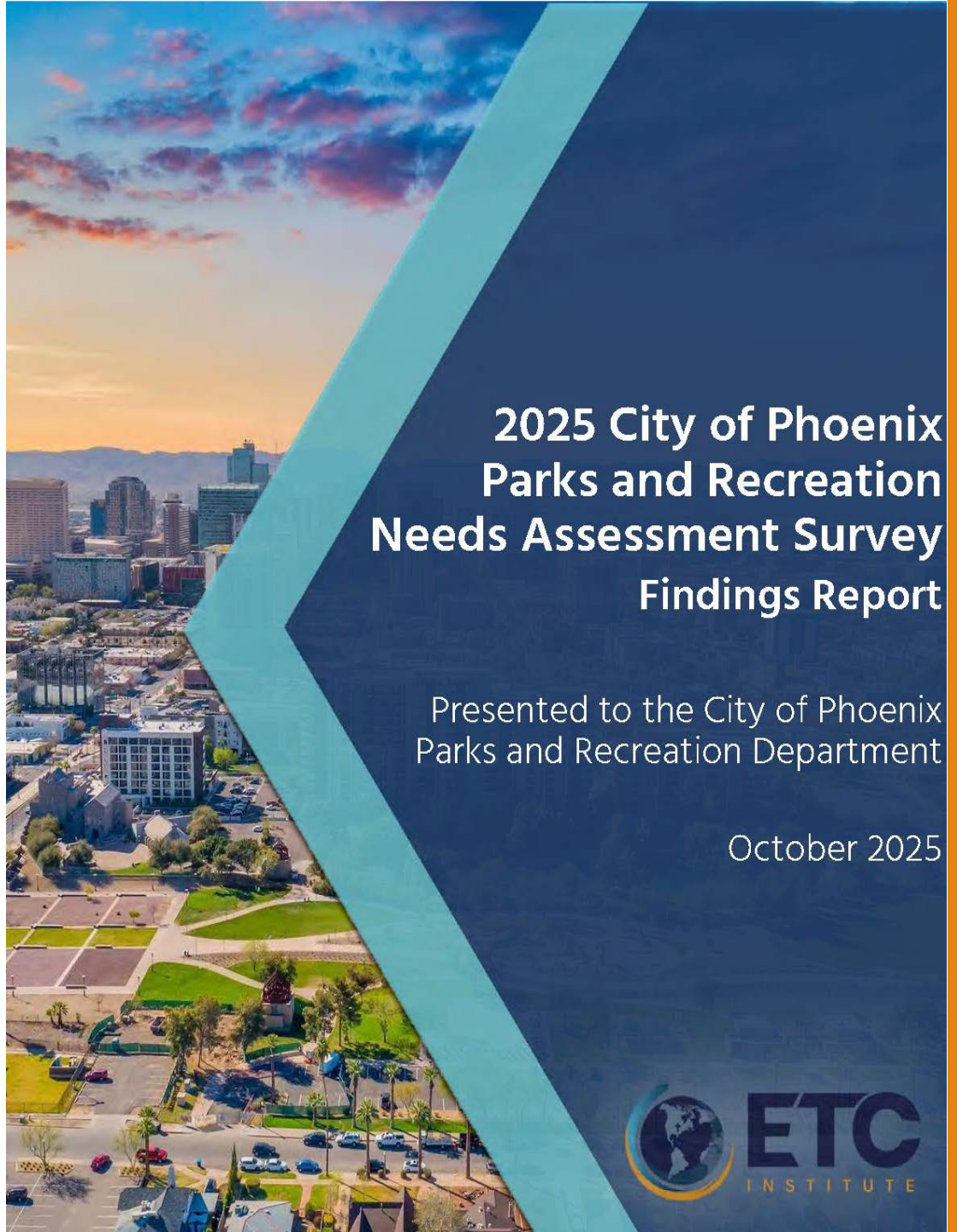


Overall, how would you rate the physical condition of ALL the City parks and recreation facilities you have visited?



Reasons Preventing Households From Visiting a City Park or Visiting Them More Often

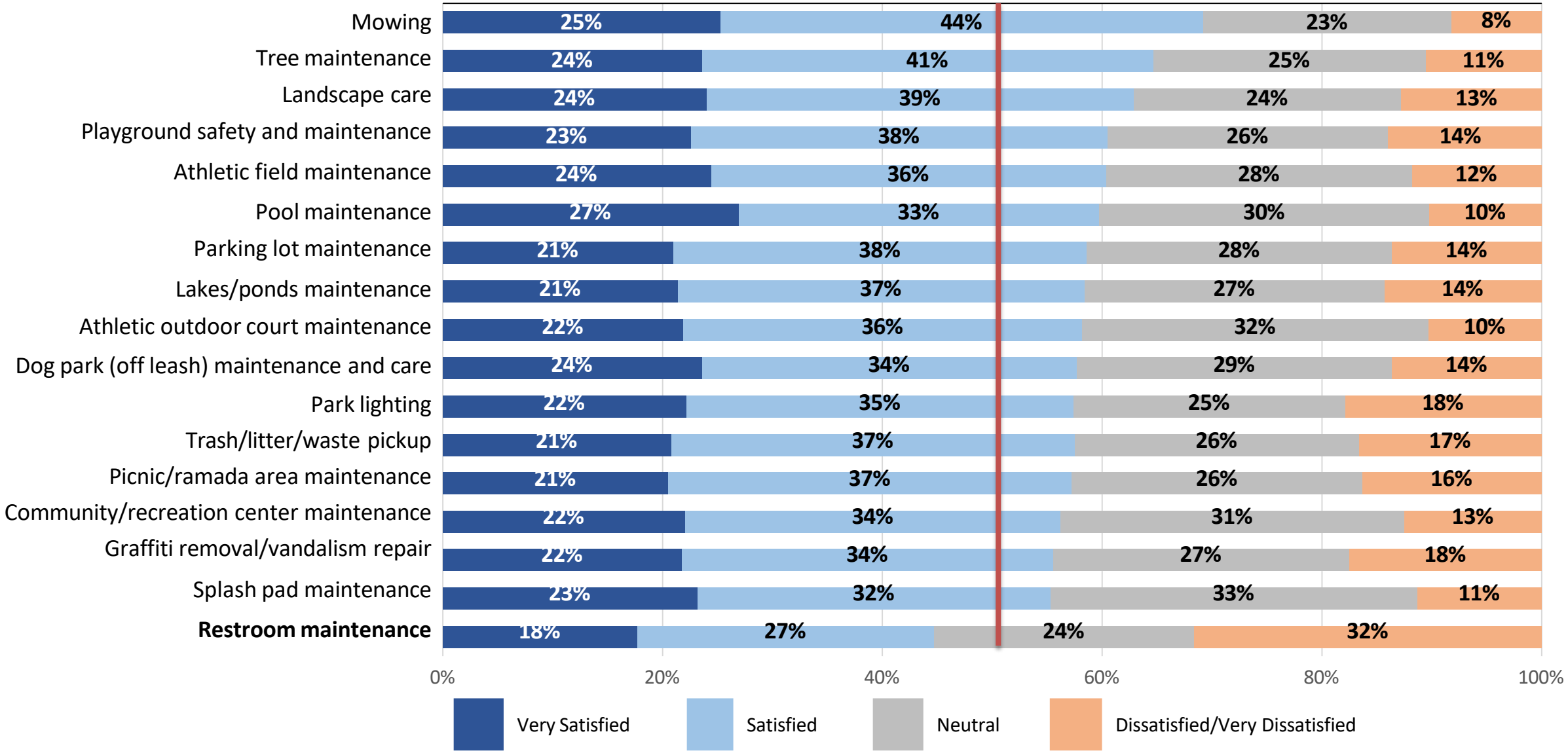




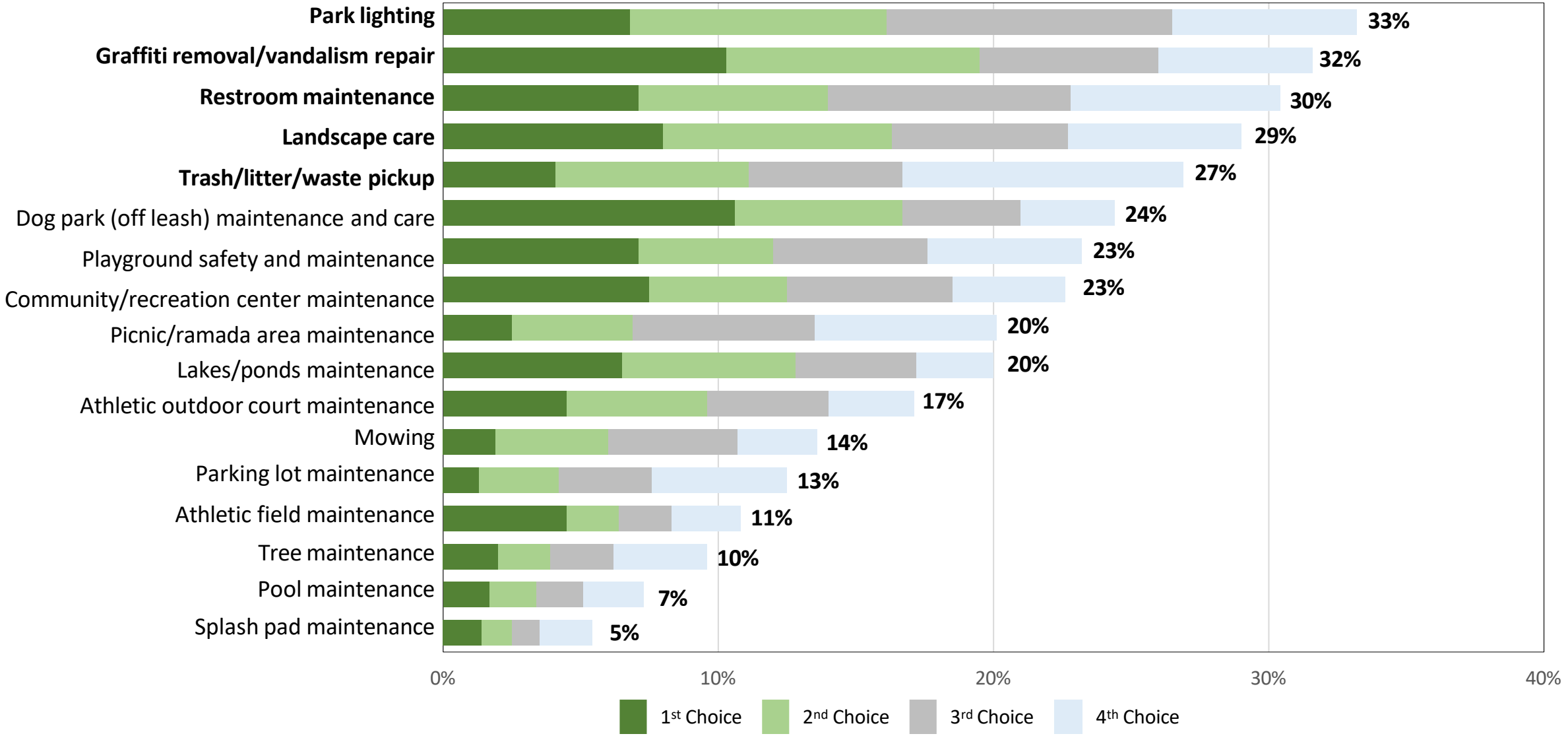
PARK AND RECREATION FACILITY MAINTENANCE

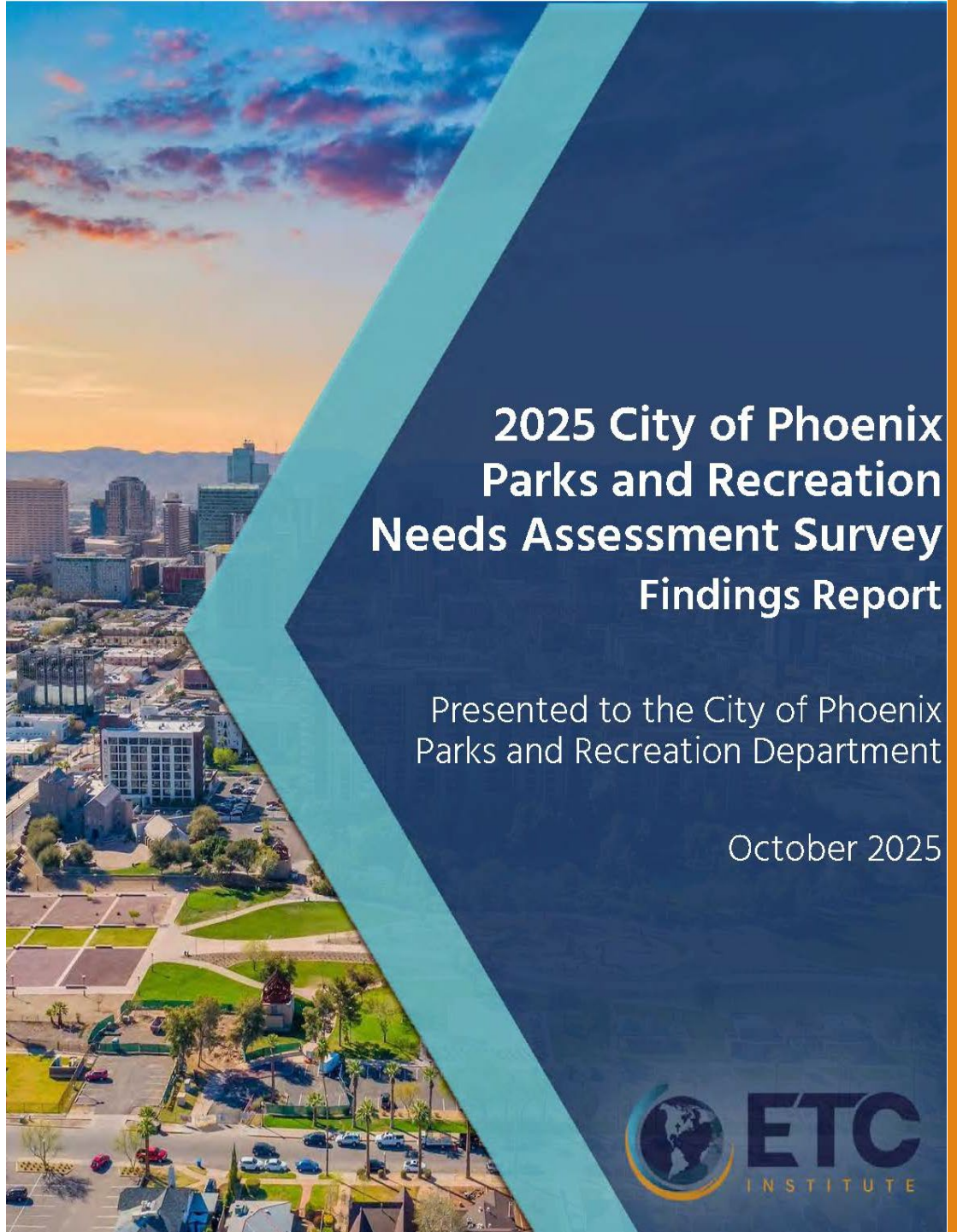
The Power of Parks

Satisfaction With Each of the Following Maintenance Activities Provided by the Phoenix Parks and Recreation System



Which FOUR of the following maintenance activities are MOST IMPORTANT to you and members of your household?

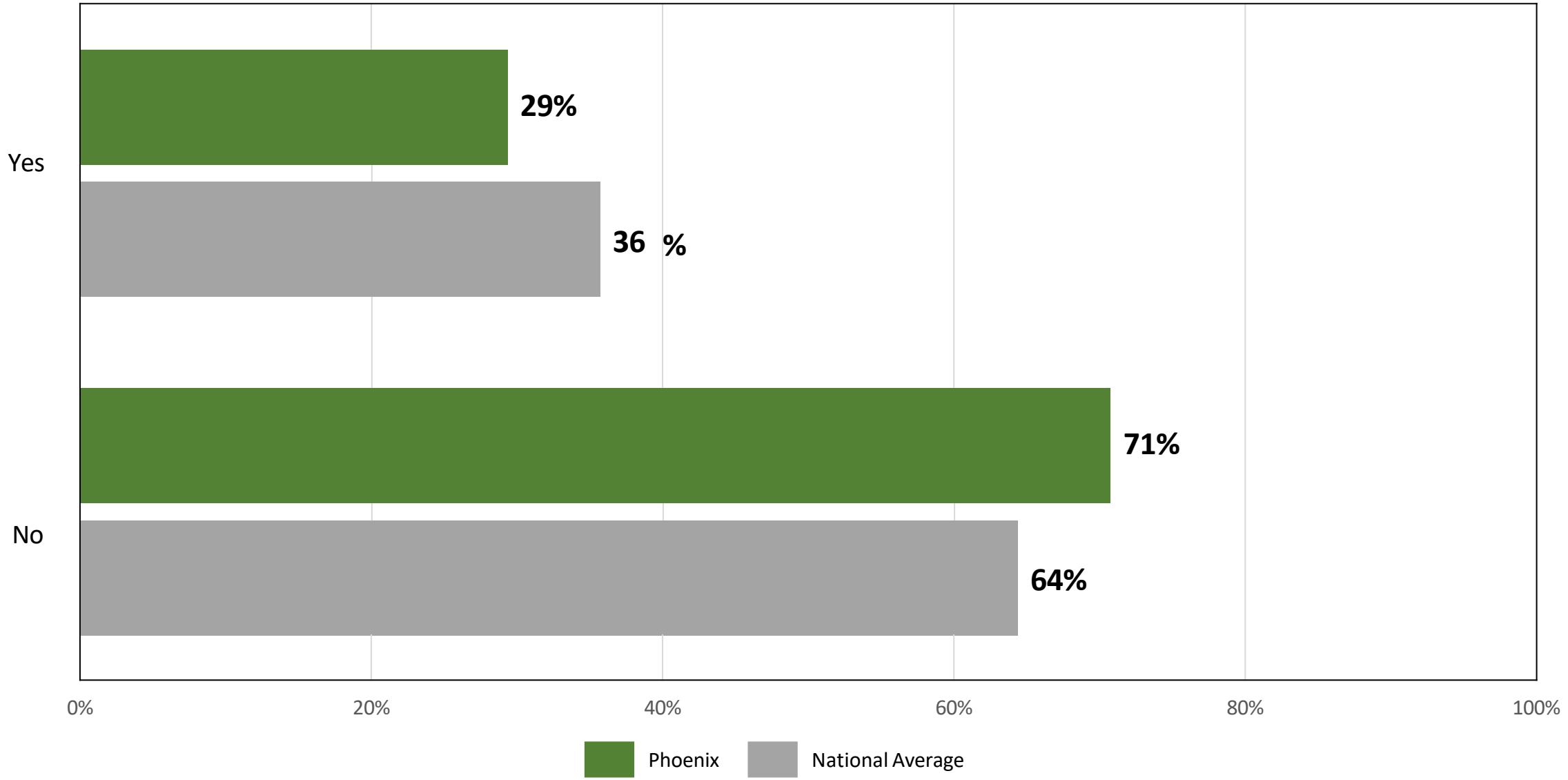




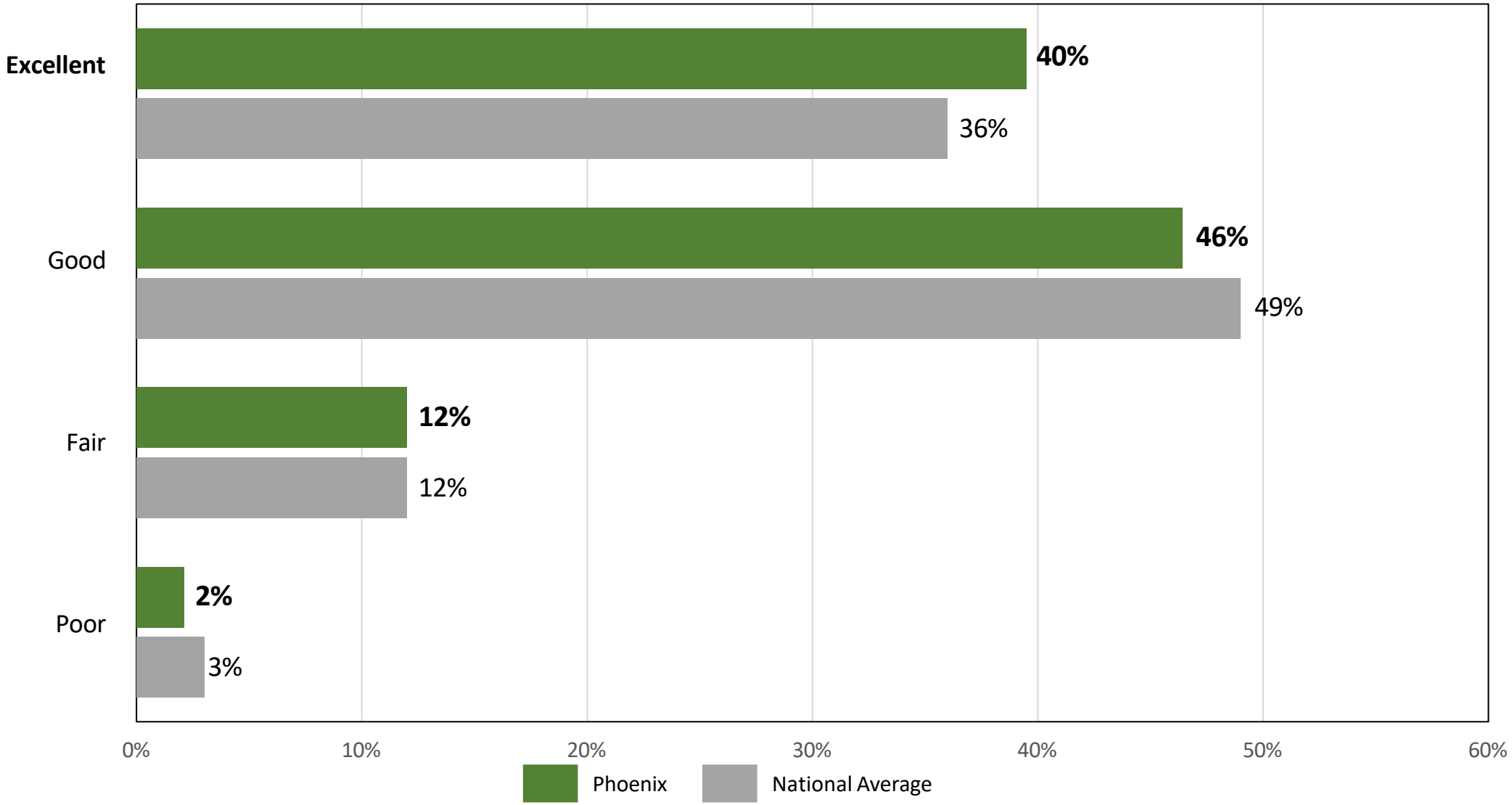
PROGRAM PARTICIPATION, QUALITY AND BARRIERS

The Power of Parks

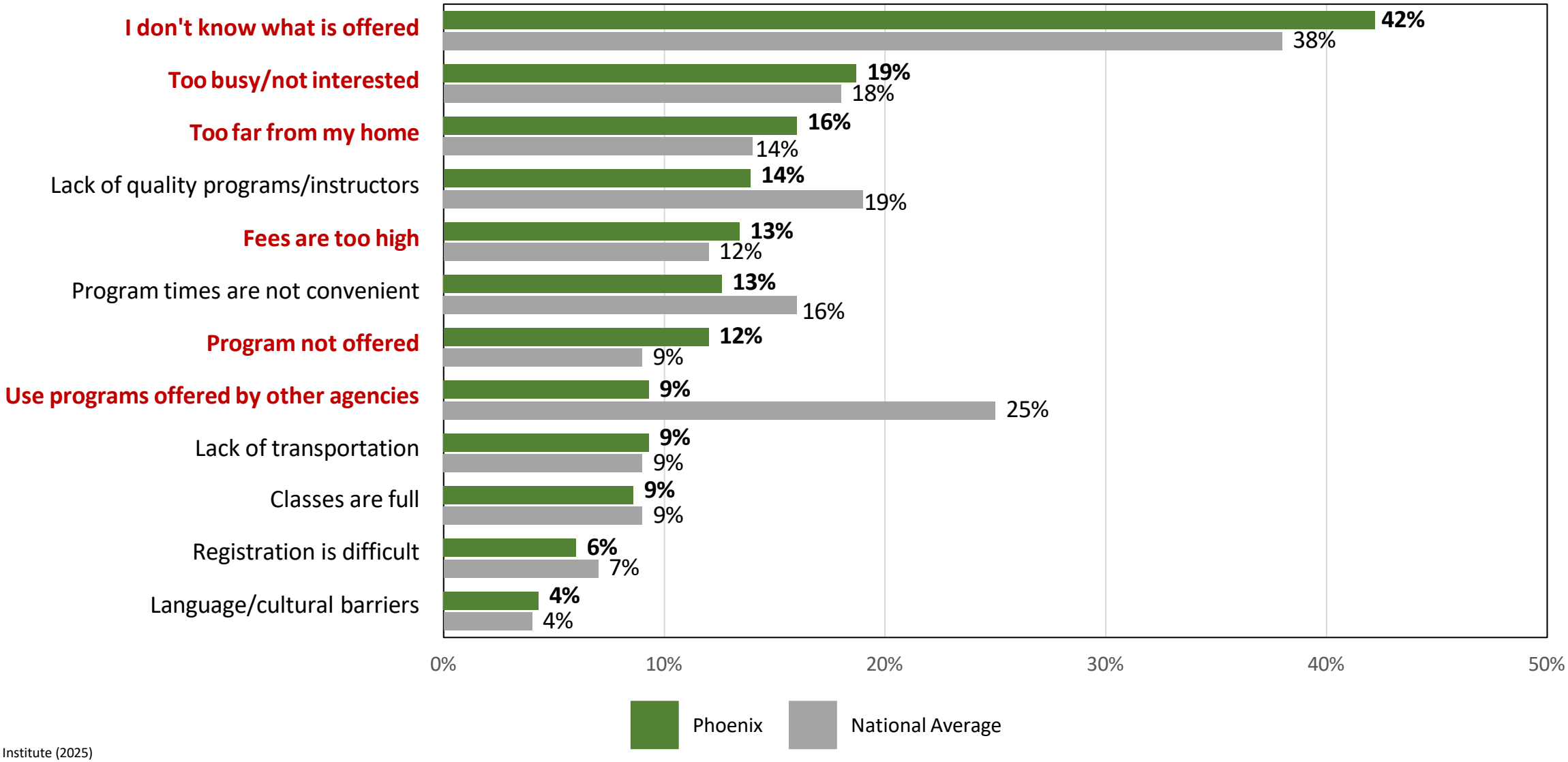
Has your household participated in any recreation programs or activities offered by the City during the past 12 months?

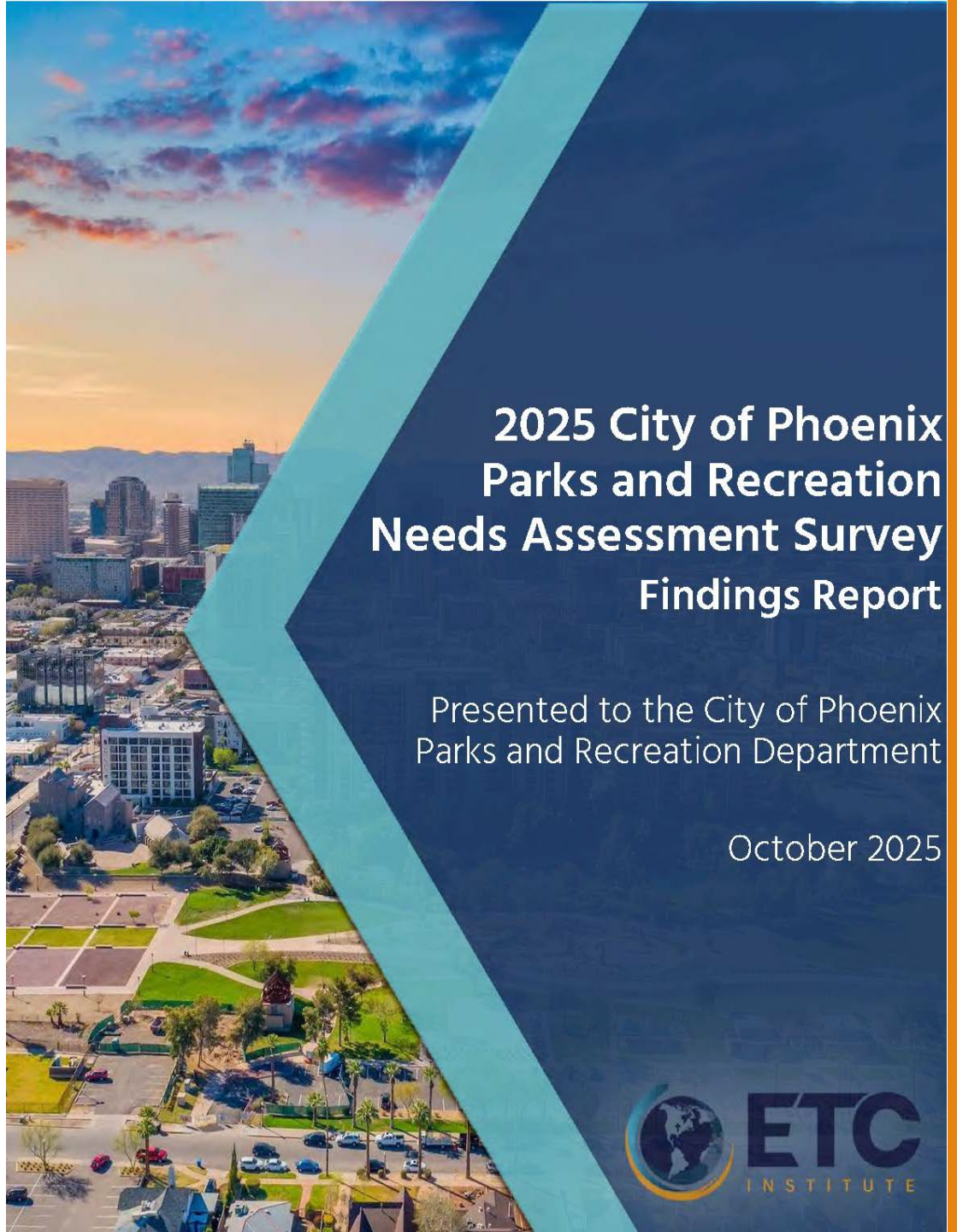


How would you rate the overall quality of the City recreation programs and/or activities in which your household has participated?



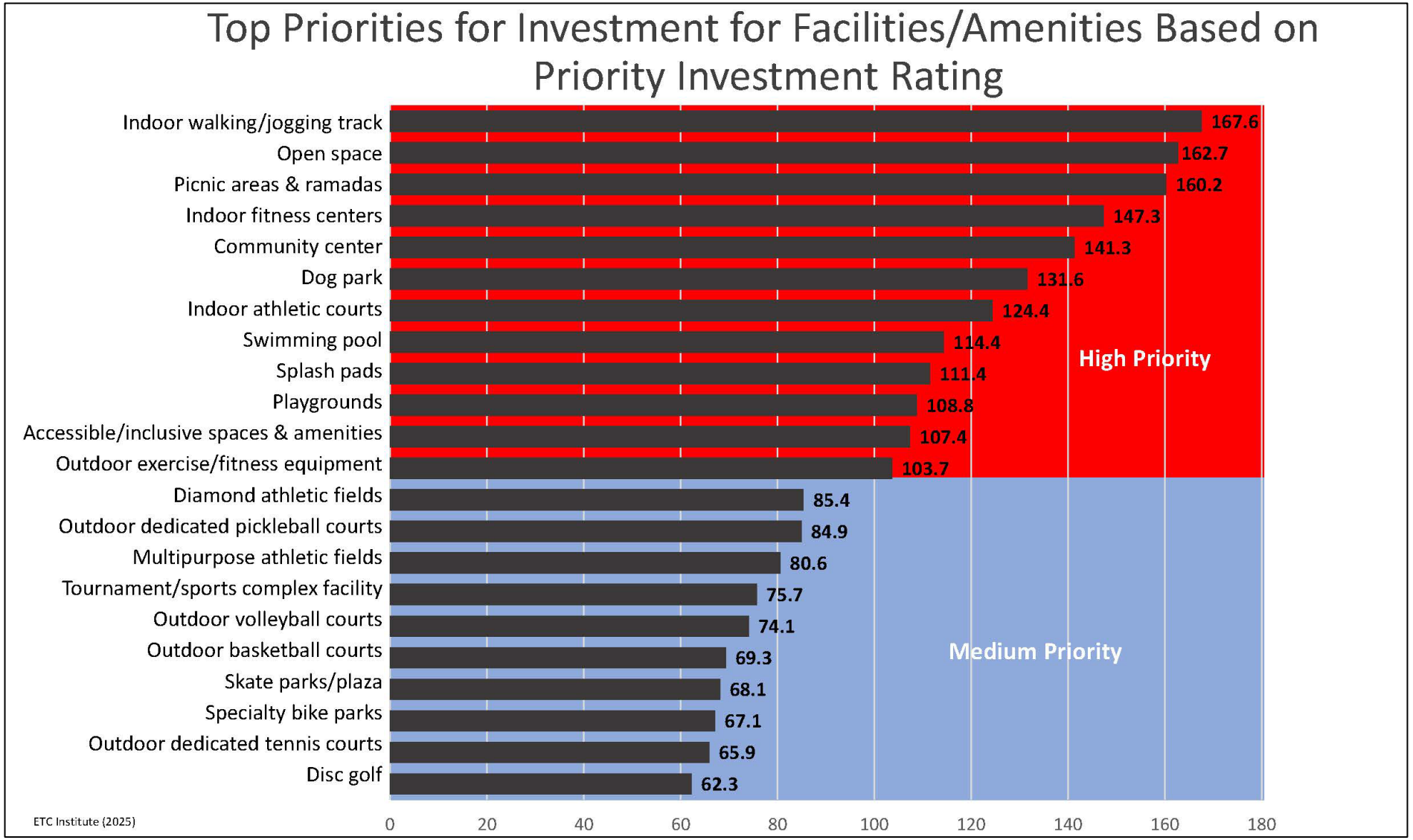
Reasons Preventing Households from Participating in City Recreation Programs or Participating More Often





PARK AND AMENITY PRIORITIES

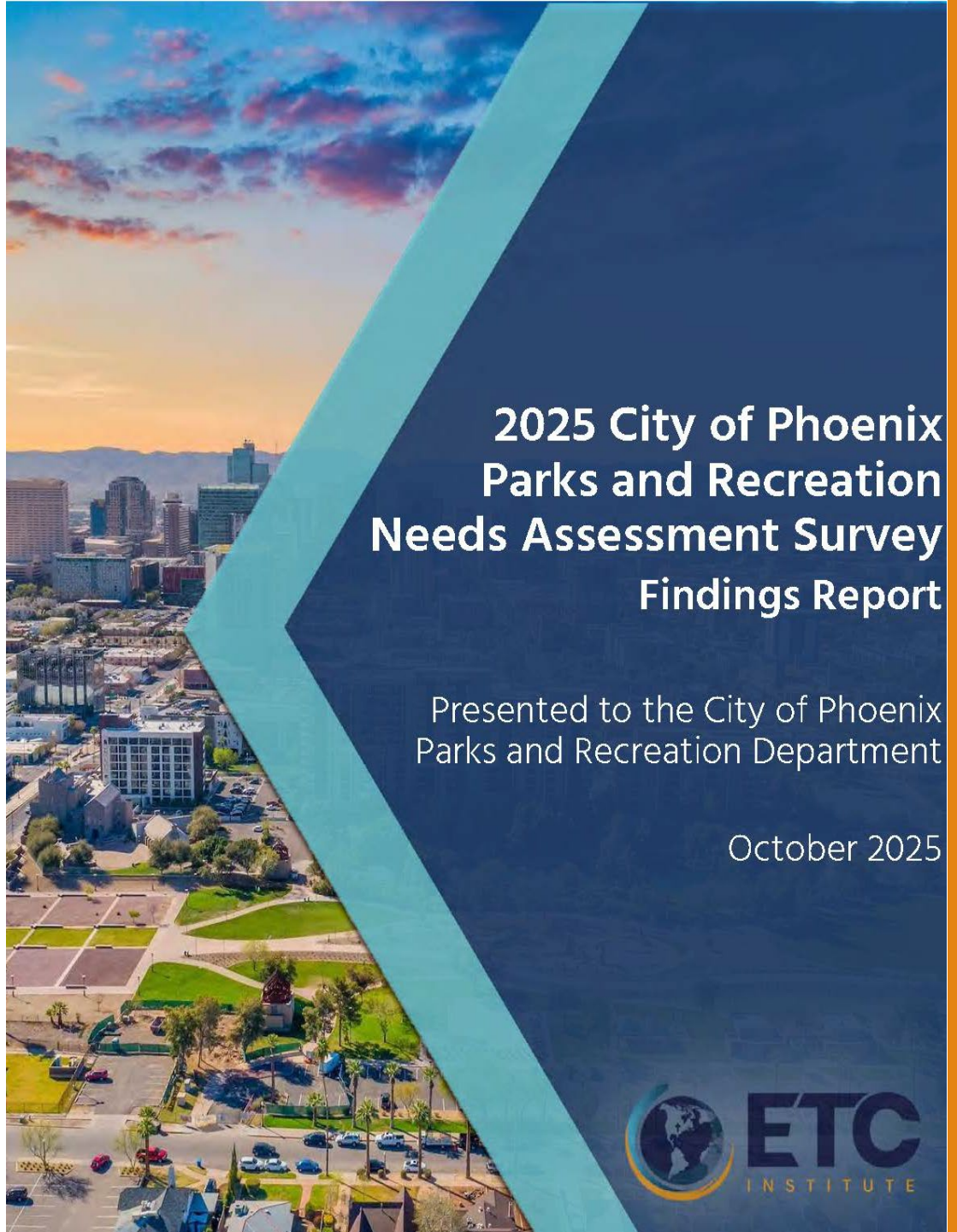
The Power of Parks



Health, Fitness, and Gathering Spaces

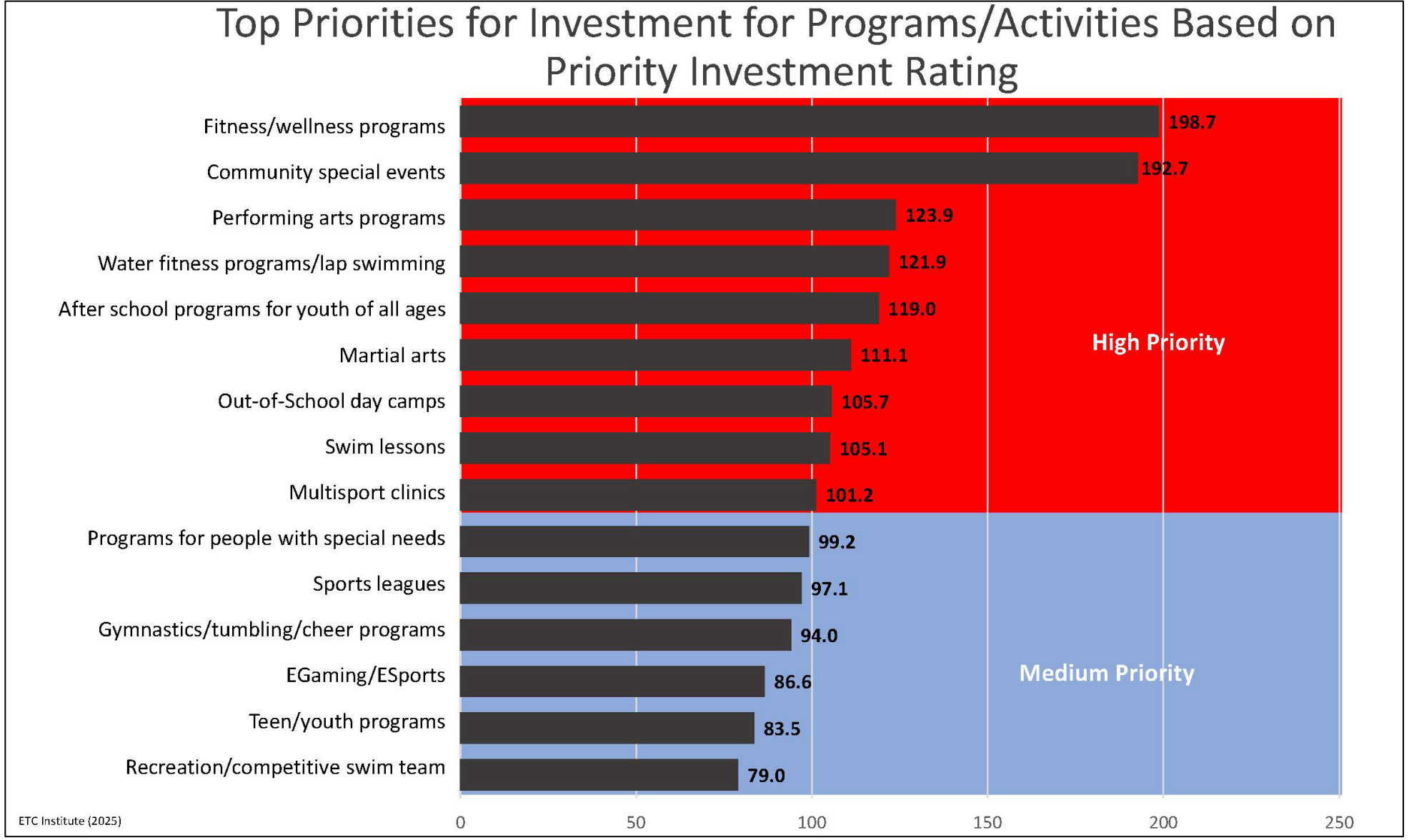
Priority Rankings by Council District

Facilities and Amenities	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	Council District 6	Council District 7	Council District 8	OVERALL	
Indoor walking/jogging track	170	174	150	171	155	160	172	175	168	HIGH PRIORITY FACILITIES AND AMENITIES
Open space	152	149	167	171	159	165	150	155	163	
Picnic areas and ramadas	177	140	154	154	173	143	169	153	160	
Indoor fitness centers (weight training, treadmills, bikes, etc.)	152	128	118	149	138	139	174	173	147	
Community Center (multi-use space for all ages)	161	128	122	139	135	101	193	169	141	
Dog park	132	134	108	140	156	106	137	145	132	
Indoor athletic courts (indoor gymnasiums - basketball, volleyball)	123	84	114	138	119	104	143	151	124	
Swimming pool	116	95	93	104	138	105	125	132	114	
Splash pads	102	105	91	104	136	90	129	131	111	
Playgrounds	117	103	93	98	112	107	106	125	109	HIGH AND MEDIUM PRIORITY AMENITIES
Accessible/inclusive spaces and amenities	98	70	82	137	96	77	145	143	107	
Outdoor exercise/fitness equipment	73	74	91	98	126	98	114	127	104	
Diamond athletic fields (e.g., baseball, softball)	103	65	66	80	86	65	117	105	85	MEDIUM PRIORITY FACILITIES AND AMENITIES
Outdoor dedicated pickleball courts	86	85	87	71	80	75	90	92	85	
Multipurpose athletic fields (e.g., football, lacrosse, soccer, cricket)	74	50	73	100	83	71	79	93	81	
Tournament/sports complex facility	71	59	77	81	85	57	67	85	76	
Outdoor volleyball courts	65	59	57	71	93	59	88	88	74	
Outdoor basketball courts	61	42	53	78	77	51	110	79	69	
Skate parks/plaza	71	34	62	70	80	42	67	99	68	
Specialty bike parks (BMX park/pump track)	68	34	60	70	74	46	87	79	67	
Outdoor dedicated tennis courts	64	30	58	63	89	48	78	87	66	
Disc golf	47	52	55	60	70	56	68	74	62	



PROGRAM AND SERVICE PRIORITIES

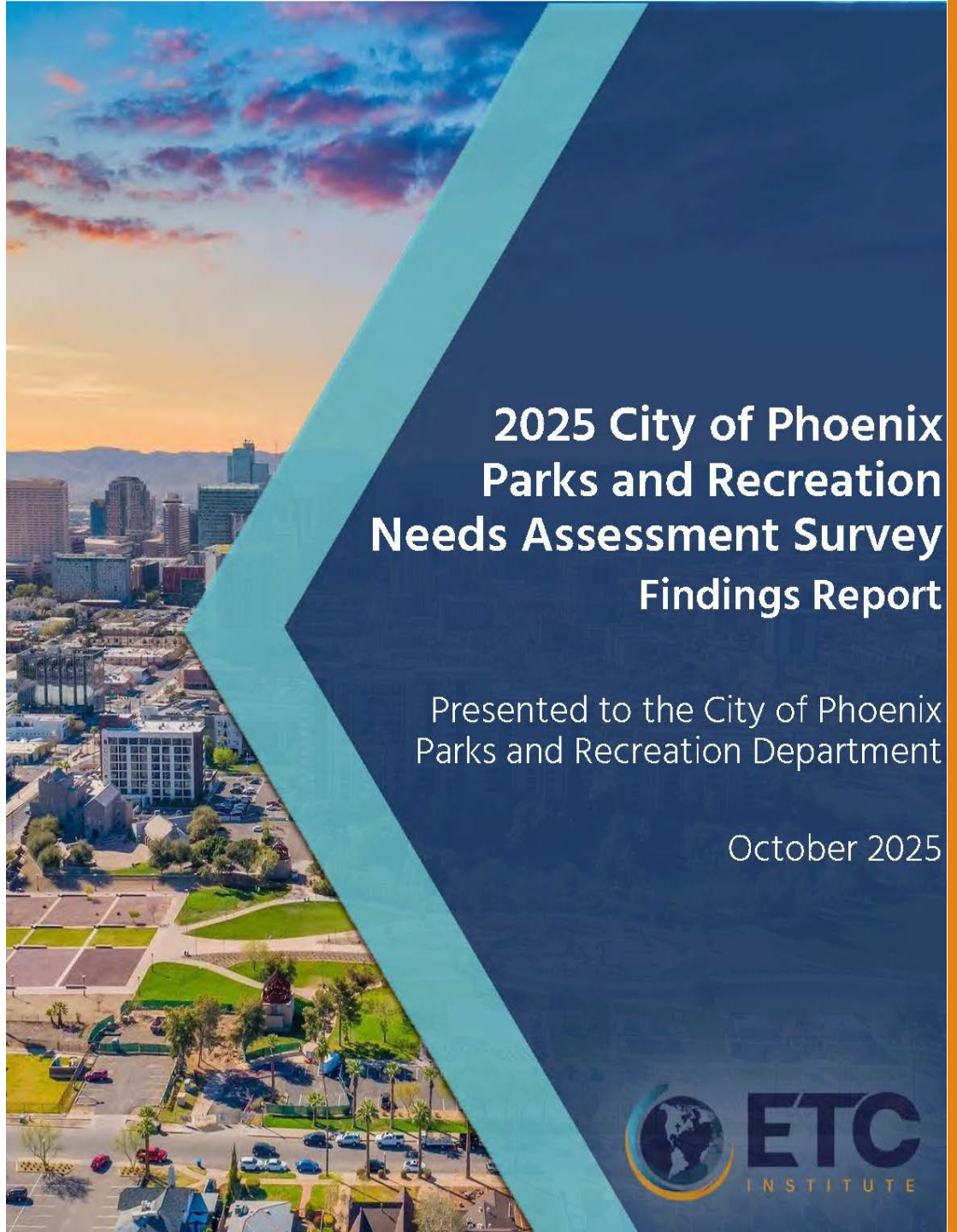
The Power of Parks



Health, Fitness, and Gathering Spaces

Priority Rankings by Council District

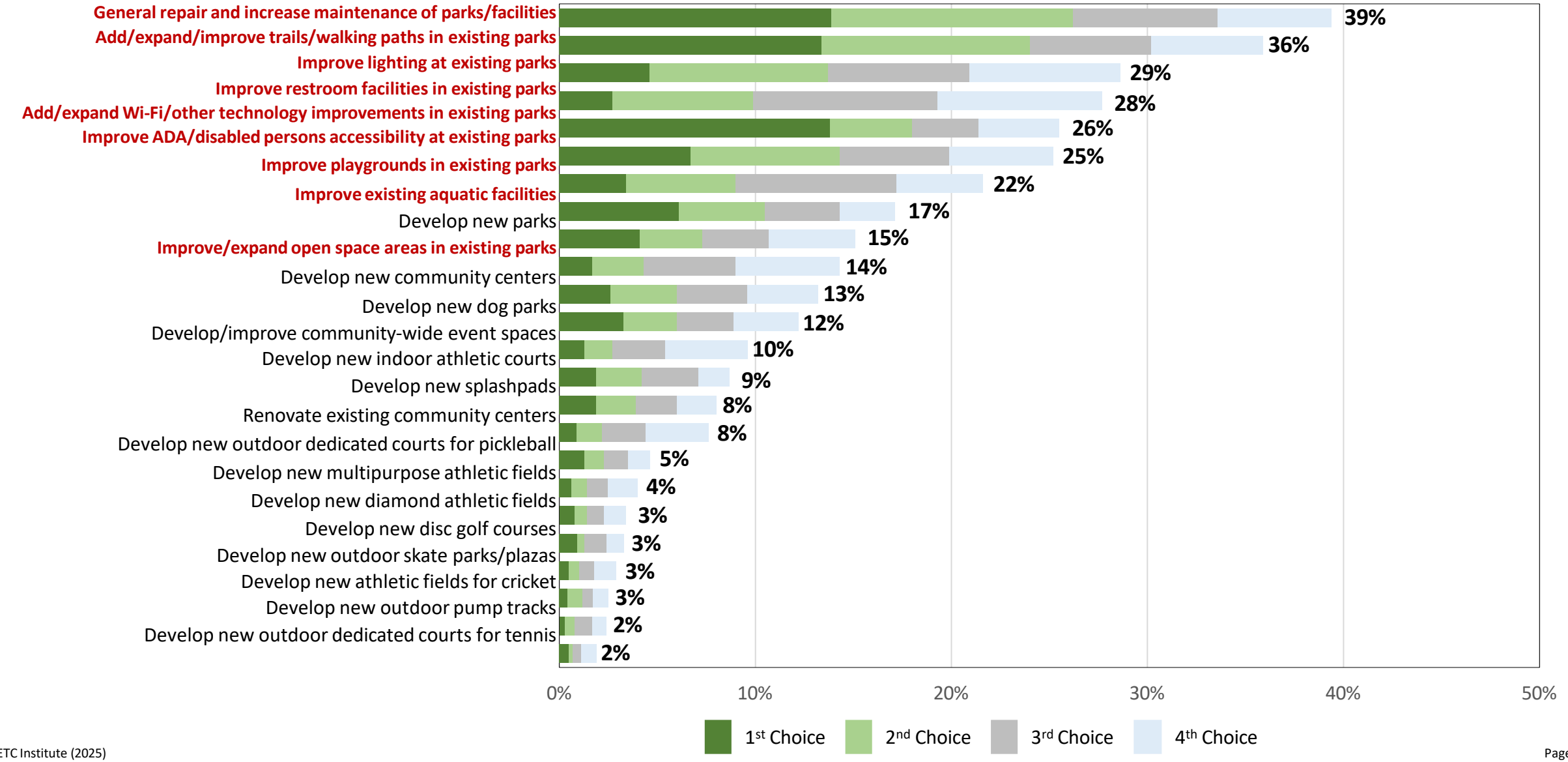
Programs and Activities	Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	Council District 6	Council District 7	Council District 8	OVERALL	
Fitness/wellness programs (group exercise, health screenings)	173	195	191	200	179	200	193	189	199	HIGH PRIORITY RECREATION PROGRAMS
Community special events	190	192	181	178	193	166	193	200	193	
Performing arts programs (dance/music)	100	96	118	127	145	115	127	120	124	
Water fitness programs/lap swimming	109	112	116	122	140	98	139	113	122	
After school programs for youth of all ages	92	69	110	132	150	93	135	124	119	HIGH AND MEDIUM PRIORITY RECREATION PROGRAMS
Martial arts	97	87	67	128	147	85	124	124	111	
Out-of-School day camps	74	66	89	101	148	78	139	122	106	
Swim lessons	85	87	84	100	125	77	127	130	105	
Multisport clinics	85	79	85	115	108	81	121	104	101	
Programs for people with special needs	87	66	83	100	121	69	135	109	99	MEDIUM PRIORITY RECREATION PROGRAMS
Sports leagues	96	79	89	103	94	74	105	105	97	
Gymnastics/tumbling/cheer programs	100	47	66	101	116	71	118	107	94	
EGaming/ESports	64	52	64	96	94	63	113	114	87	
Teen/youth programs (13 years to 17 years)	85	46	66	82	118	62	109	81	84	
Recreation/competitive swim team	58	60	52	83	95	56	103	105	79	



SUPPORT

The Power of Parks

Which FOUR of the following actions would you be MOST WILLING to fund?



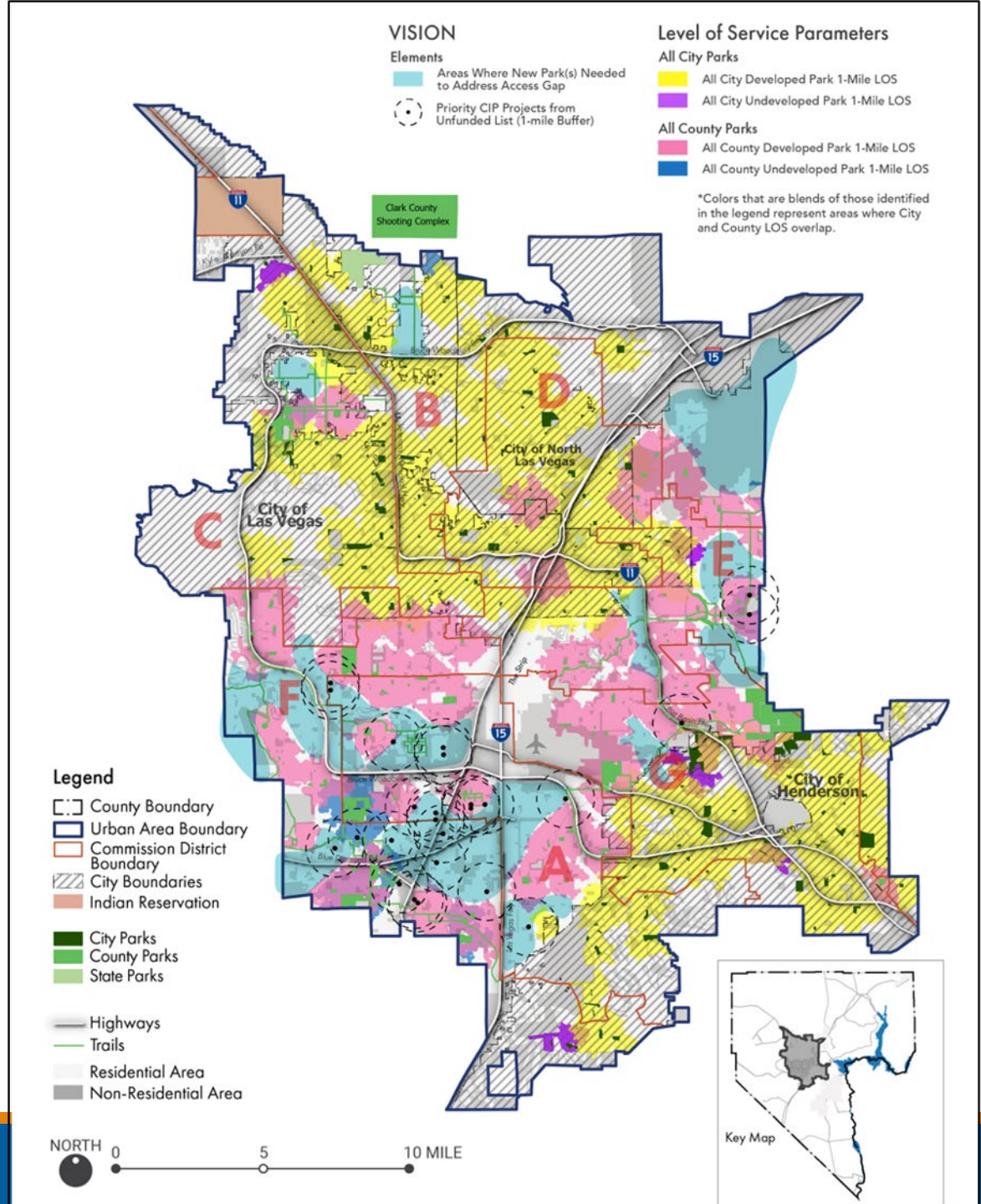


Level of Service Methodology

Level of Service Purpose

Quantitative Needs Assessment Technique

- Identify areas in need of park land and facilities (e.g., Indoor Centers and Aquatics).
- Inform development/ prioritization of projects.



Level of Service Considerations

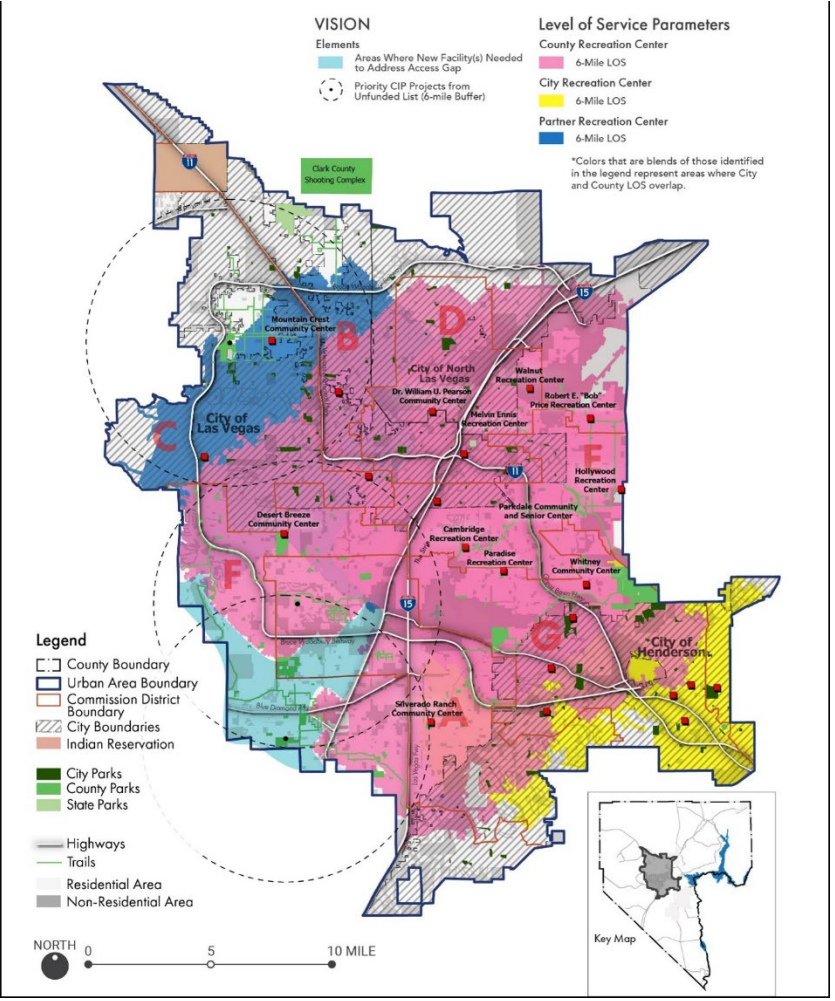
Current Inventory – **Accurate inventory of parks and facilities**

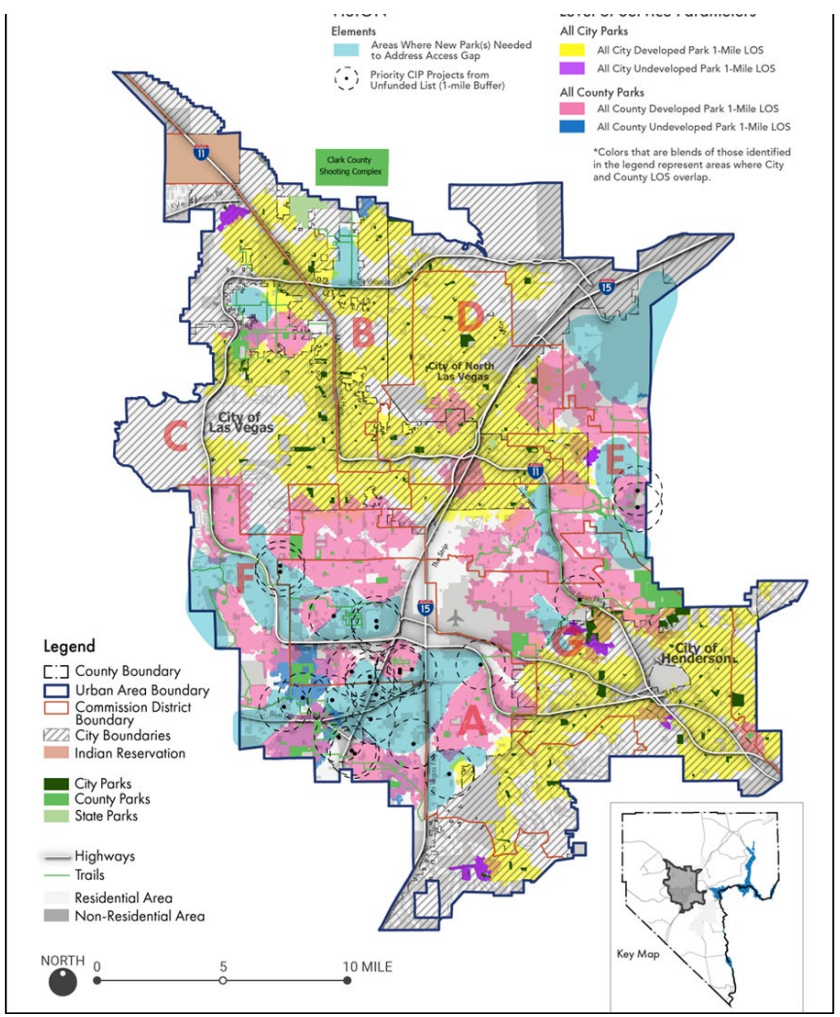
Access Standards – **Desired metrics (distance or time)** to parks and facilities? There are no national standards which specify necessary access, so each jurisdiction must establish their own.

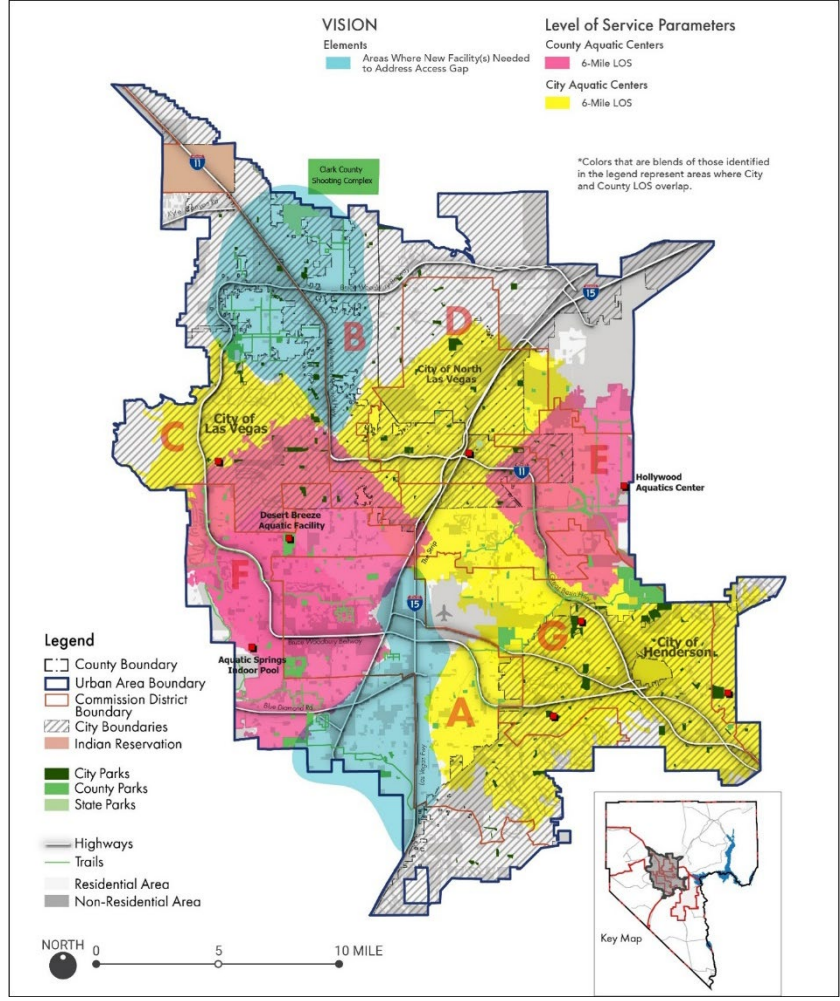
Population Growth – **Population growth impacts** the outcomes of analysis? Particularly if population growth is occurring in an area without access.

Availability of Land – **Feasibility/necessity of providing new parks or facilities in areas** without access? Sometimes access gaps exist because of specific land uses, such as airports or large industrial zones, which may inform the need for a park to address the gap.

Financial Sustainability – **Total Cost of Ownership = Capital $ + Operational $ + Asset Replacement $**







Recreation Centers

Parks

Pools

Clark County, Nevada Example - 2025



Summary and Next Steps

Next Steps: February – May 2026

- **Level of Service**
- **Park Equity Analysis including:**
  - Historical Capital Improvement Expenditure Asssessment
- **Operational Assessments**
  - **Program/Services**
  - **Parks Maintenance**
  - **Park Rangers**
- **Cost Estimating and Prioritization for Capital Improvements**



Questions