Parks and Recreation Master Plan Update

Level of Service



October 2026

Agenda

- Master Plan Goals
- Community Engagement
- Level of Service
- Operational Impacts
- Master Plan Direction
- Questions

Master Plan Goals

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

- Future development efforts
- Improve recreational facilities
- Evaluate operational impacts
- Address water conservation strategies
- Sustainable, safe parks system
- Promote equitable access and inclusivity



Phoenix is starting from strength

Residents use and value the system, and staff are already delivering many strong experiences.

78%

used a City park or recreation facility

70%

of users rated park or facility condition good/excellent

86%

of participants rated program quality good/excellent

Community Engagement Summary
Source: Statistically Valid Survey – Fall 2025

Residents want the basics done well

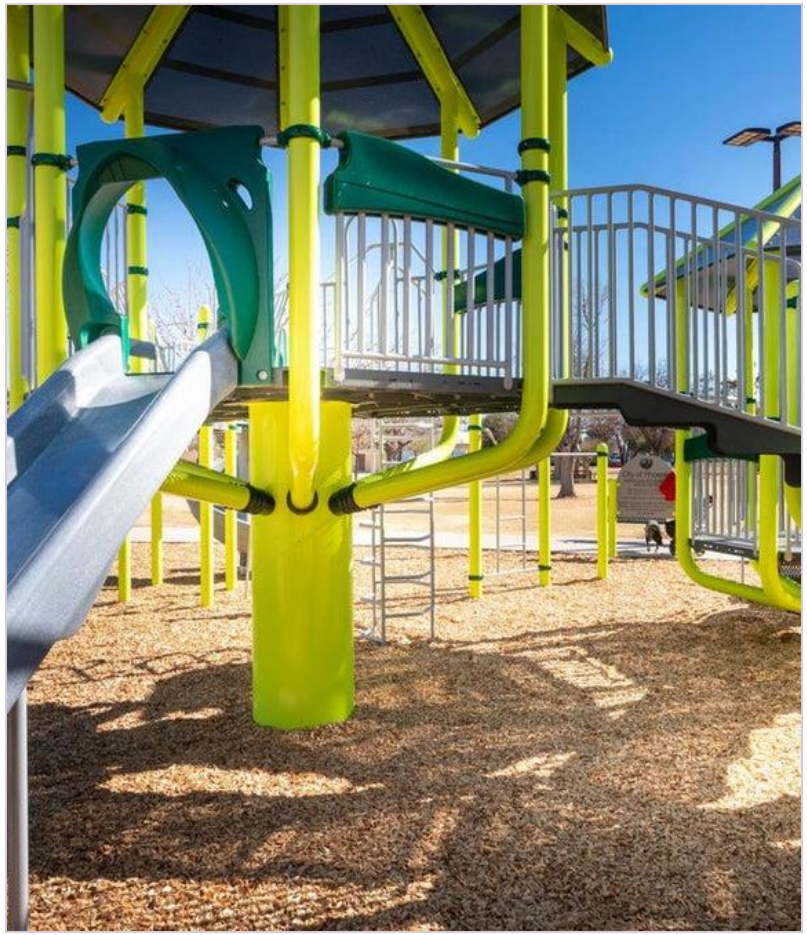
Safe, Clean, Shaded, Functional

39% **Repair / increased maintenance**

36% **Improved / more shared-use paths in parks**

28% **Improving restrooms**

Source: Statistically Valid Survey – Fall 2025



Use public priorities to guide reinvestment before “more of everything.”

Safety - Safety - Safety

- Parks maintenance drives the perceptions of safety
- Recreation must provide safe experiences
- Urban Park Rangers critically help connect both

Parks	visible, cared for, comfortable, safe
Recreation	structured, supervised, safe experiences
Rangers	presence, safety, education, problem-solving





Safety is a system outcome,
not a stand-alone enforcement issue.

Productive parks

Public value comes from programs, events, rentals, sports, drop-in use and self-directed activity.



Programs



Events



Sports + Rentals



Self-Directed Use

The goal is not maximum registrations,

it is maximum sustainable public value.

Condition and access

A park can be nearby and still be hard to use if condition, shade, crossings, amenities or safety get in the way.

Available ≠ Accessible ≠ Used

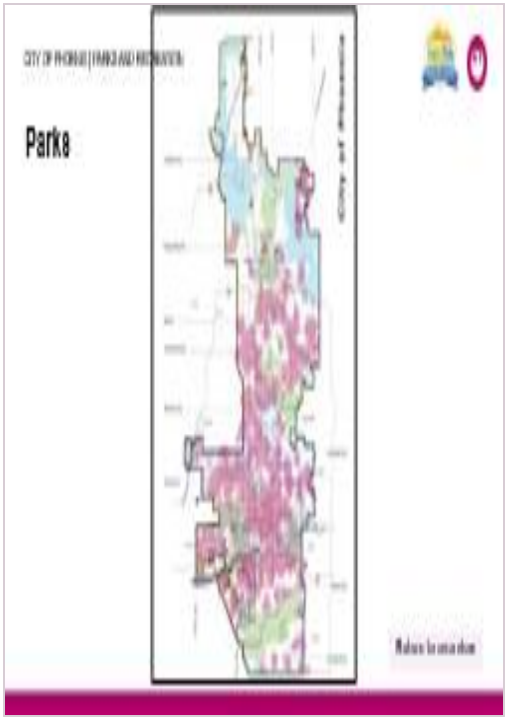
- Support amenities shape comfort
- Crossings and wayfinding shape access
- Perceived safety can suppress use



Condition + access + safety + use must be considered together.

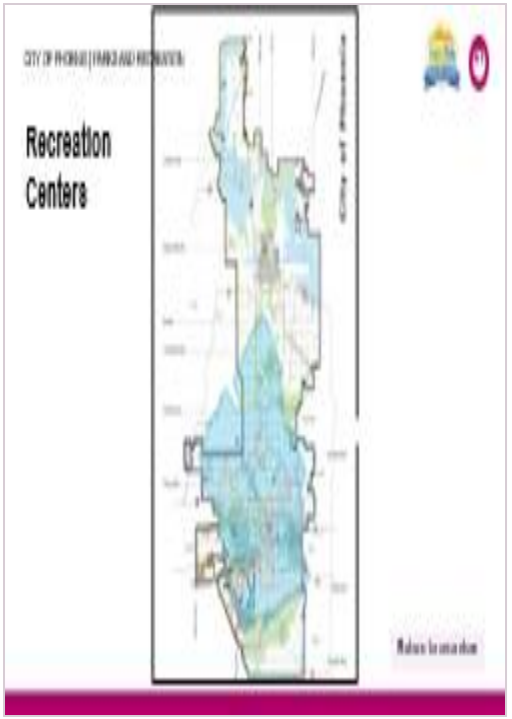
Access is not defined by a single amenity

Parks



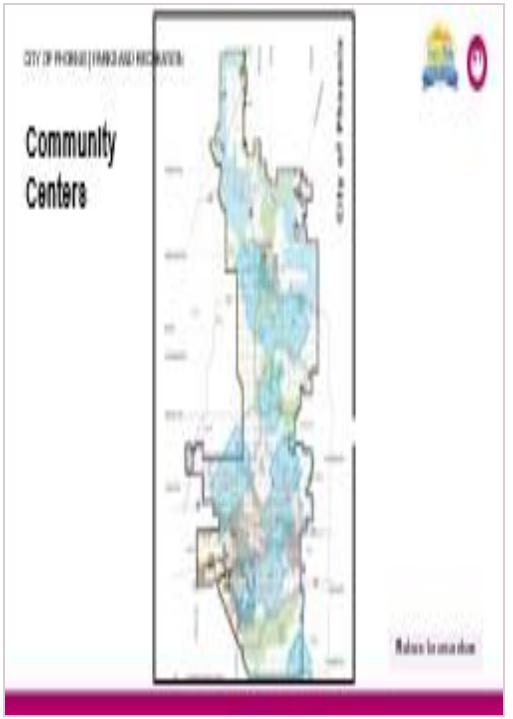
1-mile /
20-minute walk

Recreation Centers



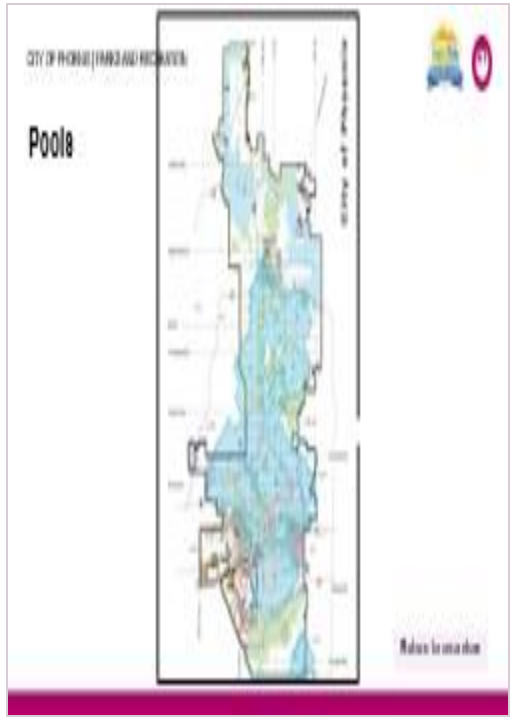
5-mile /
20-minute drive

Community Centers



3-mile /
10-minute drive

Pools



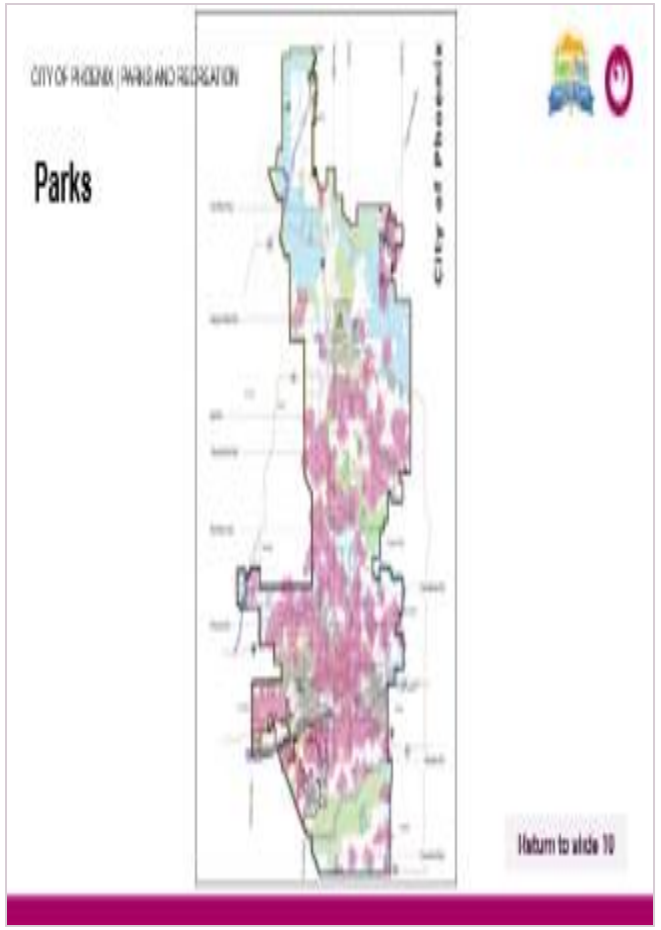
3-mile /
10-minute drive

Protect and reinvest in existing access

Much of the city is already supported by a broad park network.

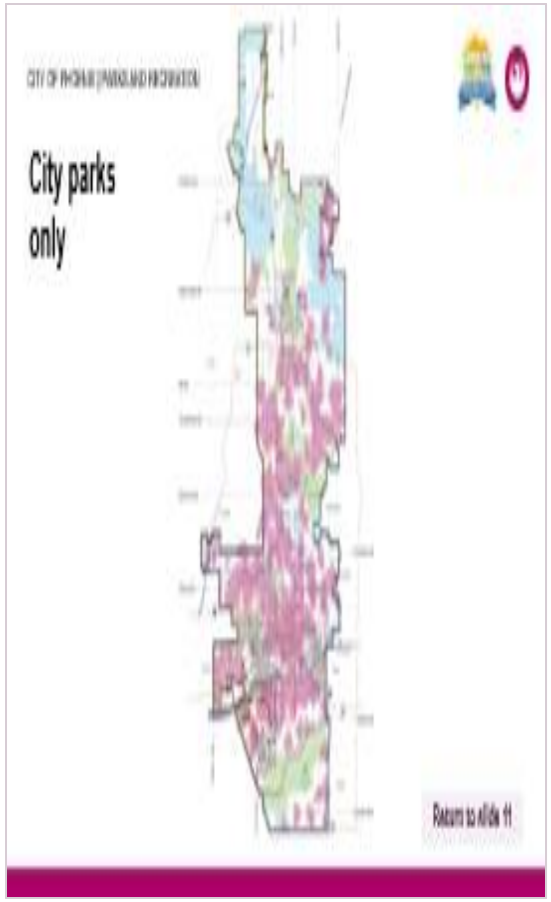
Protect	Keep today's service network working.
Renew	Improve existing parks where condition limits use.
Avoid duplication	First ask whether improving what exists creates more value.

Maintaining access matters as much as creating new access.

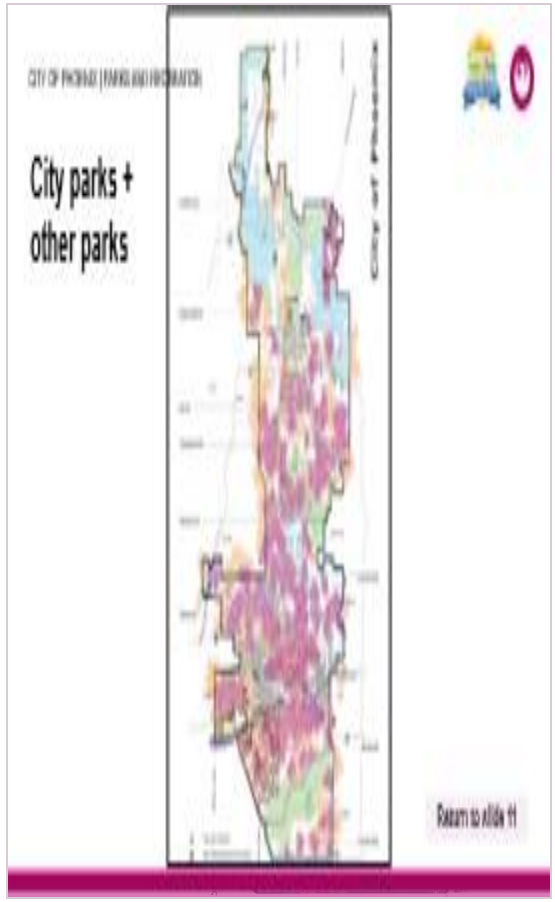


Access extends beyond city parks

City Parks Only

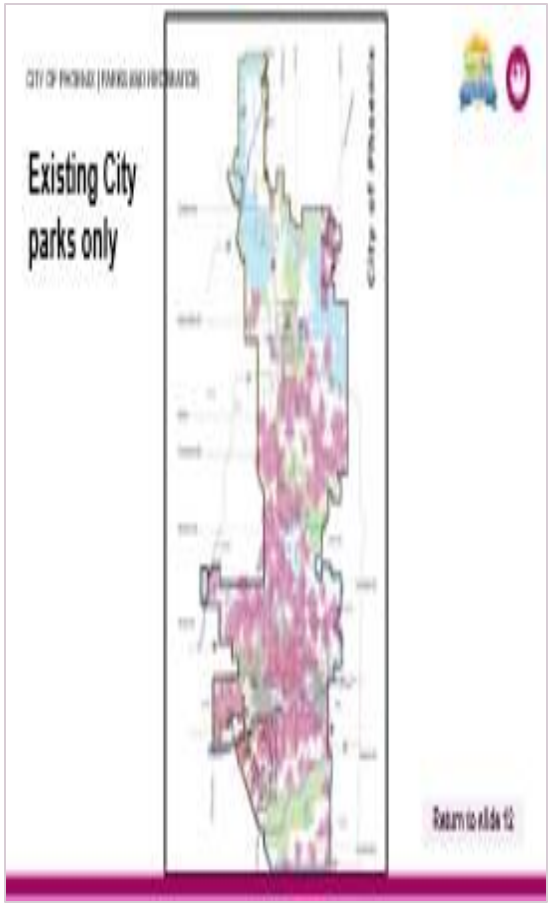


City Parks + Other Parks

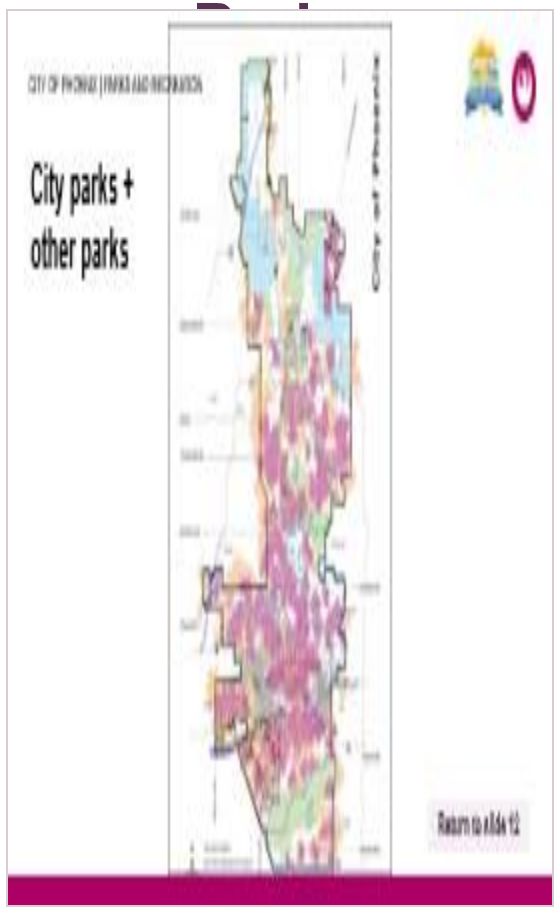


Adding parks must consider what is planned

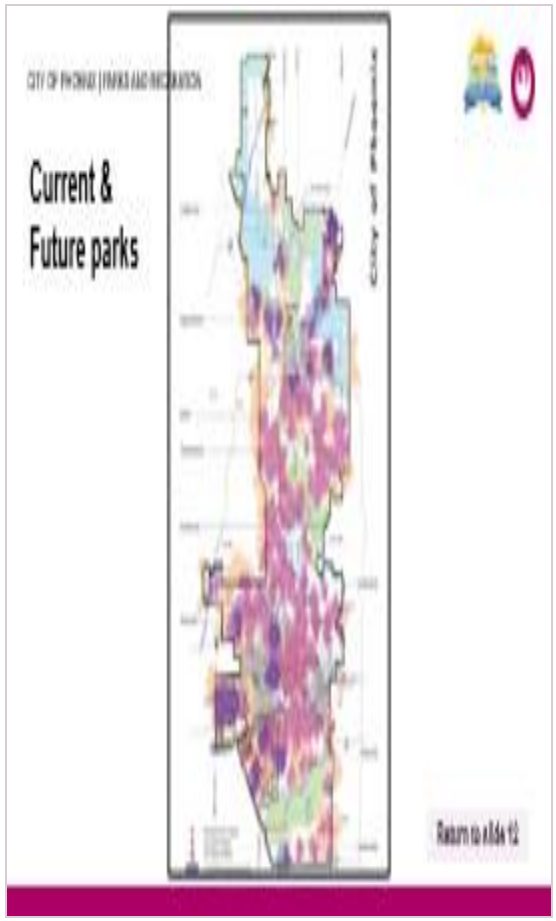
Existing City Parks Only



City Parks + Other

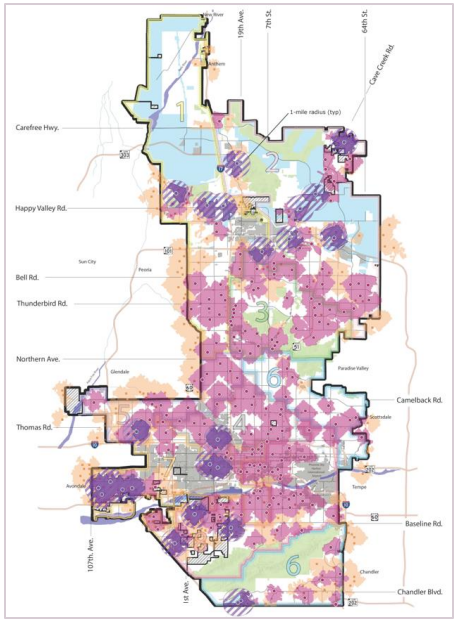


Current & Future Parks

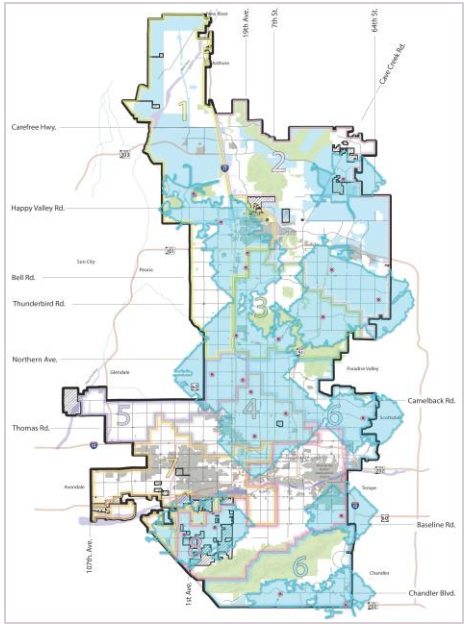


Expansion should close access gaps

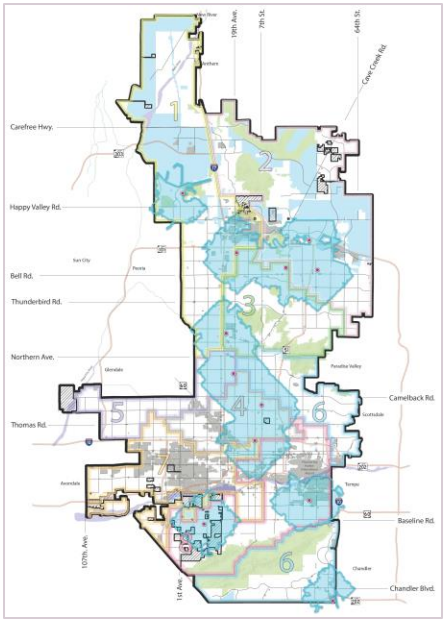
Parks



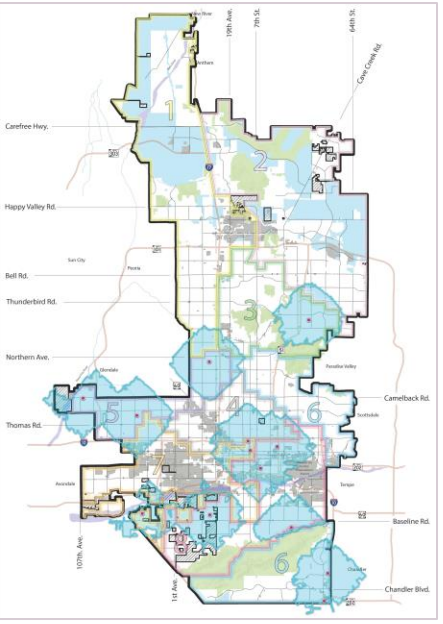
Pickleball Courts



Dog Parks



Splashpads



Population | **Growth** | **Need** | **Capacity**

The public sees the experience, not the work

Parks, pools, events, and programs must be well managed and maintained.



Program
plan + supervise

Maintain
clean + repair

Protect
Rangers + partners

Irrigate
water + controls

Operate
open + close + staff

Renew
replace + reinvest

Acres, park counts and registrations do not explain the totality of the work of staff.

More use creates more responsibility

Greater public value brings greater operating responsibility.







More use → **More public value** → **More operating responsibility**

10-year direction:

Continue to improve the system
without weakening what already works.

Protect | **Renew** | **Optimize** | **Expand**



Total cost of ownership

Capital decisions create operating impact.

Every new or renewed asset brings staffing, maintenance, utilities, support facilities and lifecycle responsibility.

The goal is:

LASTING PUBLIC VALUE

A system people can **SAFELY** and **EASILY** use and the City can sustain over time.









Safe

Accessible

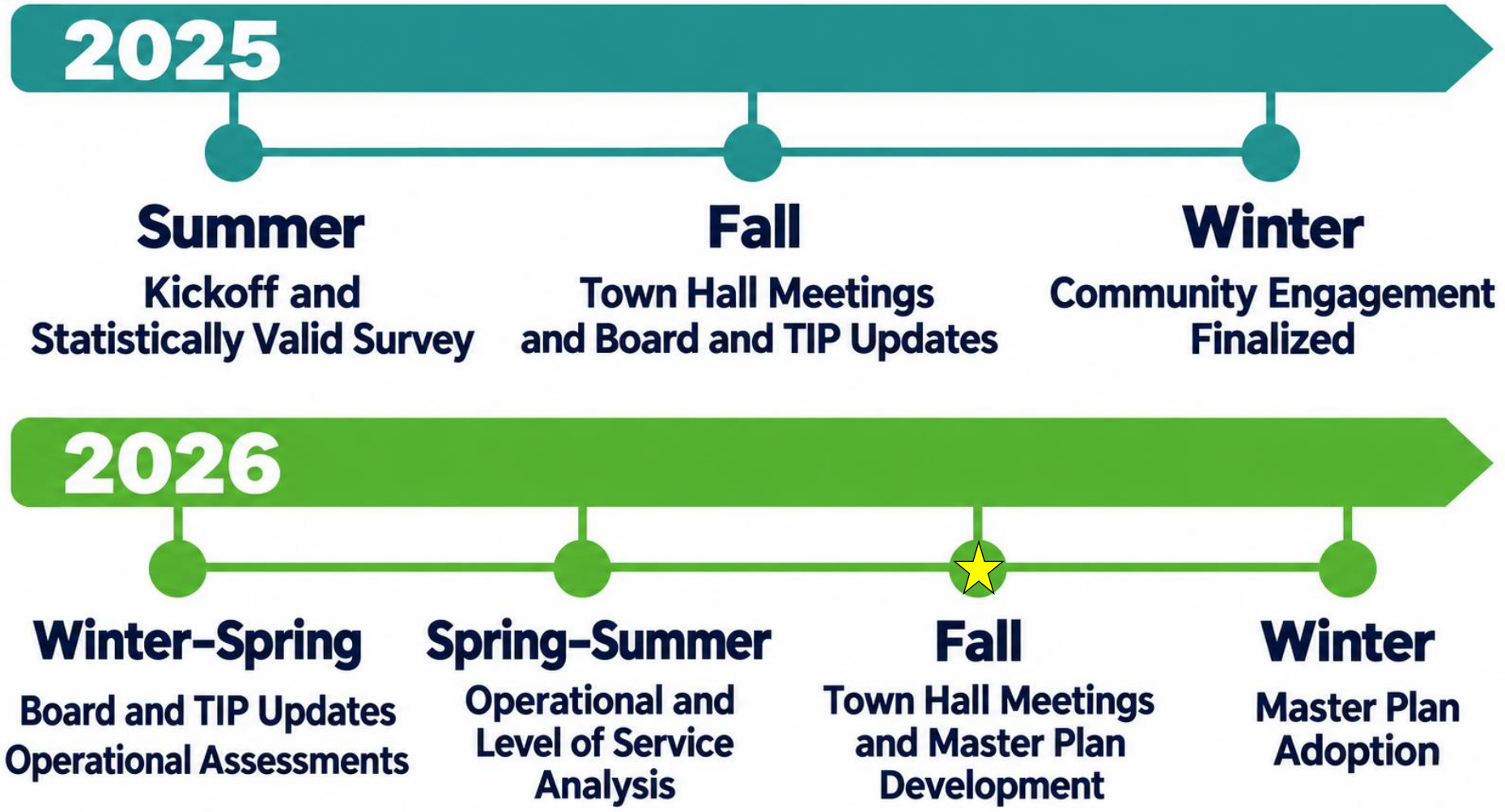
Productive

Cared for

Sustainable

Align people, partners, data, funding and standards to deliver it.

Timeline


2025
Summer
Kickoff and Statistically Valid Survey
Fall
Town Hall Meetings and Board and TIP Updates
Winter
Community Engagement Finalized
2026
Winter–Spring
Board and TIP Updates Operational Assessments
Spring–Summer
Operational and Level of Service Analysis
Fall
Town Hall Meetings and Master Plan Development
Winter
Master Plan Adoption

Next Steps

- Complete Master Plan Document
- Parks and Recreation Board Adoption
- Transportation, Infrastructure, and Planning Subcommittee