



City of Glendale

PARKS AND RECREATION MASTER PLAN UPDATE



PRESENTATION FOR:

Public Meeting #2



06/29/10

 **OLSSON**
ASSOCIATES

In Association with:  and ETC Institute



Parks & Recreation Master Plan Update

Project Process and Schedule





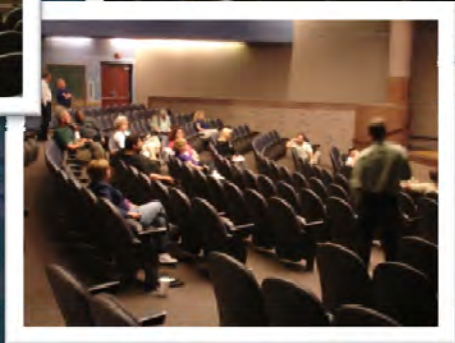
Parks & Recreation Master Plan Update

Public Meeting #1

- Held on April 29th, 2010
- 16 attendees

Topics Discussed

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





Parks & Recreation Master Plan Update

Sampling of Comments Received:

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



Parks & Recreation Master Plan Update

Community Survey Results



Parks & Recreation Master Plan Update

Citizen Survey



- Questions on full range of usage, customer satisfaction, needs, unmet needs, and priorities questions
- Goal of 1,000 completed surveys.
- Completed 1,008 surveys. Results have 95% level of confidence with a margin of error of $\pm 3.1\%$



Parks & Recreation Master Plan Update

Special Demographic Breakdowns

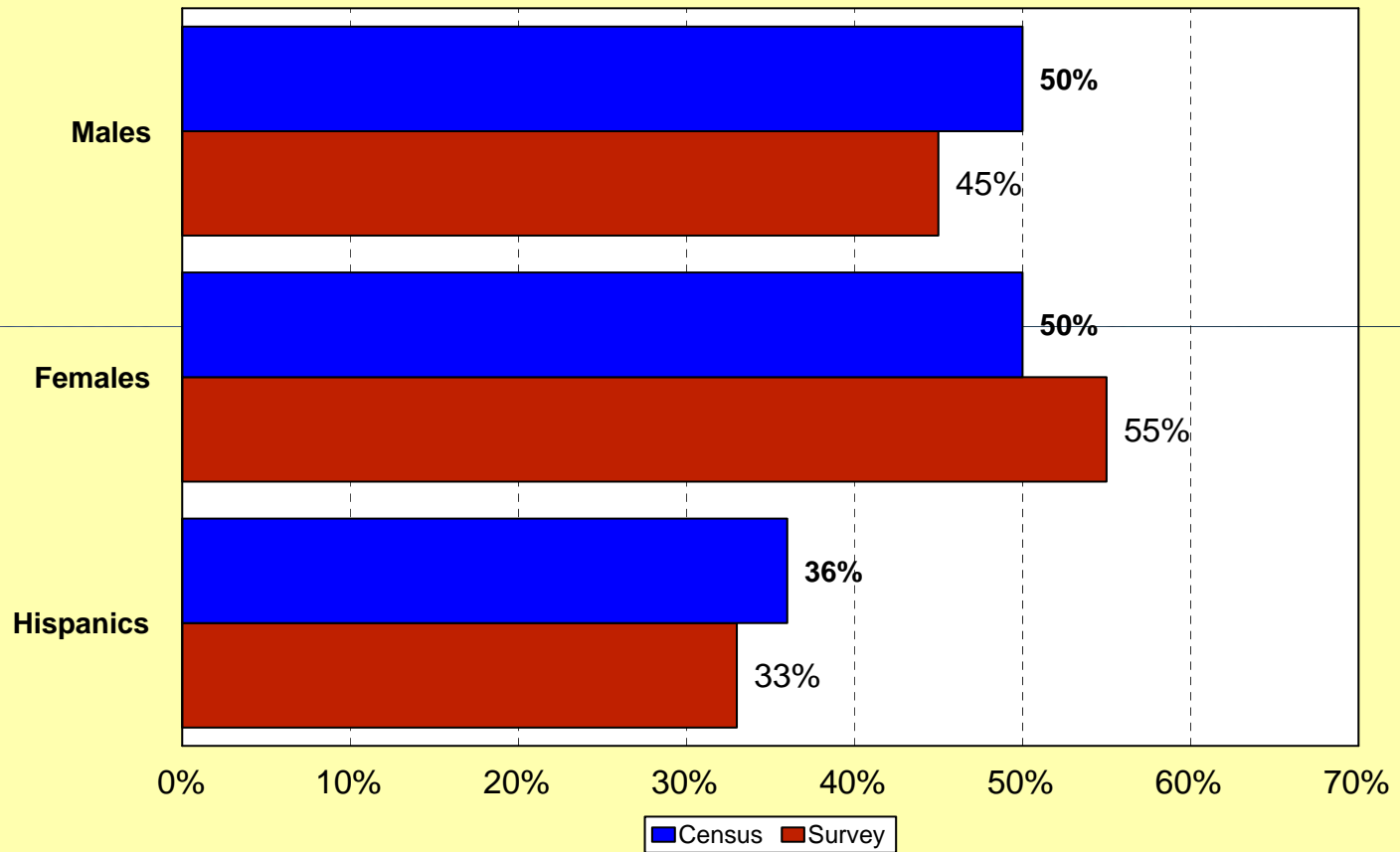
- Household type
- Age of respondent and Gender
- Ancestry and Race
- Household income
- Participation in programs
- And Others



In Association with:  Leisure Vision and EcoPlan Associates



Demographics

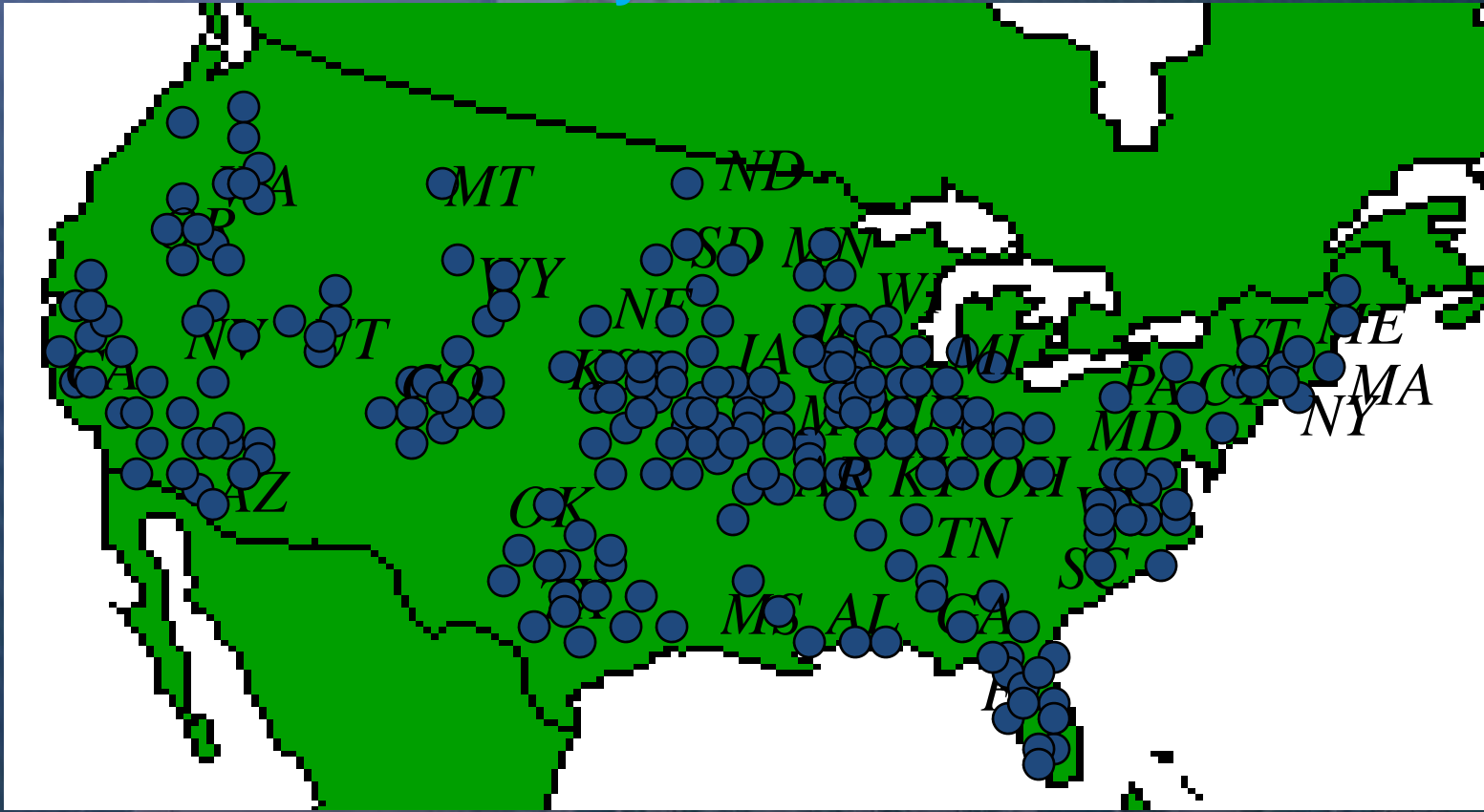


Source: Leisure Vision/ETC Institute (June 2010)



Parks & Recreation Master Plan Update

Leisure Vision- More than 600 Needs Assessment Surveys in 46 States



Benchmarking Comparisons to National Clients



In Association with: **pros consulting** Leisure Vision and EcoPlan Associates



Parks & Recreation Master Plan Update

Leisure Vision Clients Include:

- *Los Angeles (CA)*
- *Miami (FL)*
- *Denver (CO)*
- *St. Louis (MO)*
- *San Francisco (CA)*
- *Westchester Ct. (NY)*
- *Providence (RI)*
- *Dade-County (FL)*
- *Henderson (NV)*
- *Tempe*
- *Peoria*
- *Mesa*
- *Tucson*
- *Glendale*
- *Queen Creek*
- *Sahuarita*
- *State of Texas*
- *State of Kentucky*
- *State of Rhode Island*



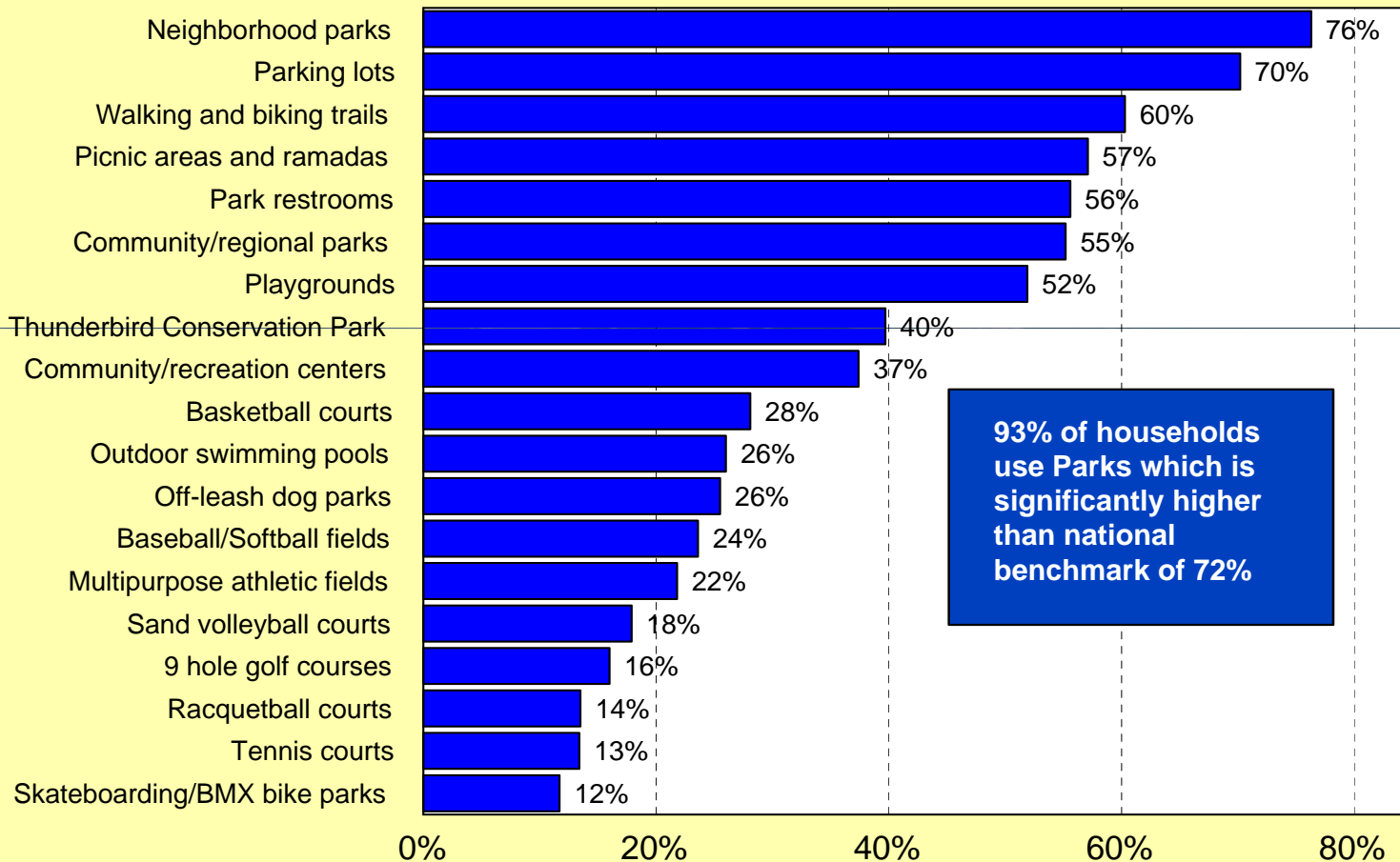
Parks & Recreation Master Plan Update

- Usage and satisfaction with current Glendale Parks and Recreation Services
- Needs and priorities for future Parks and Recreation services
- Funding
- Questions



Q1. City of Glendale Parks and Recreation Facilities That Households Have Used

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (June 2010)

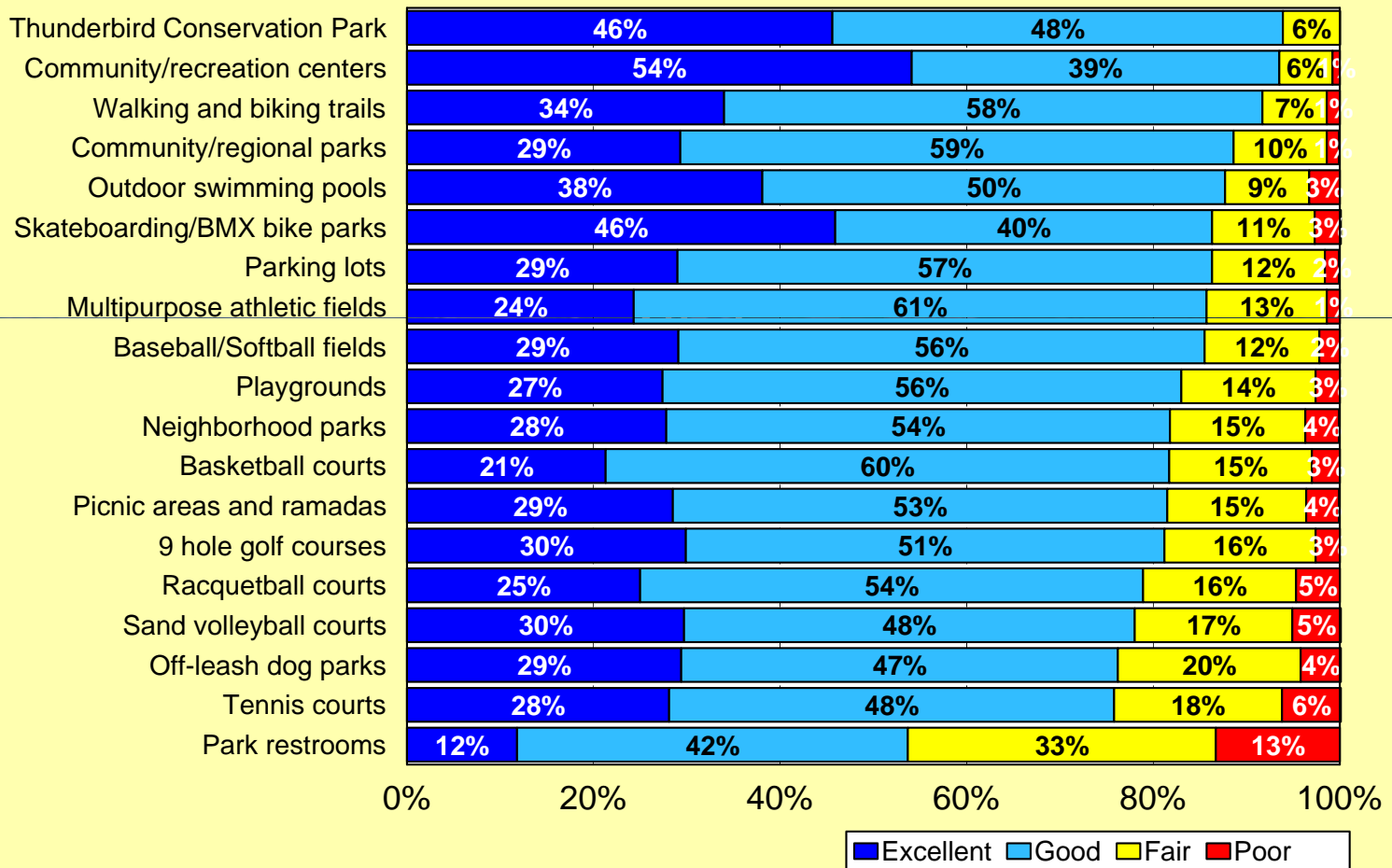


In Association with: **pros consulting** Leisure Vision and EcoPlan Associates



Q1a. How Households Rate the Condition of the Parks and Recreation Facilities They've Used

by percentage of households that use parks and recreation facilities



Source: Leisure Vision/ETC Institute (June 2010)

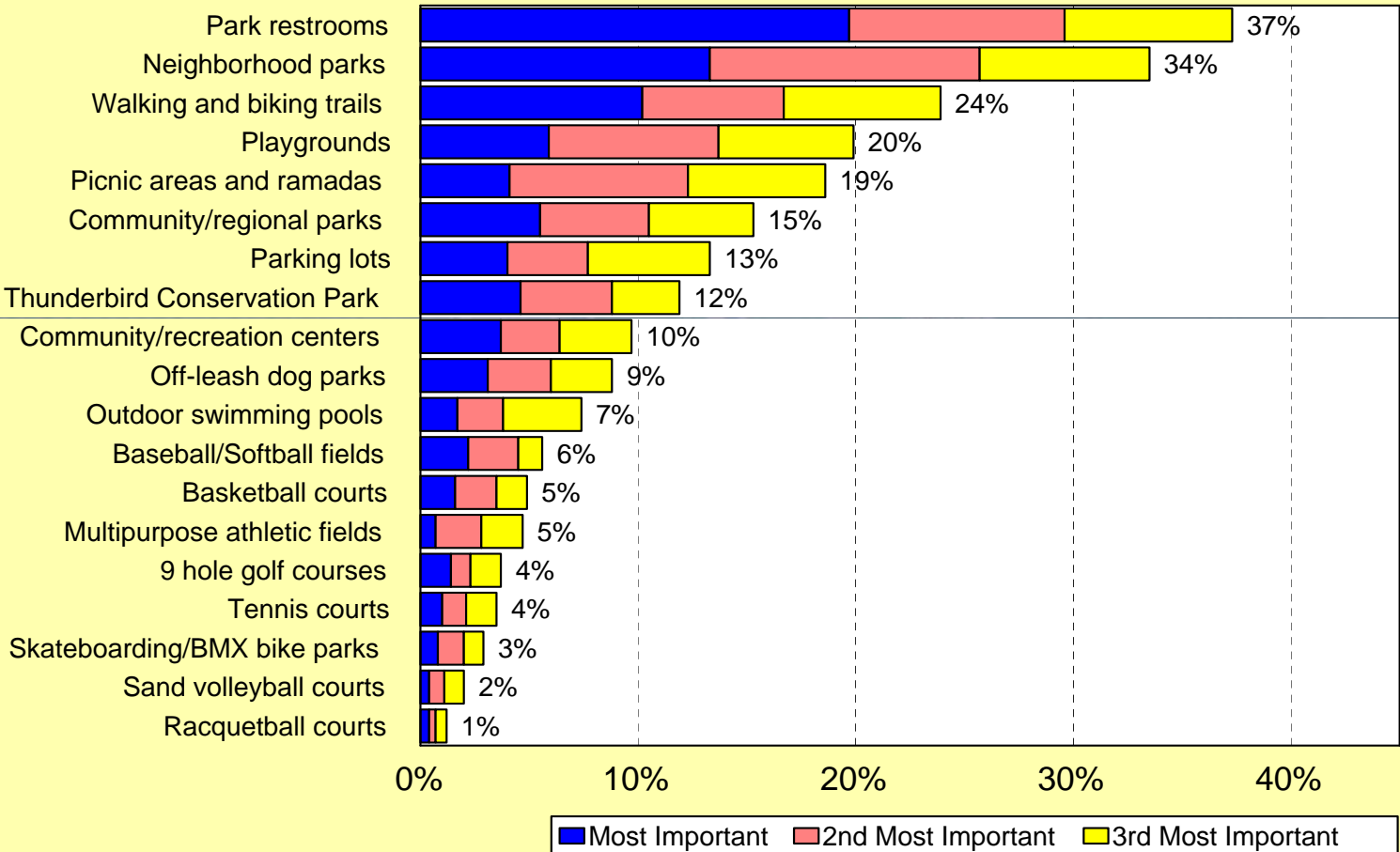


In Association with: **pros consulting** Leisure Vision and EcoPlan Associates



Q2. Parks and Recreation Facilities That Households Feel Are Most Important to Improve

by percentage of respondents who selected it as one of their top three choices



Source: Leisure Vision/ETC Institute (June 2010)



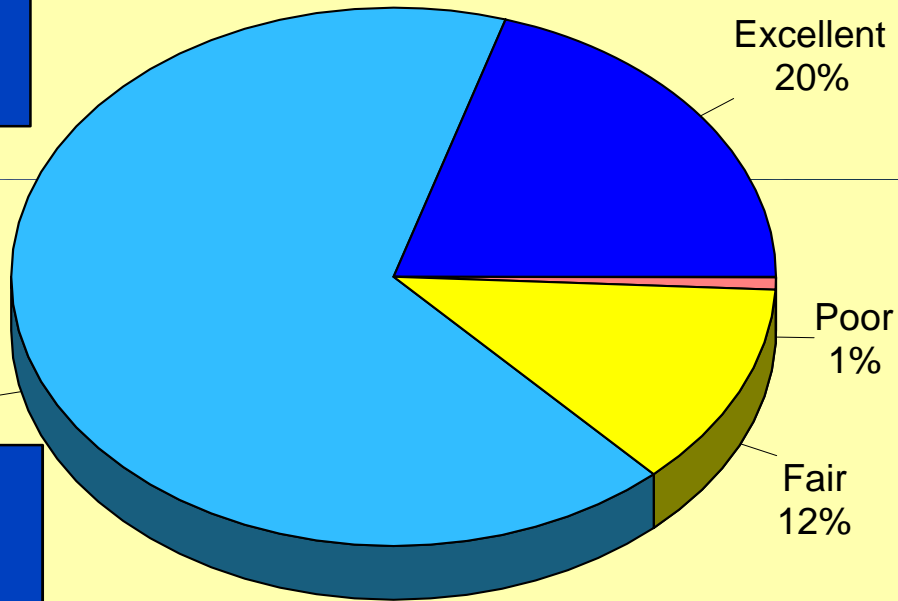
In Association with: pros consulting Leisure Vision and EcoPlan Associates



Q3. Overall, How Would You Rate the Physical Condition of All the City of Glendale Parks and Recreation Facilities You Have Visited?

by percentage of respondents

87% of households who have visited parks rate their conditions as excellent or good. Only 1% rate them as poor



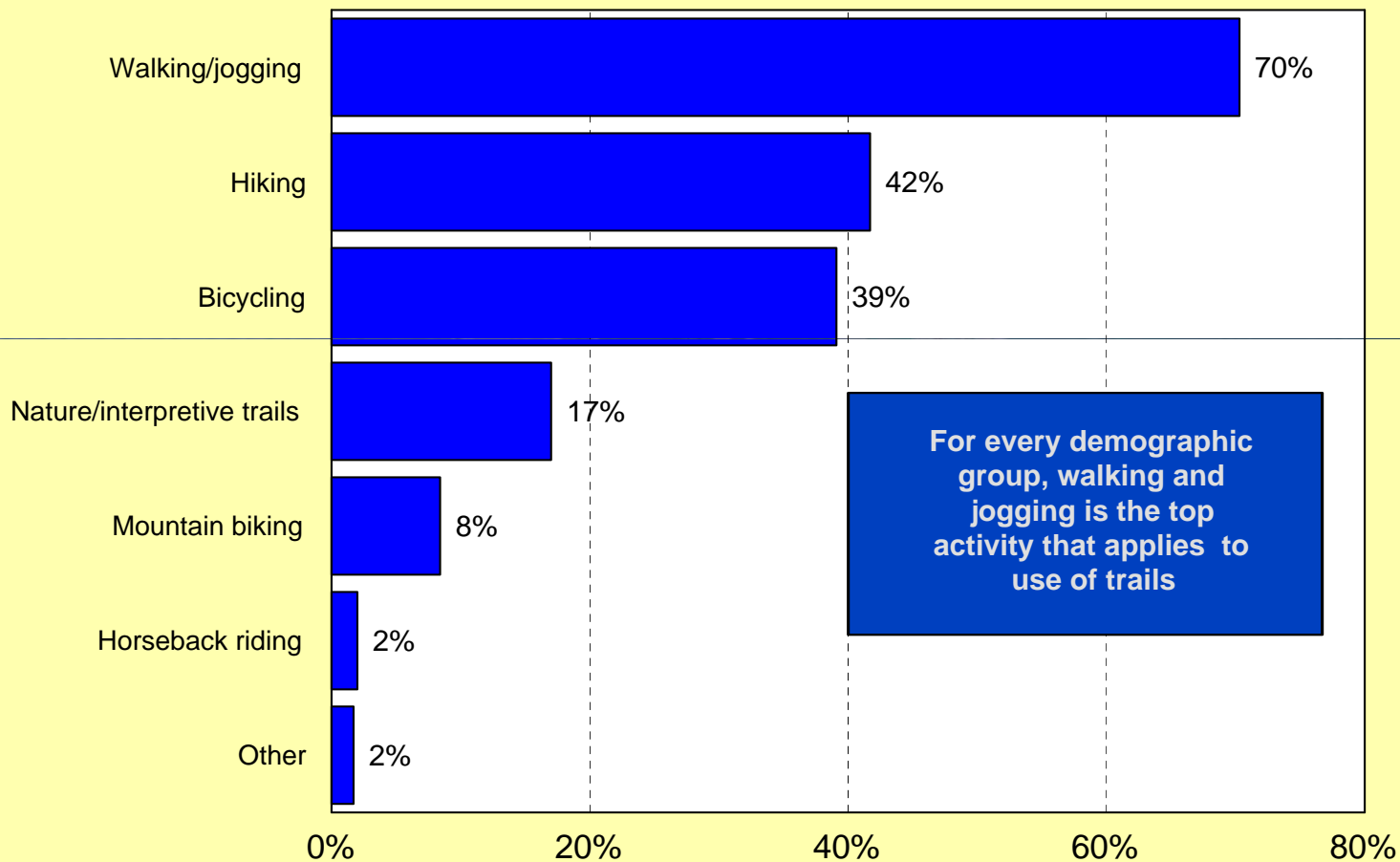
At least 83% of households with children and 85% of households without children rate the conditions of the parks as excellent or good

Source: Leisure Vision/ETC Institute (June 2010)



Q5. Activities That Apply to Respondents' Use of Trails in Glendale

by percentage of respondents (multiple choices could be made)



For every demographic group, walking and jogging is the top activity that applies to use of trails

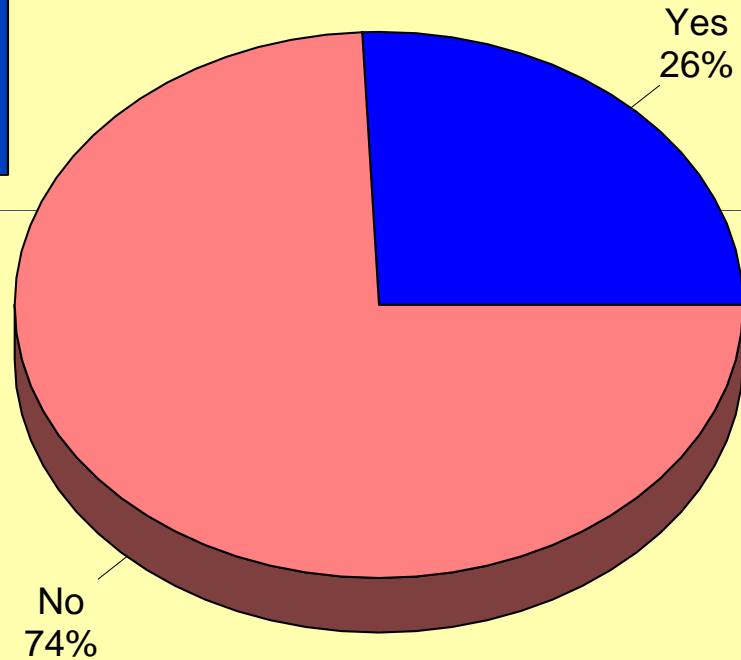
Source: Leisure Vision/ETC Institute (June 2010)



Q6. Have You or Members of Your Households Participated in Any Recreation Programs Offered by the City of Glendale Parks and Recreation Department During the Past 12 Months?

by percentage of respondents

Participation is similar to national benchmark of 30%



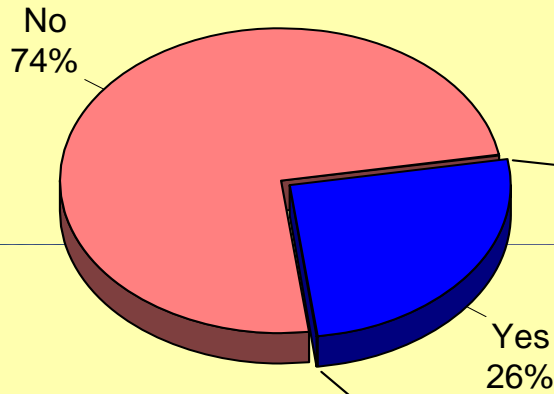
Communities with high program participation generally have large community centers with multi-purpose programming spaces

Source: Leisure Vision/ETC Institute (June 2010)



Q6. Have You or Members of Your Households Participated in Any Recreation Programs Offered by the City of Glendale Parks and Recreation Department During the Past 12 Months?

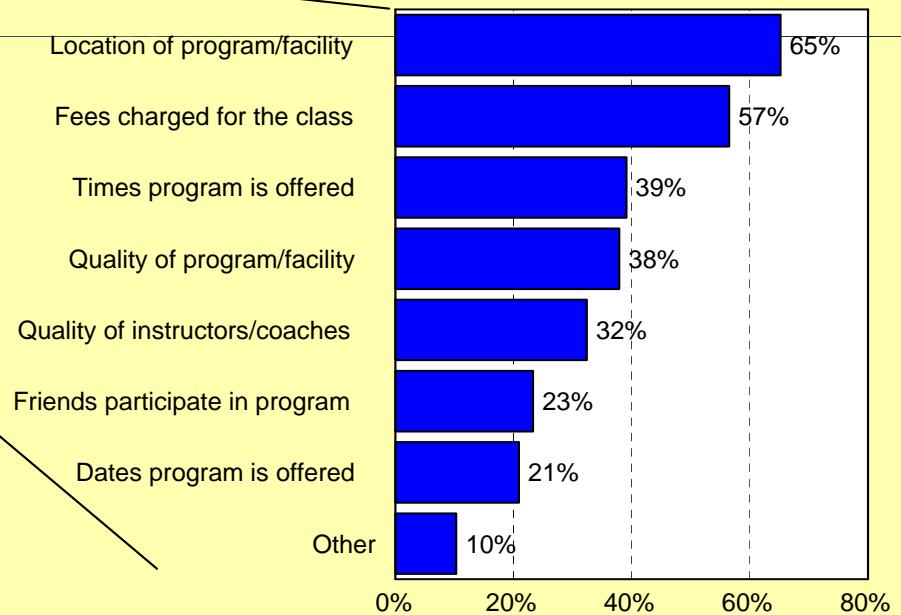
by percentage of respondents



For both households with and without children, location is one of top two reasons impacting participation

Q6b. Primary Reasons for Participating in Parks and Recreation Department Programs or Activities

(sum of top 3 choices)



Source: Leisure Vision/ETC Institute (June 2010)

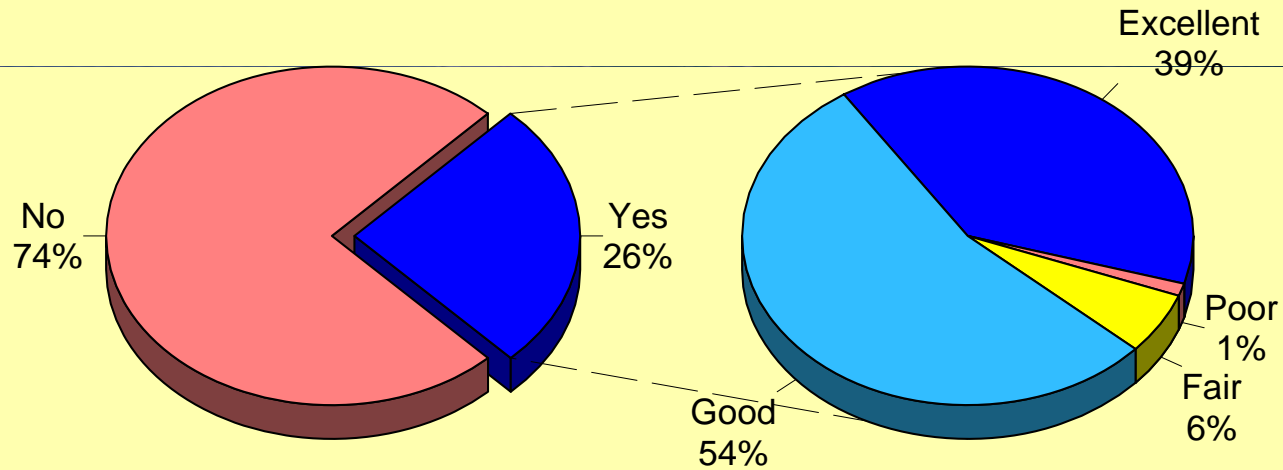


Q6. Have You or Members of Your Households Participated in Any Recreation Programs Offered by the City of Glendale Parks and Recreation Department During the Past 12 Months?

by percentage of respondents

93% of households who participate in programs rate the programs as excellent or good

Q6c. How Respondents Rate the Overall Quality of the Parks and Recreation Department Programs Their Household Has Participated in

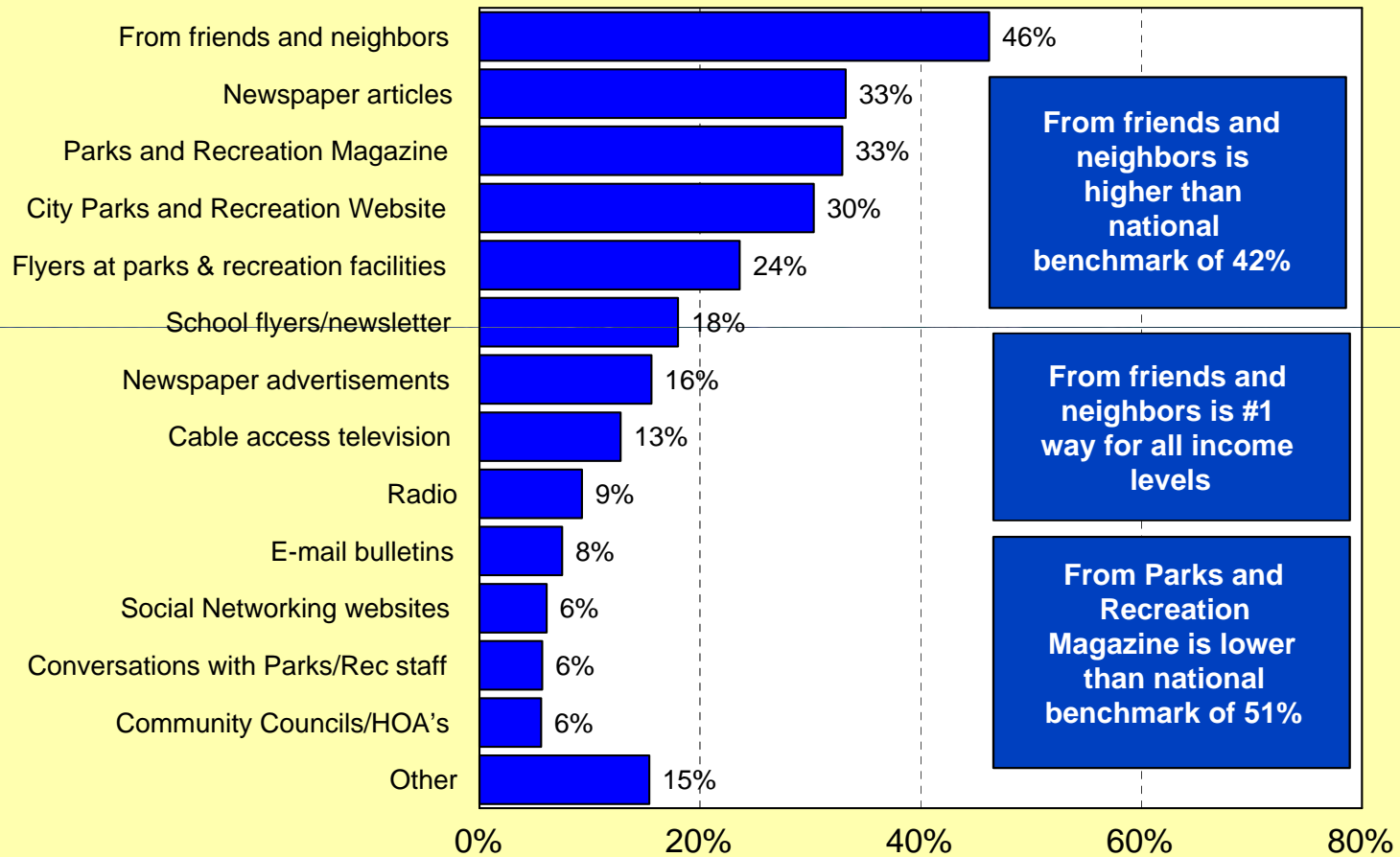


Source: Leisure Vision/ETC Institute (June 2010)



Q7. Ways Respondents Learn About City of Glendale Parks, Trails, Programs and Activities

by percentage of respondents (multiple choices could be made)

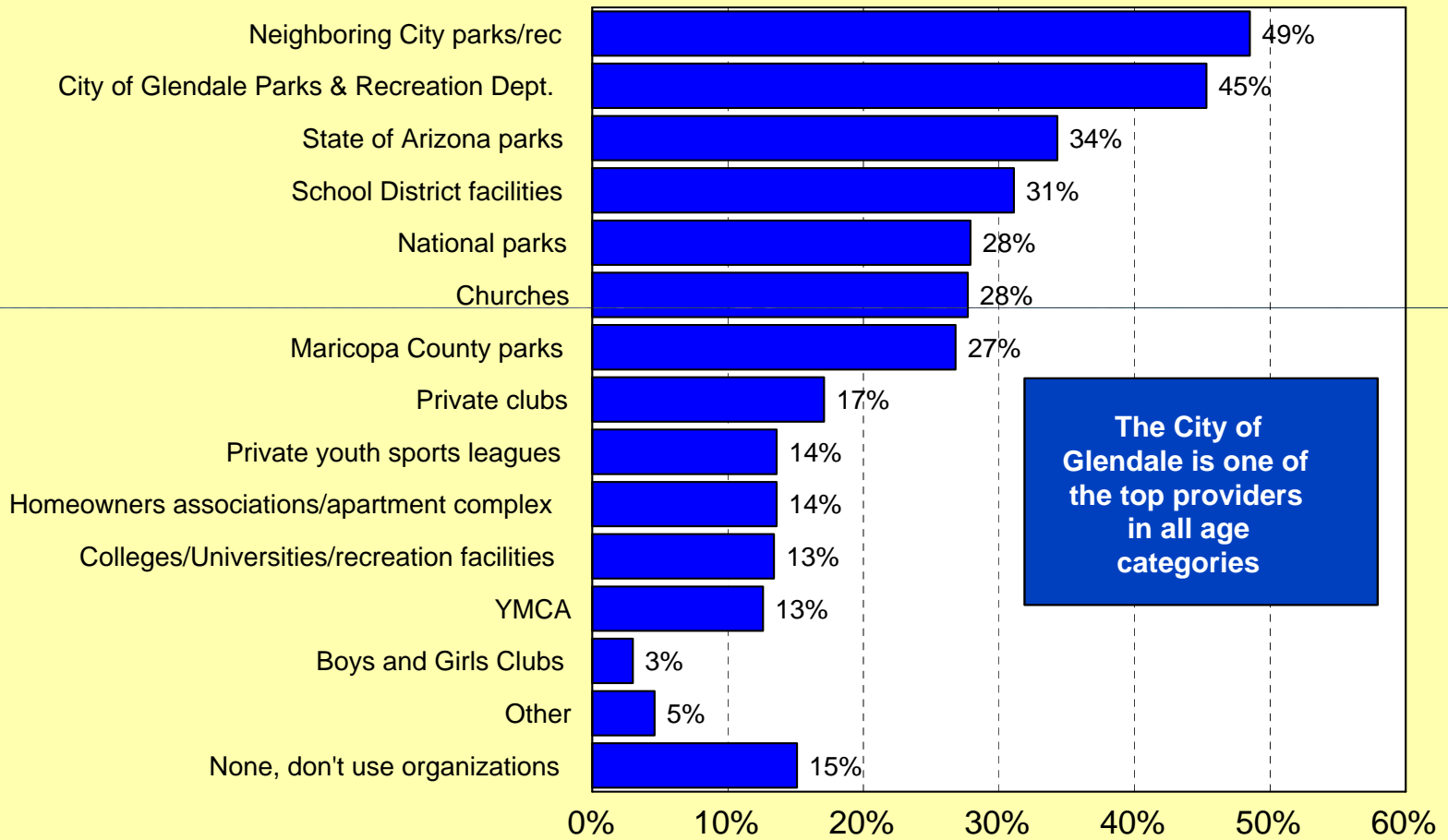


Source: Leisure Vision/ETC Institute (June 2010)



Q8. Organizations Used for Indoor and Outdoor Recreation and Sports Activities During the Past 12 Months

by percentage of respondents (multiple choices could be made)



The City of Glendale is one of the top providers in all age categories

Source: Leisure Vision/ETC Institute (June 2010)

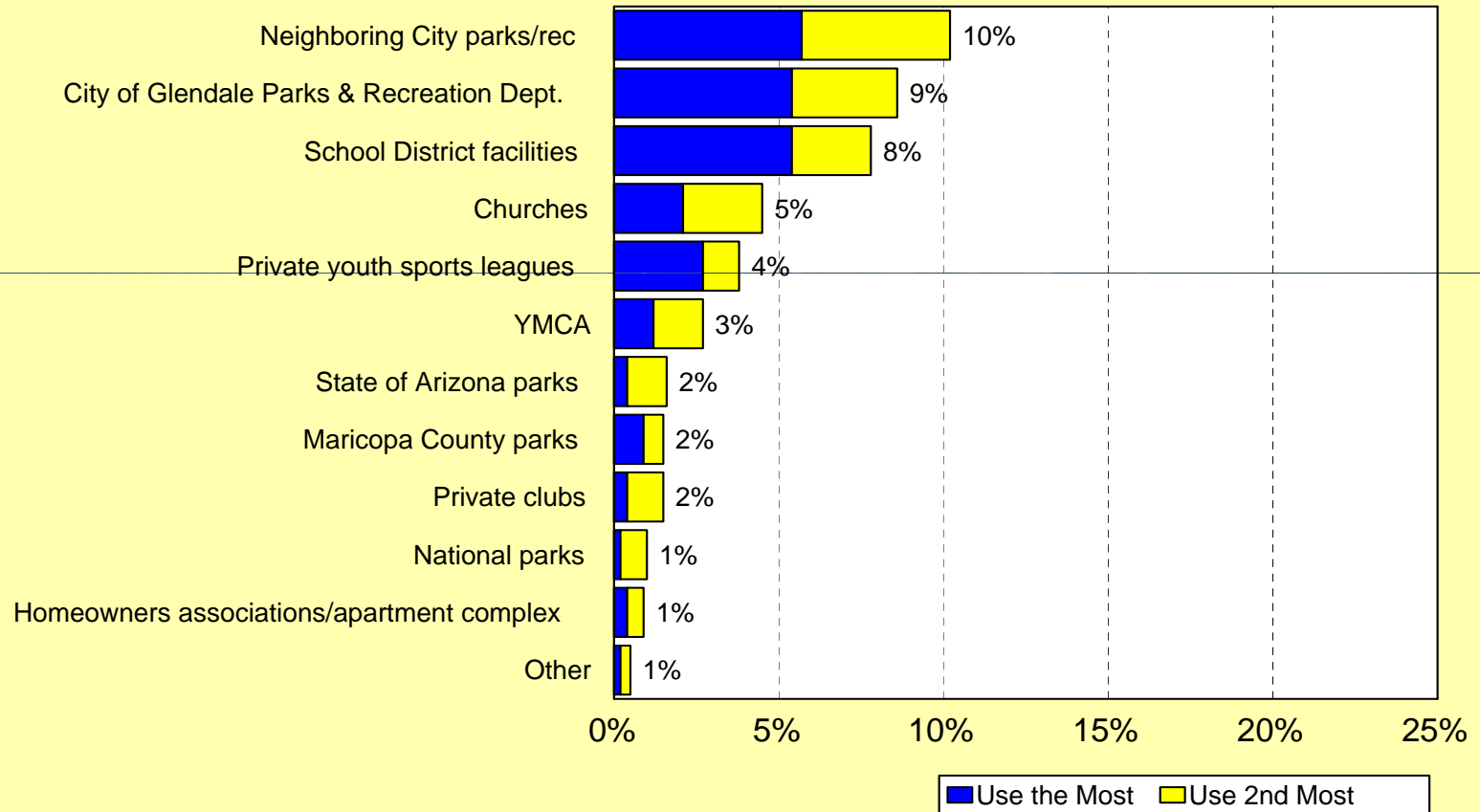


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Q9. Organizations That Household Members Age 11 or Under Use the Most for Parks, Sports and Recreation Programs or Services

by percentage of respondents who selected it as one of their top two choices

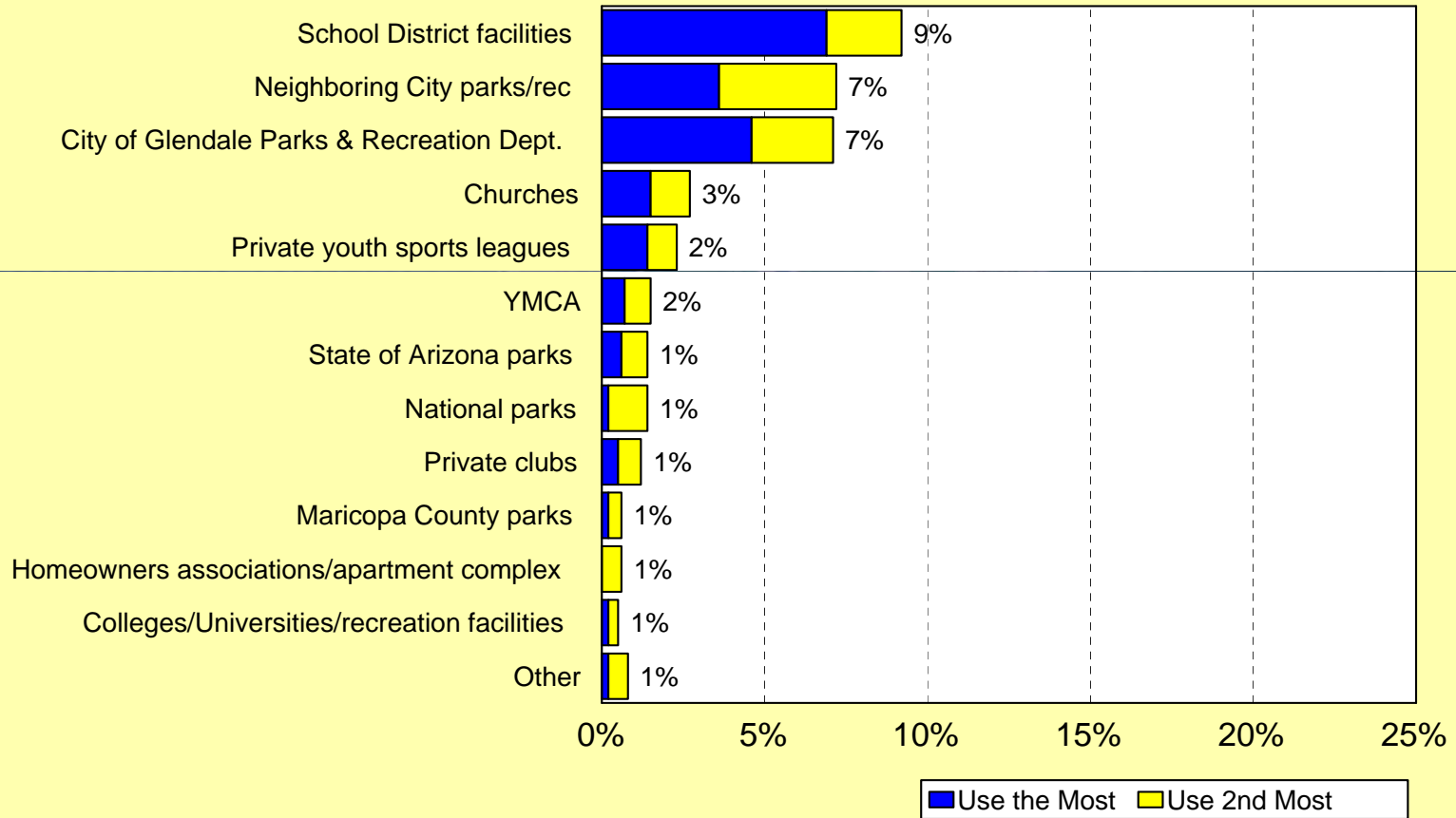


Source: Leisure Vision/ETC Institute (June 2010)



Q9. Organizations That Household Members Age 12 to 17 Use the Most for Parks, Sports and Recreation Programs or Services

by percentage of respondents who selected it as one of their top two choices

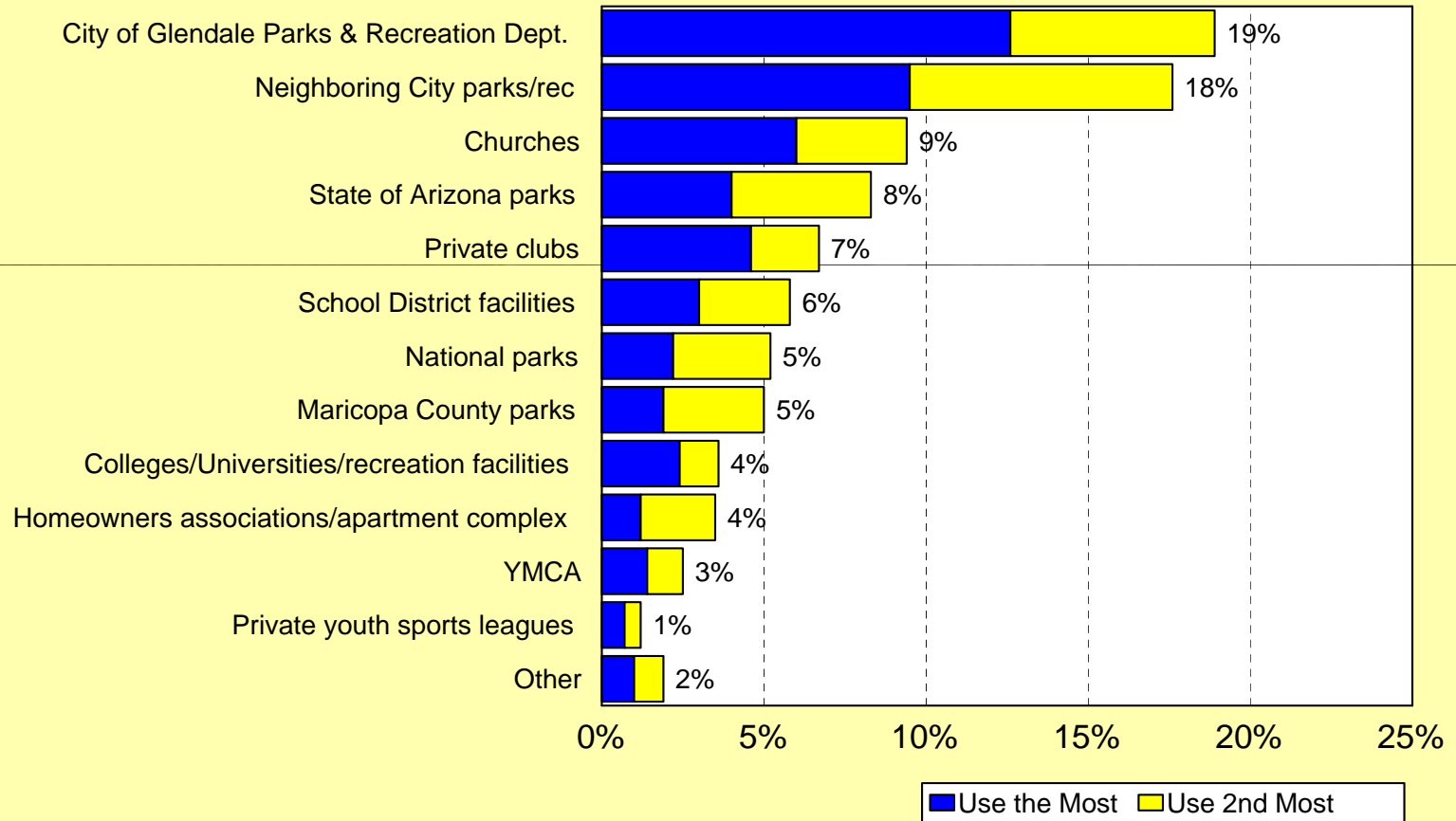


Source: Leisure Vision/ETC Institute (June 2010)



Q9. Organizations That Household Members Age 18 to 54 Use the Most for Parks, Sports and Recreation Programs or Services

by percentage of respondents who selected it as one of their top two choices

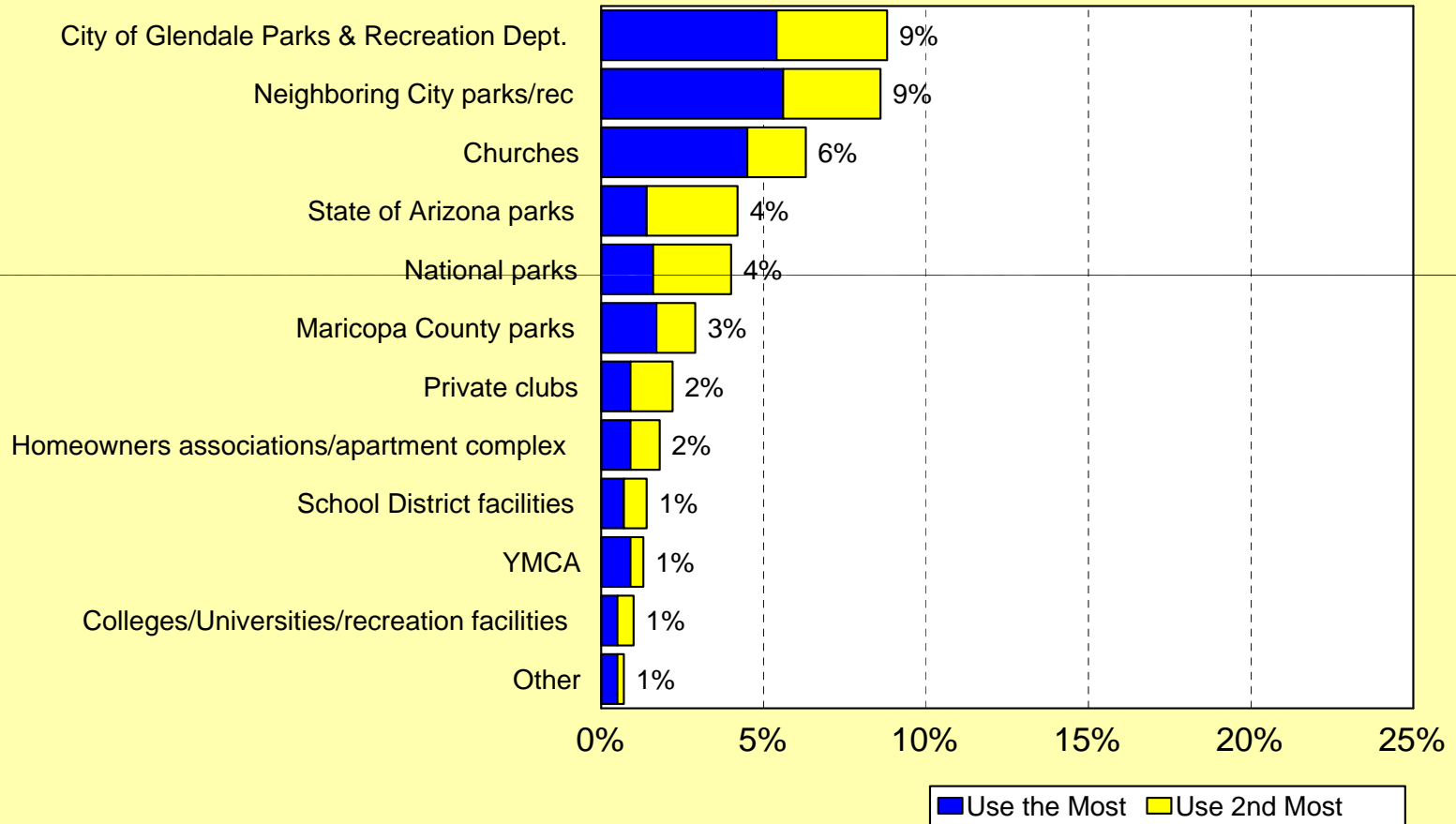


Source: Leisure Vision/ETC Institute (June 2010)



Q9. Organizations That Household Members Age 55 or Older Use the Most for Parks, Sports and Recreation Programs or Services

by percentage of respondents who selected it as one of their top two choices



Source: Leisure Vision/ETC Institute (June 2010)

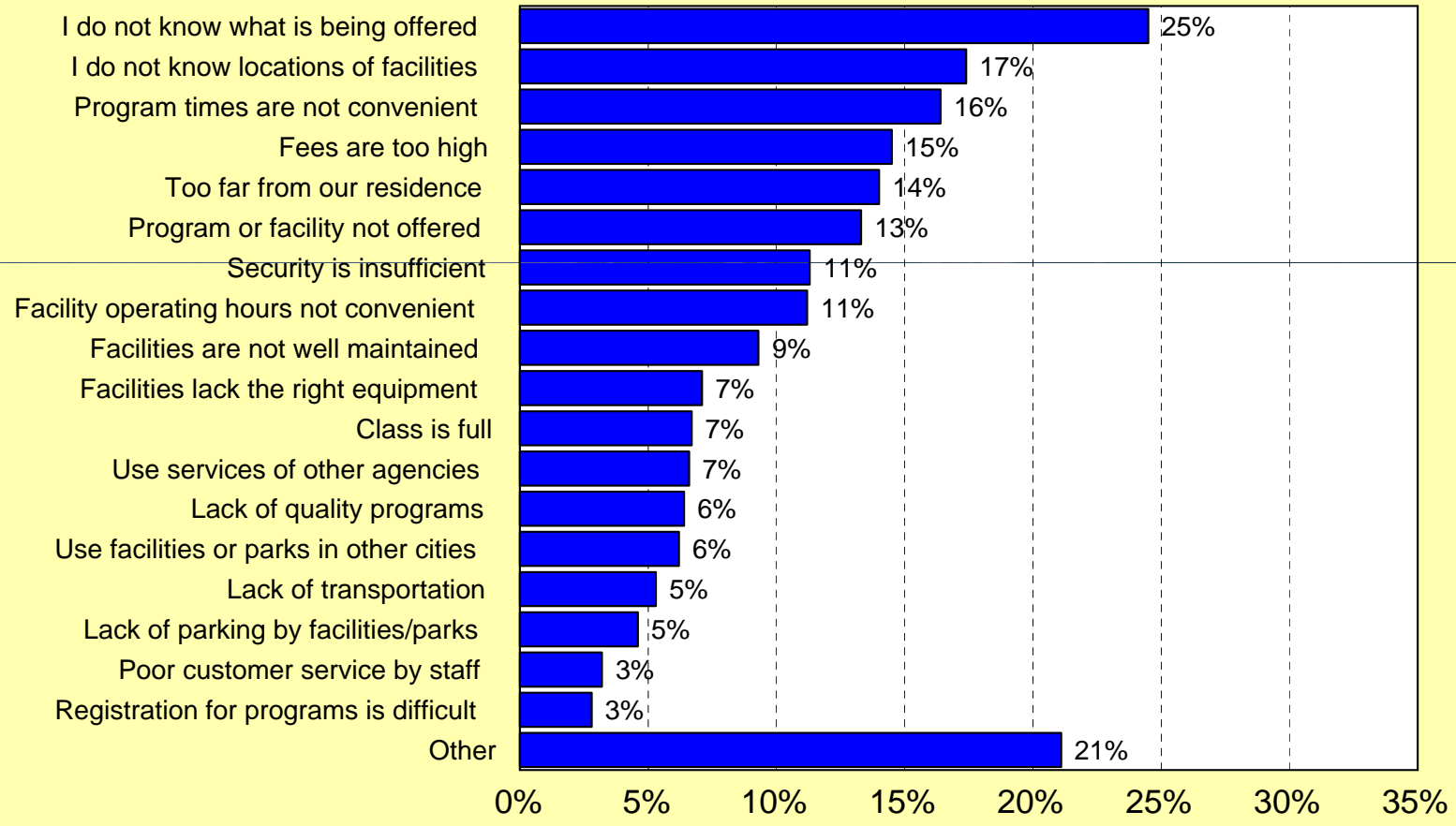


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Q20. Reasons Preventing the Use of Parks, Trails, Recreation and Sports Facilities or Programs of the City of Glendale Parks and Recreation Department More Often

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (June 2010)

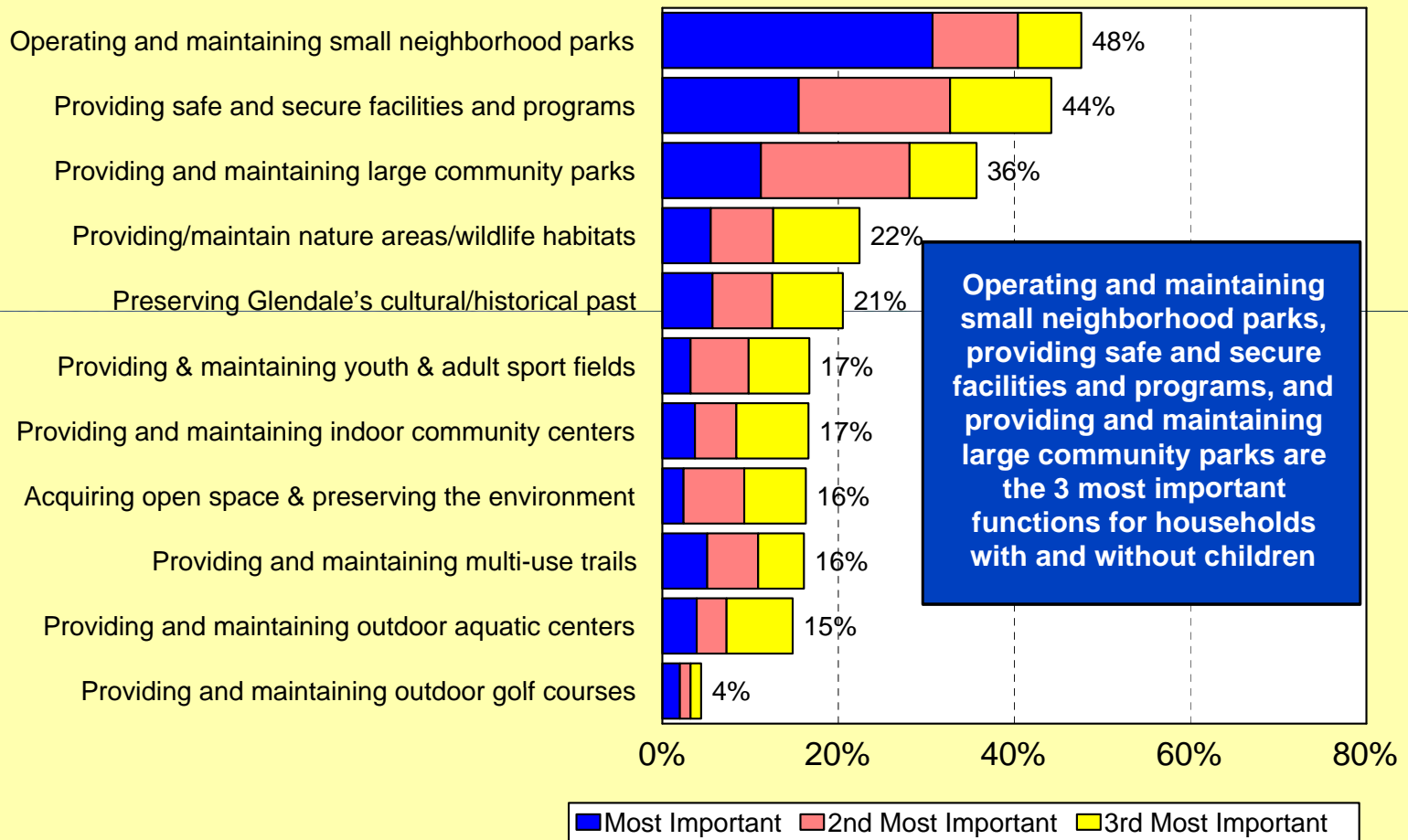


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Q16. Most Important Functions for the City of Glendale Parks and Recreation Department

by percentage of respondents who selected it as one of their top three choices



Source: Leisure Vision/ETC Institute (June 2010)



In Association with: **pros consulting** Leisure Vision and EcoPlan Associates



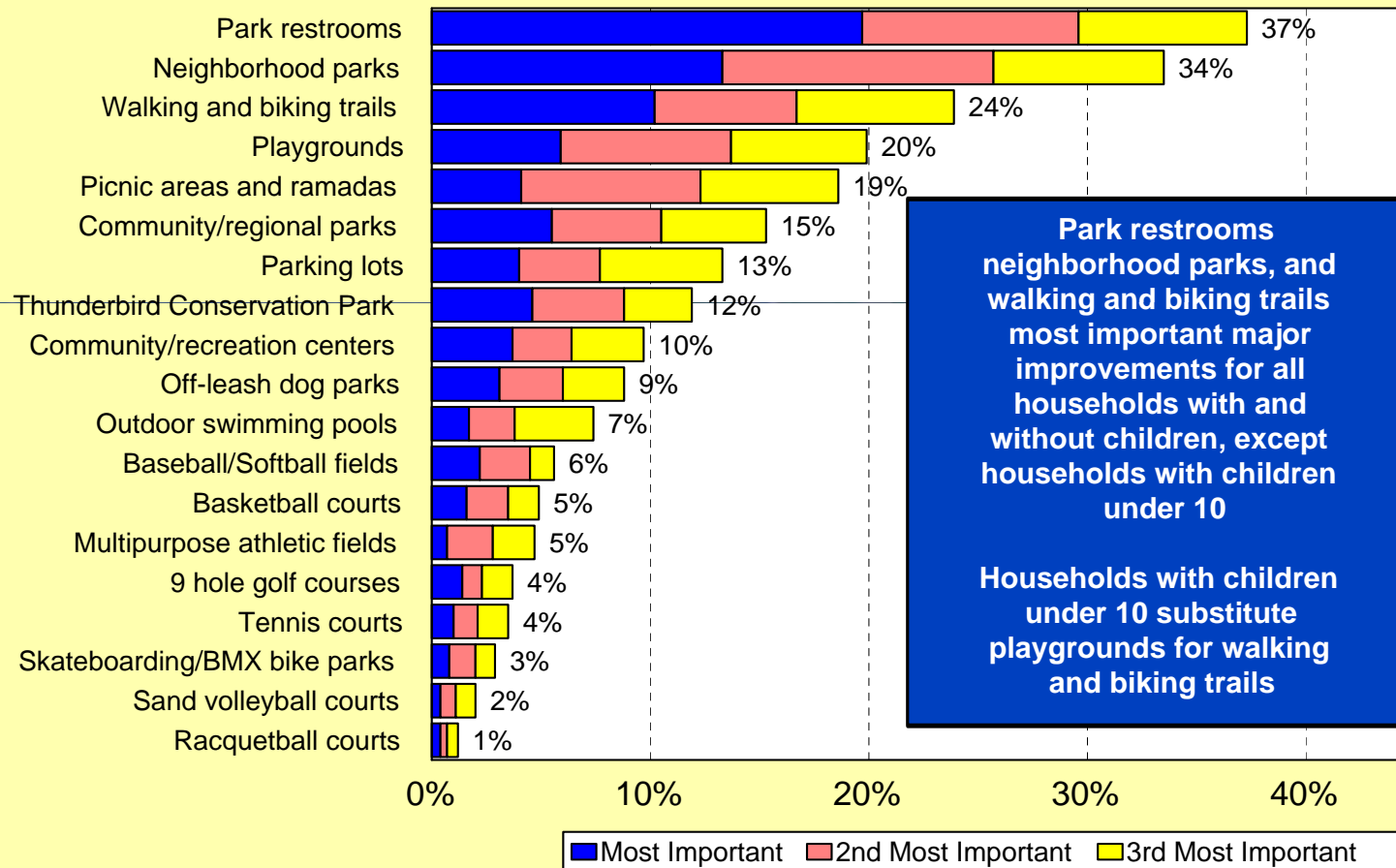
Parks & Recreation Master Plan Update

- Usage and satisfaction with current Glendale Parks and Recreation Services
- Needs and priorities for future Parks and Recreation services
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- Questions



Q2. Major Parks and Recreation Facilities That Households Feel Are Most Important to Improve

by percentage of respondents who selected it as one of their top three choices

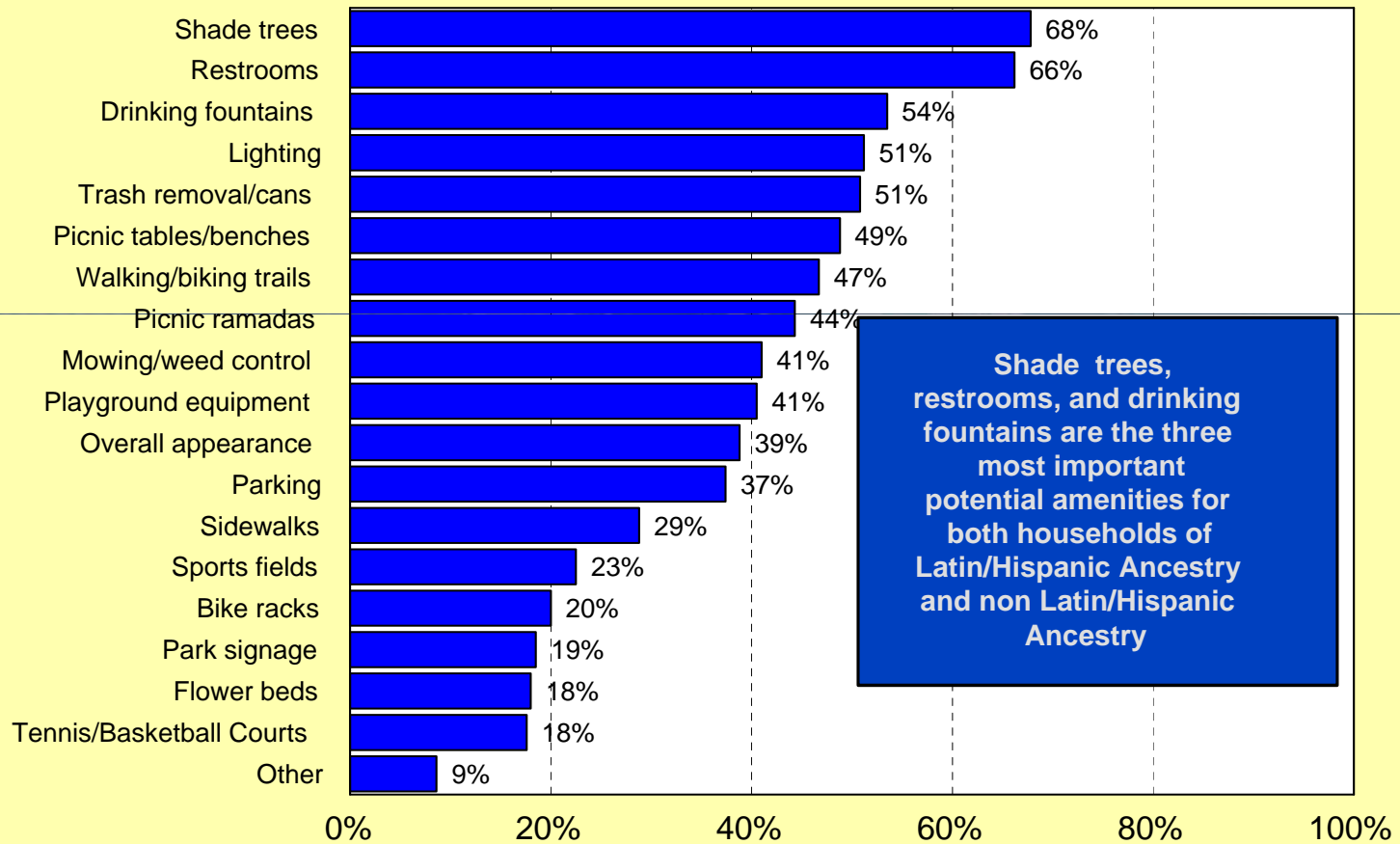


Source: Leisure Vision/ETC Institute (June 2010)



Q4. Potential Amenities Households Would Most Like to Have at the City of Glendale Parks They Visit Most Often

by percentage of respondents (multiple choices could be made)



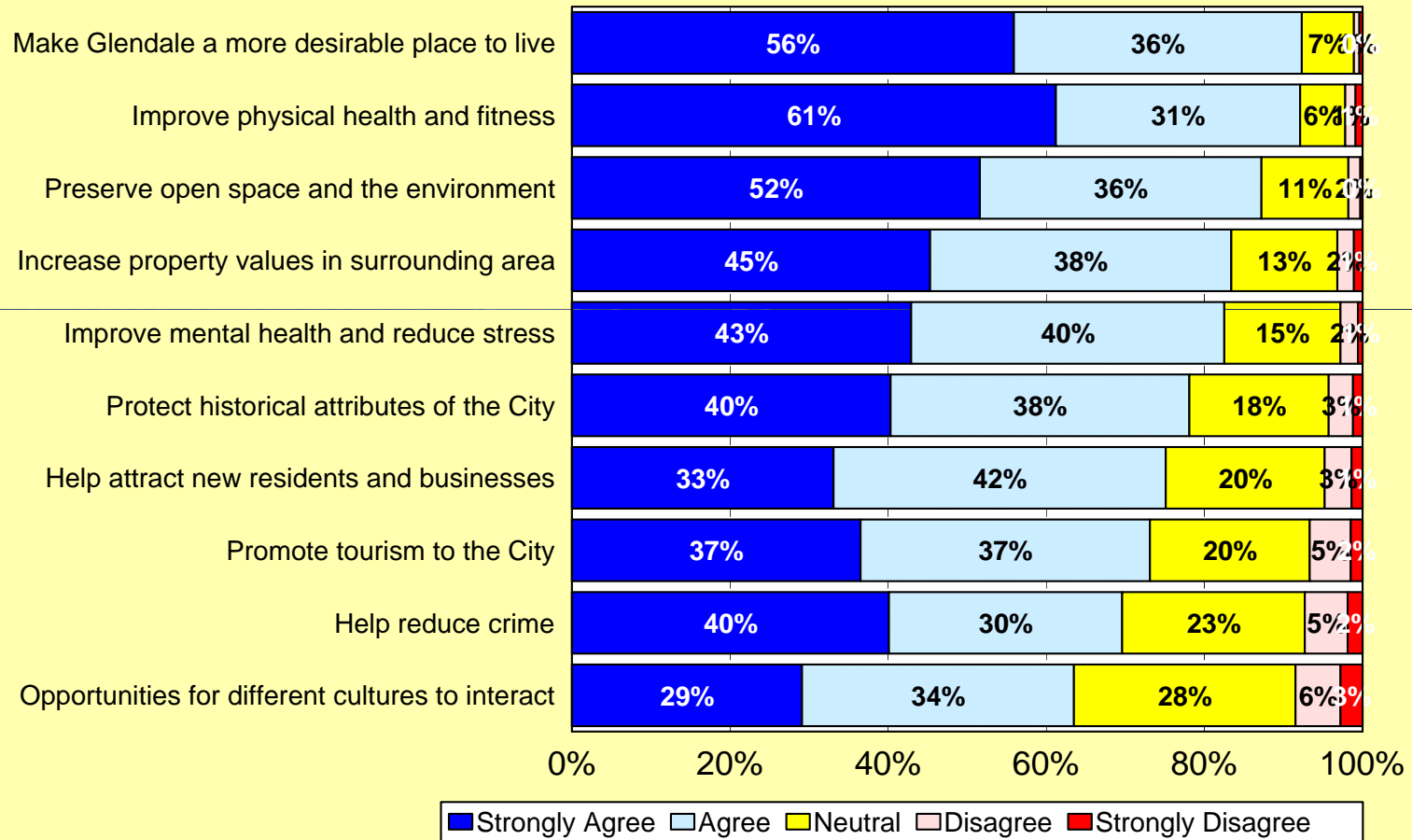
Shade trees, restrooms, and drinking fountains are the three most important potential amenities for both households of Latin/Hispanic Ancestry and non Latin/Hispanic Ancestry

Source: Leisure Vision/ETC Institute (June 2010)



Q12. Level of Agreement with Benefits That Households Could Receive from Parks, Trails and Recreation Facilities

by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (June 2010)

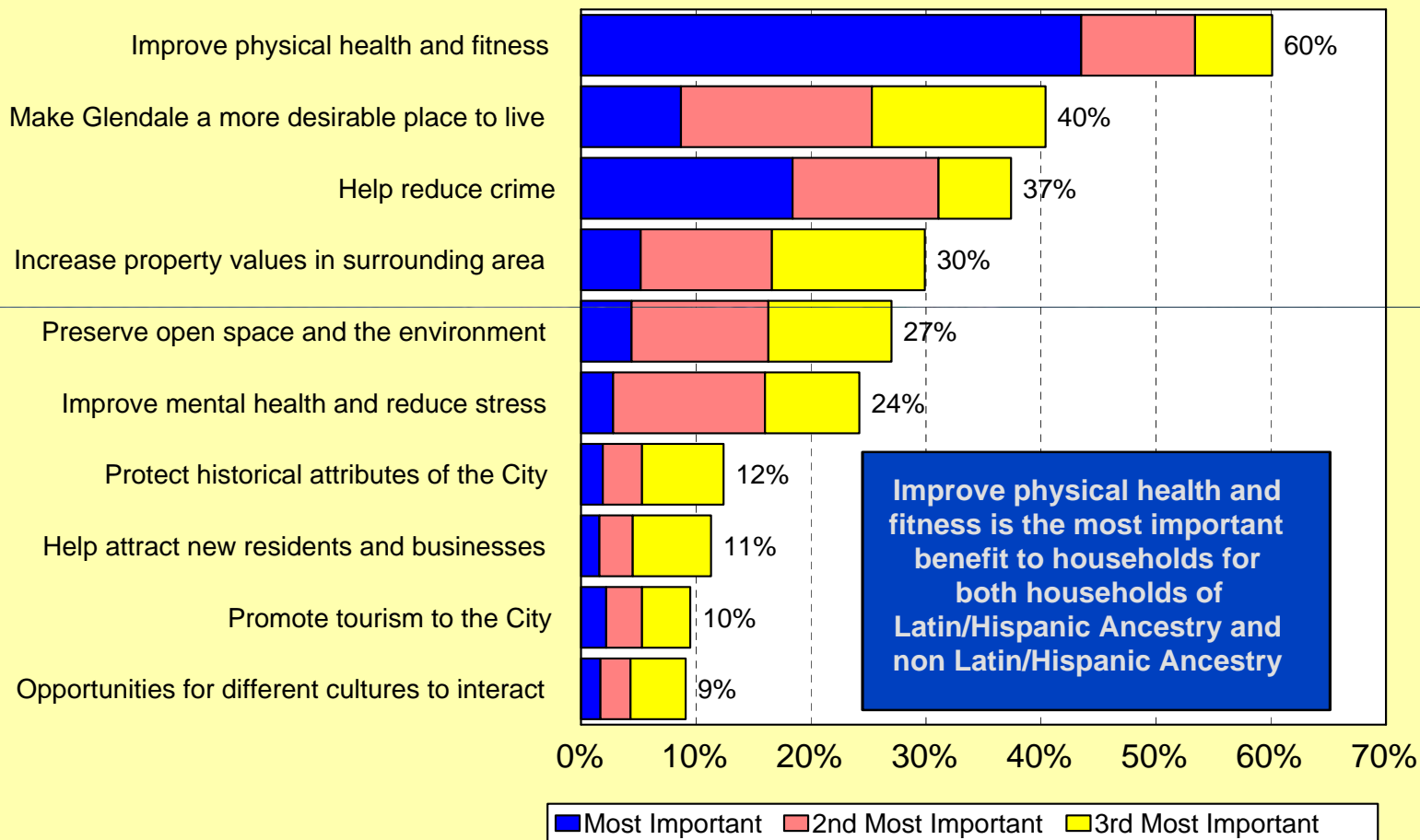


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Q13. Benefits of Parks, Trails and Recreation Facilities That Are Most Important to Households

by percentage of respondents who selected it as one of their top three choices

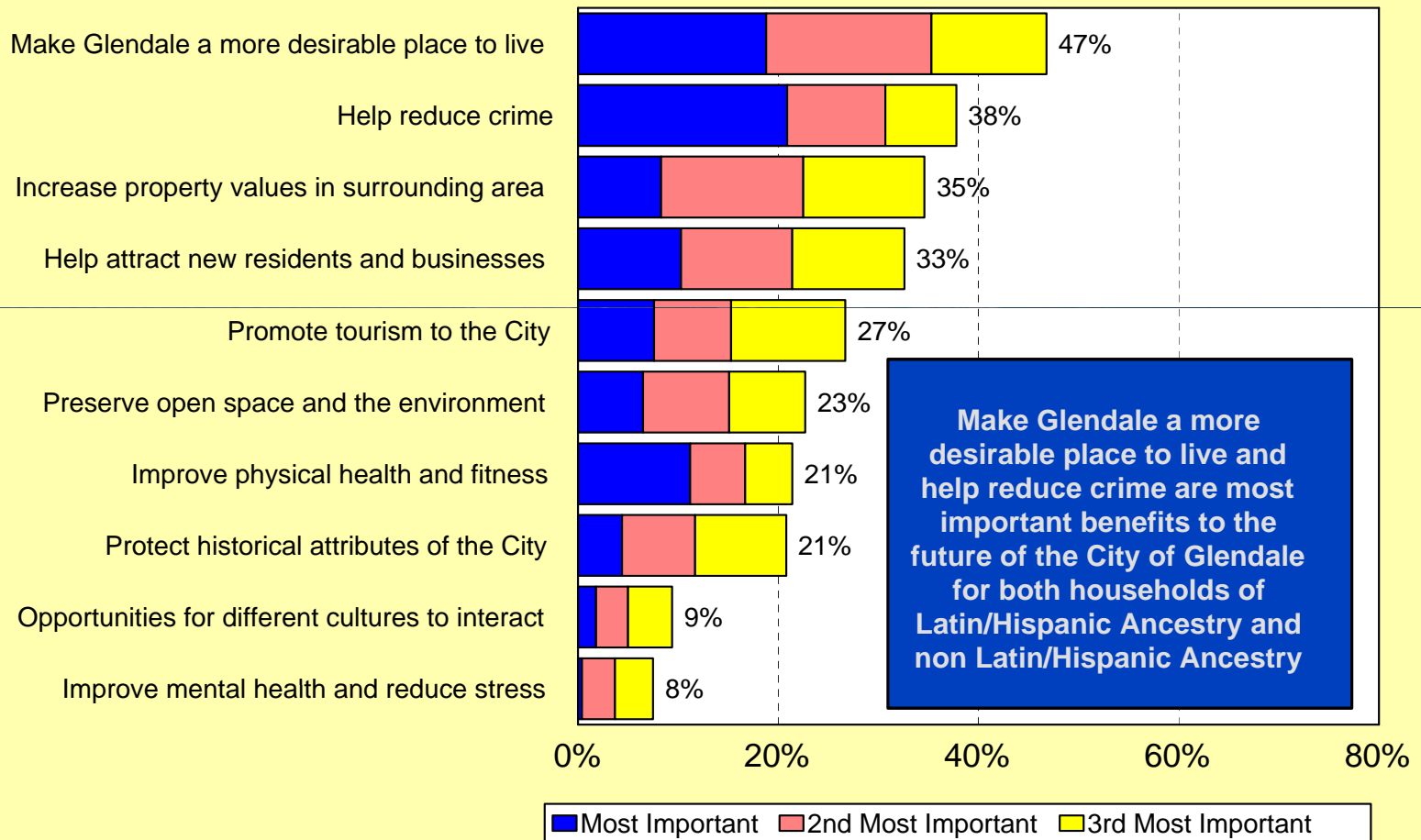


Source: Leisure Vision/ETC Institute (June 2010)



Q14. Benefits of Parks, Trails and Recreation Facilities That Are Most Important to the Future of the City of Glendale

by percentage of respondents who selected it as one of their top three choices



Source: Leisure Vision/ETC Institute (June 2010)

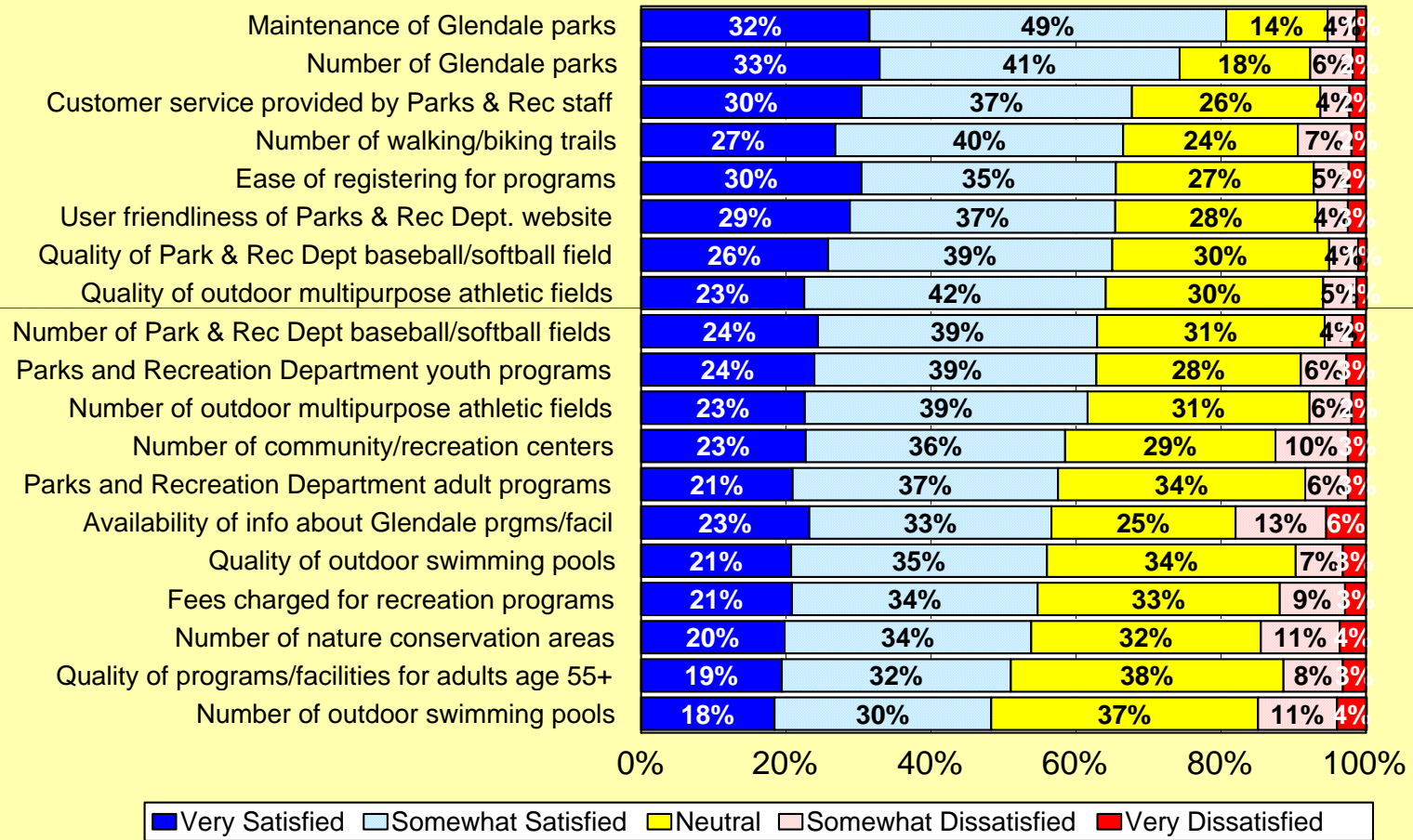


In Association with: **pros consulting** Leisure Vision and EcoPlan Associates



Q17. Level of Satisfaction With Parks & Recreation Services Provided by the City of Glendale Parks & Recreation Department

by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (June 2010)

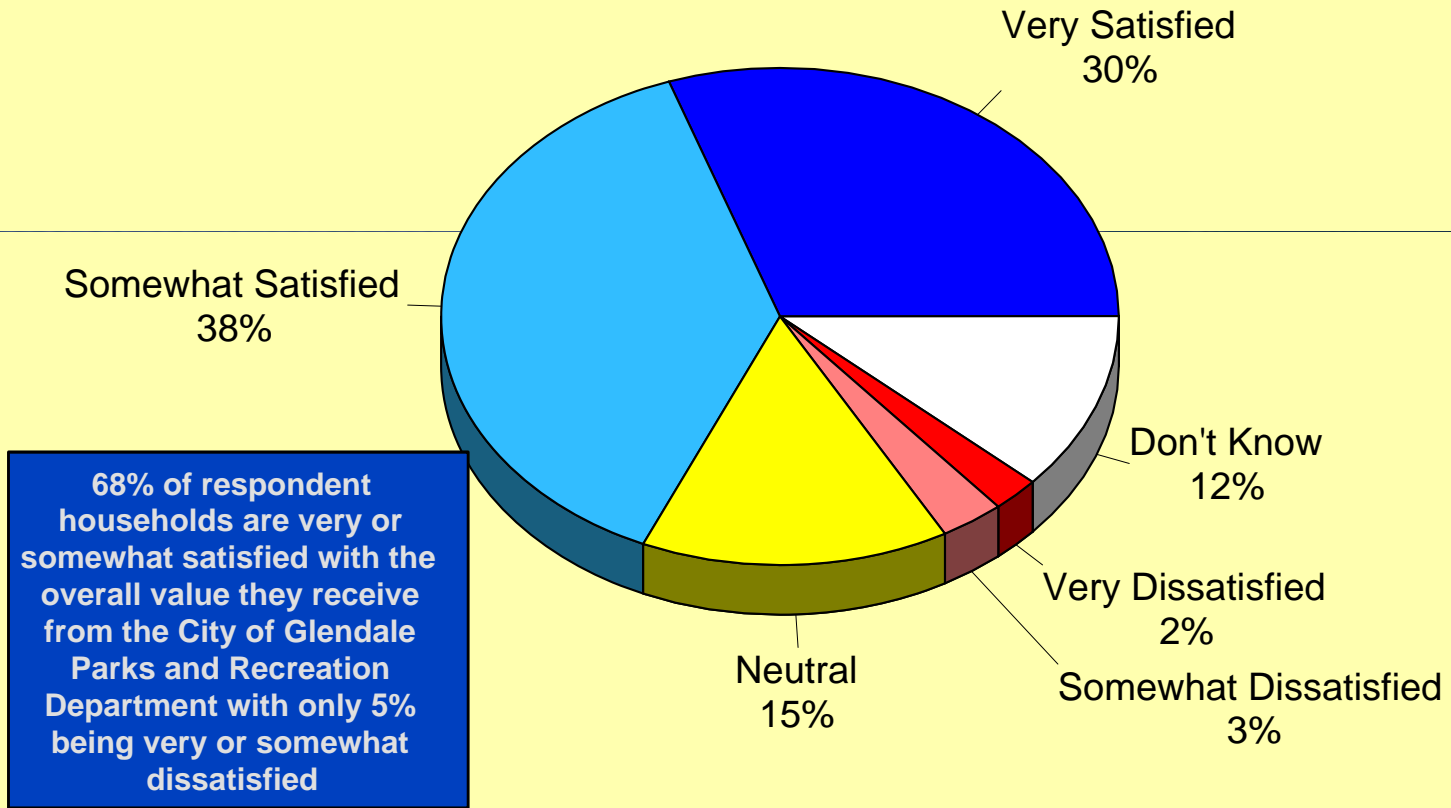


In Association with: **pros consulting** Leisure Vision and EcoPlan Associates



Q19. Level of Satisfaction with the Overall Value Households Receive from the City of Glendale Parks and Recreation Department

by percentage of respondents

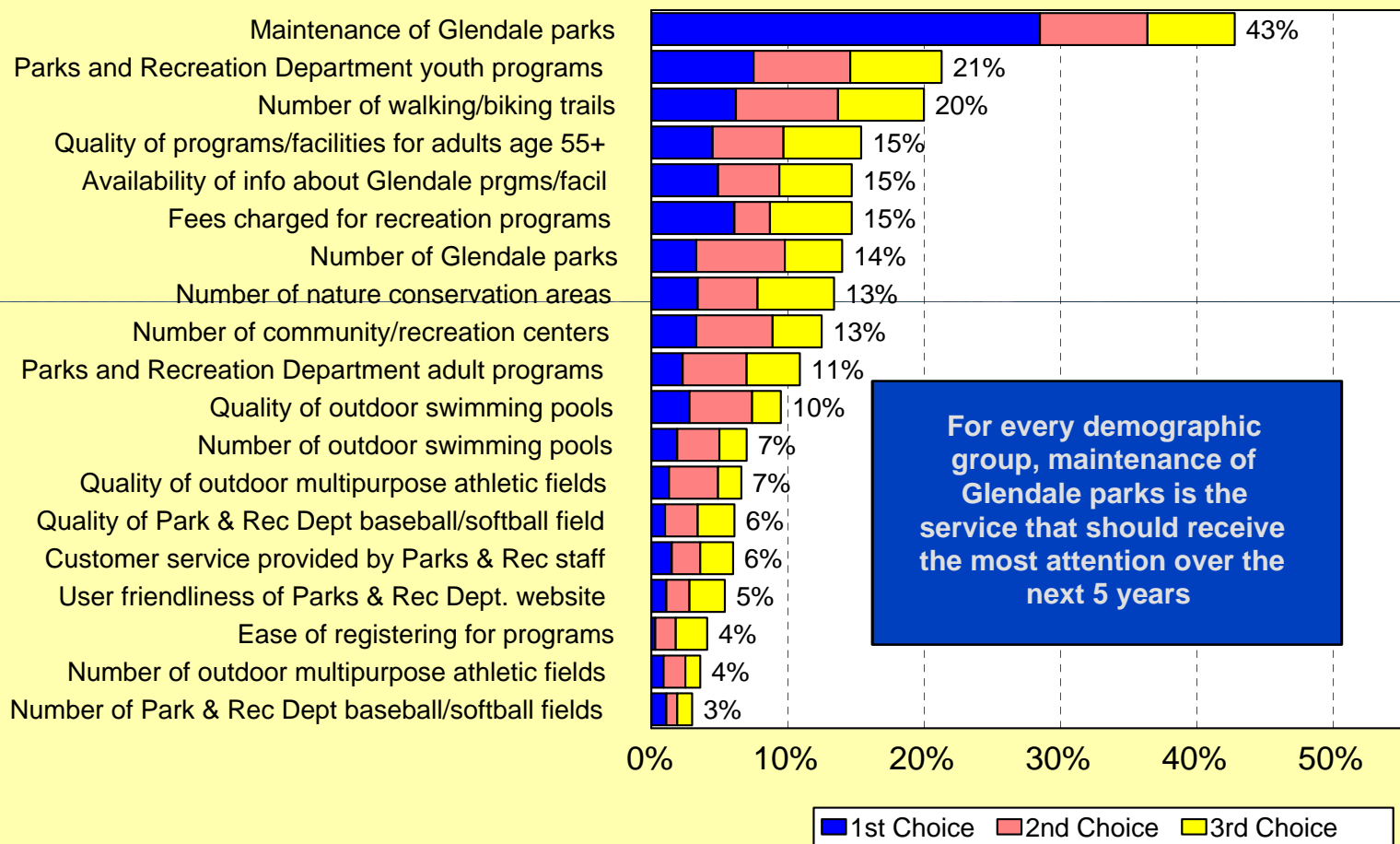


Source: Leisure Vision/ETC Institute (June 2010)



Q18. Services That Should Receive the Most Attention from the City of Glendale Parks & Recreation Dept Over the Next 5 Years

by percentage of respondents who selected it as one of their top three choices



For every demographic group, maintenance of Glendale parks is the service that should receive the most attention over the next 5 years

Source: Leisure Vision/ETC Institute (June 2010)



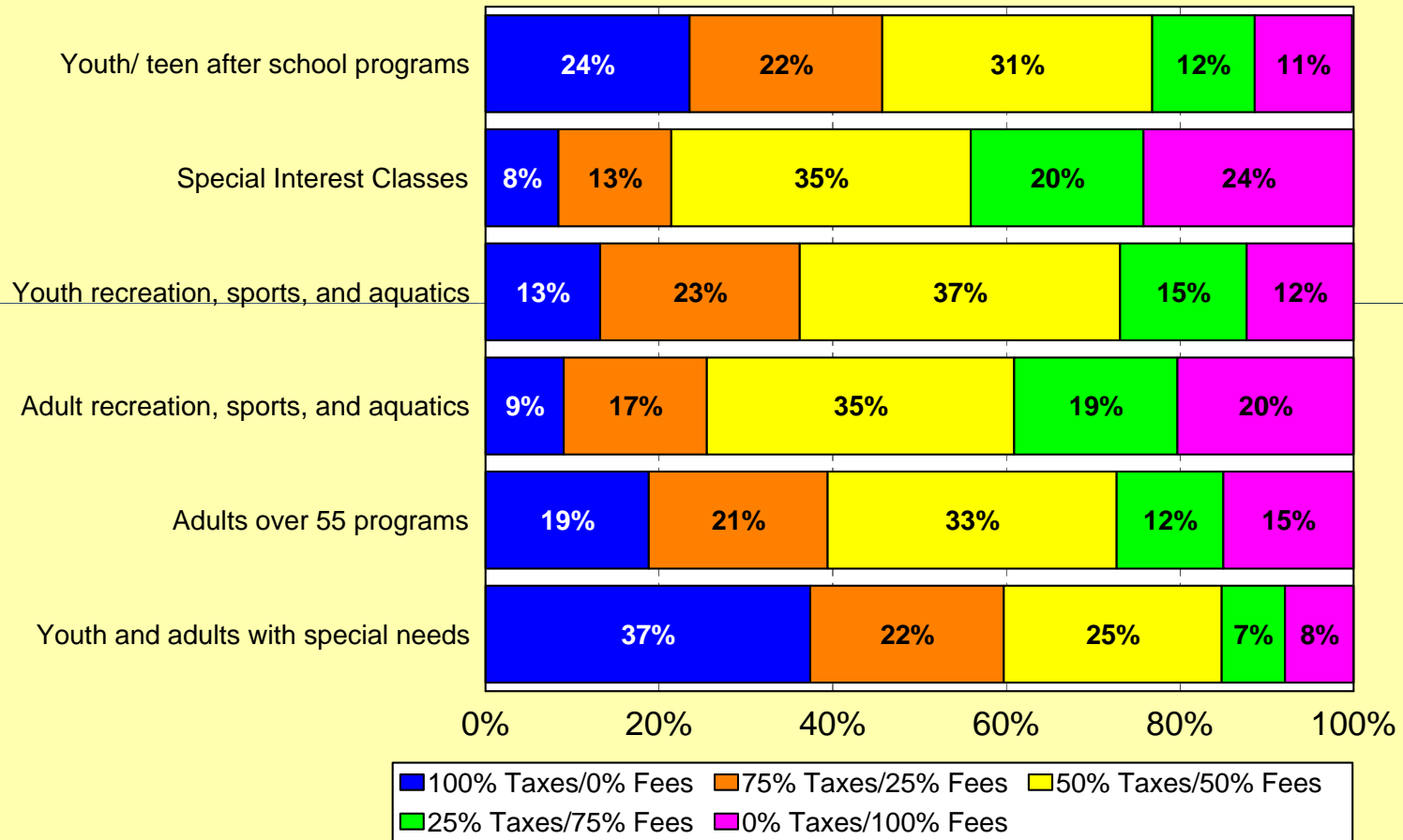
Parks & Recreation Master Plan Update

- Usage and satisfaction with current Glendale Parks and Recreation Services
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Q10. Percentage of Activity/Program Direct Costs That Should Be Paid Through Taxes and Fees

by percentage of respondents

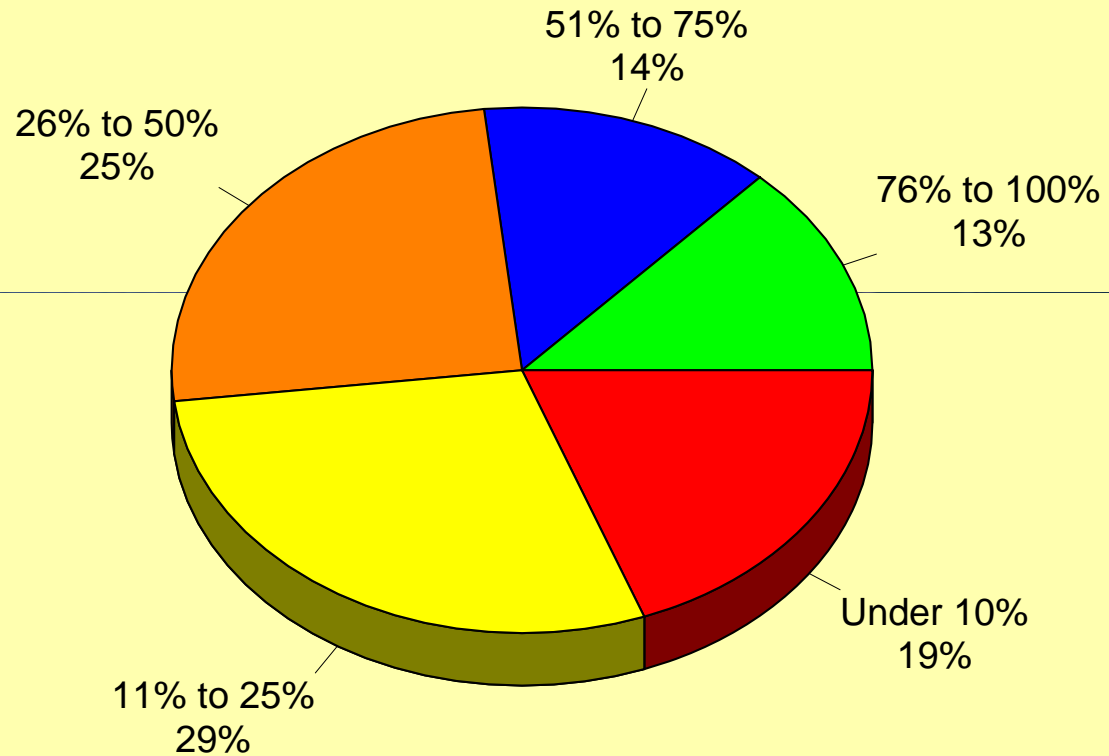


Source: Leisure Vision/ETC Institute (June 2010)



Q11. How Much More Do You Think Non-Residents Should Pay for Programs Than Residents of Glendale?

by percentage of respondents

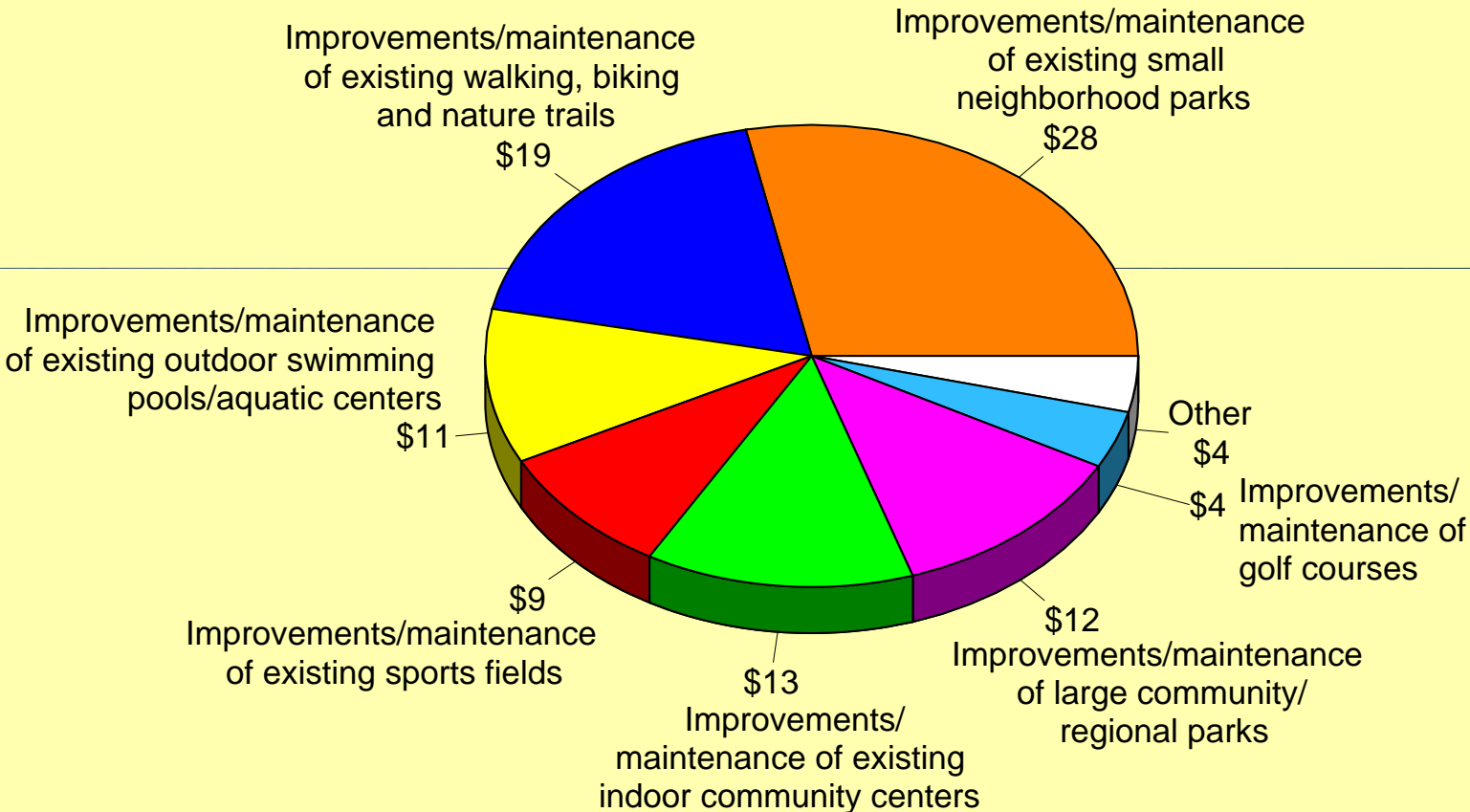


Source: Leisure Vision/ETC Institute (June 2010)



Q21. How Respondents Would Allocate \$100 Among Various Types of Improvements for Parks and Recreation Facilities

by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2010)



Parks & Recreation Master Plan Update



Questions



Parks & Recreation Master Plan Update

Additional Community Input





Parks & Recreation Master Plan Update

Leadership Interviews

Interviewee

Mayor and City Council Members

City Manager

Assistant City Manager

Parks and Recreation Commissioners

Department Managers

Department Staff

- General impressions of the System
- Priorities and key values for the next 5 – 10 years
- Issues distinct to their areas of focus, responsibility, and constituents
- Strengths to build on; challenges to address



Parks & Recreation Master Plan Update

Results of Leadership Interviews

- Take care of what we have before we build more
- Make sure Glendale residents are aware of the great opportunities available to them
- Progressively manage use of facilities and amenities from residents of neighboring cities
- Stay aligned with current and emerging community needs
- Maintain equitable accessibility to facilities and programs
- Stay tuned-in with safety and security concerns at city parks
- Keep the Department as efficient as possible while still providing high quality facilities and services



Parks & Recreation Master Plan Update

Focus Groups and Interviews

- 14 Community Focus Groups
- 20 Interviews with Residents & Community Leaders
- 14 Interviews with Other City Departments



Parks & Recreation Master Plan Update

General Findings

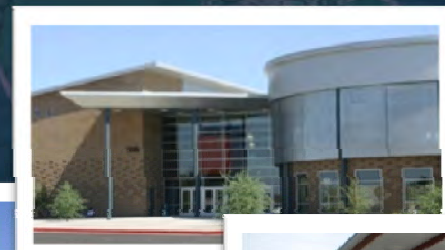
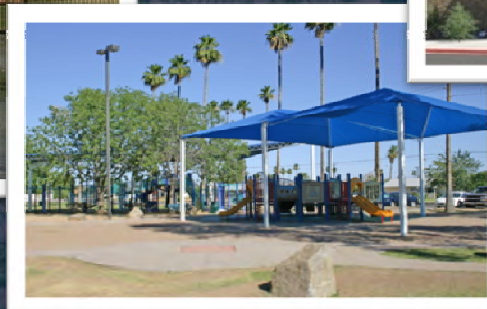
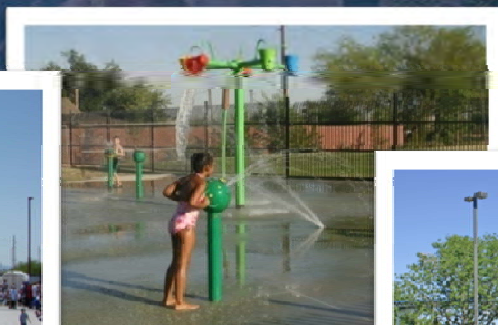
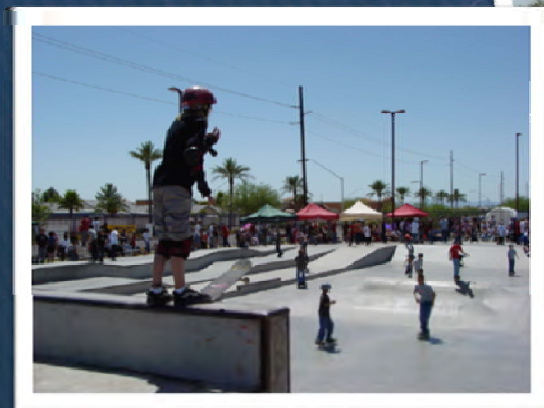
- Overall, satisfied with maintenance of parks and facilities and recreation programs
- Focus on marketing and community awareness of parks and recreation programs and facilities
- Focus on partnerships, collaborations, and alternative funding
- Continue to ensure safety of park users through lighting, positive activity in the park, and involvement of neighborhoods
- Maintain current parks and facilities
- Plan for future services, parks and facilities, but take care of what we have first
- Focus on health & wellness programs throughout the community
- Expand adaptive programs and continue to offer positive programs for youth



Parks & Recreation Master Plan Update

Community Input Timeline/ Summary

- 02/08/10: Parks and Recreation Commission discussion
- 02/09/10: 9 Mayor and Councilmember interviews
- 03/02/10: 2 Staff interview sessions (95% attendance)
- 05/24/10: 60 Online Surveys completed
- 06/14/10: 14 Community Focus Groups, 20 Community Leader Interviews and 14 Other City Department Interviews conducted
- 06/23/10: 1,008 Completed Community Surveys





Parks & Recreation Master Plan Update



Discussion



Parks & Recreation Master Plan Update

Next Steps

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

- **Public Meeting #3**
 - **Monday August 30th (Tentative)**
 - Preliminary Master Plan
 - Strategic Action Items (Implementation Program)
 - Financial/ Funding Strategies