ENVISION. PLAN. PLAY.

Shape Stille

2024

Parks and Recreation Master Plan



PARKS & RECREATION

OUR MISSION

To create remarkable recreation places and experiences that support a healthy, inclusive, and active community.

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A LEGACY OF GREAT PARKS AND OPEN SPACES

Shape Scottsdale, the City's Parks and Recreation-specific master plan, included a robust community engagement strategy that resulted in a record number of community inputs. The values, goals, and recommendations put forward by this plan were truly shaped by the community. It is clear parks and recreation is an integral part of Scottsdale's identity and residents' values. As the longest nationally accredited parks and recreation agency in Arizona and one of the five longest accredited agencies in the US, Scottsdale has a reputation as a great parks city with world-class parks and amenities. This plan intends to lay the groundwork to reinvigorate and continue a legacy of great parks and open spaces in Scottsdale, Arizona.

Since its inception, the City has prioritized recreation for its residents and tourists. City leaders and forwardthinking resident volunteers saw the importance and civic value recreation brings to the community even before the creation of a formal parks and recreation department. They sought out creative ways to deliver recreation opportunities to the growing community utilizing their limited resources, facilities, and funding to their full extent. To this day, the City of Scottsdale has been greatly benefiting from the cutting-edge, recreation-focused, and green infrastructure - based solutions and decisions made decades ago. For years, Scottsdale residents have been enjoying the benefits of these unique and foundational parks and recreation elements. The City has a responsibility to preserve, maintain, and advance the vision that was established decades ago for future generations of Scottsdale residents.

> Since its inception, Scottsdale Parks and Recreation has put an emphasis on world-class amenities and parks innovation.

> > 2

GOALS OF THE PLAN

The Scottsdale Parks and Recreation Master Plan is a long-range plan that identifies key initiatives, policies, and implementation strategies to guide Scottsdale's Parks and Recreation Department projects and services over the next 10+ years. The purpose of the plan is to offer strategies and recommendations that will allow the City to meet the needs of current and future Scottsdale residents.

The Parks and Recreation Department's mission is to create remarkable parks and recreation places and experiences that support a healthy, inclusive, and active community. The City aims to deliver exceptional programs and services to enhance the quality of life for all of its residents. The Master Plan enables the City to engage in a public process to ensure future parks and recreation priorities and goals are citizen driven and meet the evolving demands of the community for the next 10+ years. To carry out this mission, the plan has been organized around the following goals:









ALIGNMENT WITH KEY PLANNING DOCUMENTS

Scottsdale's myriad of recent planning efforts demonstrate the City's commitment to planning for a successful future. This plan aims to align its values, goals, strategies, and recommendations in the context of the following key planning documents relating to parks and recreation:

Scottsdale Parks and Recreation Strategic Plan 2023-2028

The department's 5-year strategic plan, adopted in early 2023, identified short-term priorities based on current resources and challenges. Priorities, as well as the results of the statisticallyvalid survey associated with this plan, were studied as a part of the Parks and Recreation Master Plan.



Scottsdale General Plan 2035

The General Plan is the primary tool for guiding the future of the city holistically. It contains the community's goals and policies on character and design, land use, open space and the natural environment, business and economics, neighborhood vitality, transportation, and growth.



CITY OF SCOTTSDALE

GENERAL PLAN 20

Trails Master Plan

This document and associated mapping aims to achieve the overall goal of creating a citywide network of interconnected trails for use by multiple non-motorized user groups. The Trails Master Plan guides the provision of trails within the city outside the Preserve.



Tourism and Events Strategic Plan 2023-2028

Since 2000, City staff have contracted with tourism experts to work with the City and its destination marketing partner, Experience Scottsdale, to create recommendations for each of the 5-year strategic tourism development marketing plans. Its purpose is to create an integrated comprehensive strategic plan to drive tourism and support the long-term success and resilience of Scottsdale's tourism industry.

Shade and Tree Plan

The Scottsdale Shade and Tree Plan sets out to cultivate a greener, more vibrant cityscape, enriching the lives of residents and visitors alike through a strategic focus on shade and urban forestry. Inspired by a collective vision shared by the City Council and Scottsdale's diverse community, this initiative aims to enhance the urban canopy, promote environmental resilience, and foster a healthier, more livable city for generations to come. This planning process is underway and is scheduled to be adopted in early 2025.



Executive Summary









PARKS AND RECREATION DEPARTMENT

The Parks and Recreation Department is responsible for a number of diverse offerings and elements. The department supports the following functions:

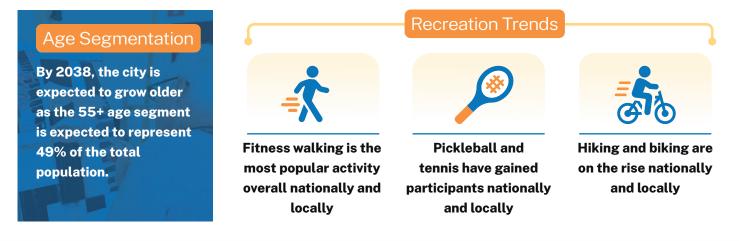
Department Overview



The Transportation Department currently oversees trails and multi-use paths. The Human Services Department currently oversees senior services and the City's two senior centers.

DEMOGRAPHICS AND TRENDS ASSESSMENT

The city's population is steadily increasing and is projected to experience a population increase of 11.7% over the next 15 years. This is in line with the national average over the same time. With a growing population, parks and recreation services will need to strategically invest, develop, and maintain parks and recreation facilities in relation to current and future residential growth.









COMPARATIVE ANALYSIS FINDINGS



COMMUNITY NEEDS ASSESSMENT

87% of residents believe Scottsdale parks preserve open space and protect the environment

86% of residents believe Scottsdale parks improve their physical health and fitness 86% 90% of residents report visiting Scottsdale parks and recreation facilities within the last year 90% 75% of residents report visiting Scottsdale parks and recreation facilities once a month 75% 92% of residents believe Scottsdale parks provide access to green space, nature, and playgrounds

COMMUNITY ENGAGEMENT SUMMARY

The Shape Scottsdale Parks and Recreation Master Plan utilized a comprehensive process to engage the community, understand needs, and analyze results of community feedback. The Master Plan's robust outreach process gathered input from staff, stakeholders, user groups, and thousands of residents to obtain diverse and well-rounded feedback on Scottsdale Parks and Recreation currently and what opportunities exist for the future. In addition to touchpoints with the public via social media, public meetings, website visits, and intercept feedback, groups that provided input include but are not limited to the following:

- Mayor and City Council
- Parks and Recreation Commission
- Mayor's Youth Council
- Scottsdale Leadership Development Program
- Parks and Recreation Staff
- Planning and Zoning
- Water

- Transportation
- Geographic Information Systems (GIS)
- Real Estate
- Tourism and Experience Scottsdale
- Community Development
- Public Safety

Shape Scottsdale's outreach included more than 300,000 touches with the community through in-person and digital outreach methods. Input received was synthesized into common values and then actionable strategies and recommendations to be implemented by the City of Scottsdale. The ideas, goals, and recommendations documented in this plan are a direct result of a multi-faceted engagement process and a community that takes pride in its city and prioritizes parks, recreation, and wellness.

Project-Dedicated Website

ShapeScottsdaleParks.com included tools to:

- Provide your feedback
- Share a comment on an interactive map
- Identify parks priorities with a budget tool
- Share your big idea

Other Engagement Tools

Paid Social Media Ads





Social Media Posts, Stories, and Interactions

Text-Based





10



Website (9,084)

6,297 – Total Website Visits 1,590 – Feedback Responses 641 – Interactive Map Comments 288 – Share Your Big Idea 268 – Budget Game Respondents

Social Media Reach (301, 438)844 – Shares

420 - Event

Interest

Clicks

RSVPs/Event

29.865-Other

2,379 - Likes 577 – Post Reactions

266.760 - Post and Story Views/People Reached

Statistically-Valid Survey

Intercept Surveys and Outreach Meetings (1,292)

98 - Safety Luau 86-80s Night 25 – Slide the Rails 68 – Playground Workshop 18 – Workshop #1 106 – Fall Festival 18 – Dunkin for Pumpkins

542 – The Ultimate Playdate

> 6-Polo Championships

36 – Skate Park Workshops

260 – Workshop #3

N/A – Canal Convergence (Project Promotion)

N/A – SUSD Middle School Sports (Project Promotion)

N/A – Parada Del Sol (Project Promotion)

29-Workshop #2 Statistically-Valid **Survey (500)**

> **Polco Open Link Survey (445)**

Speak Up Scottsdale (82)

593-Comments

KEY CAPITAL INFRASTRUCTURE AND FUNDING NEEDS



86% of residents support improving existing park infrastructure

REINVESTING IN THE INDIAN BEND WASH PARKS

The Indian Bend Wash is an example of green infrastructure that has been the recipient of major awards and has inspired communities internationally. In addition to serving as visionary benchmark for multi-use flood control solutions, it has been a treasured community asset for decades. Originally constructed in the 1970s, the park infrastructure within the Indian Bend Wash parks are over a half century old. It is a system that requires a higher level of maintenance, as the parks are primarily situated within the floodway. The aging of the parks within the Indian Bend Wash has led to the need for reinvestment in infrastructure.

Reinvesting in the Indian Bend Wash through capital improvements and reclassification as a regional park is a focal point of this plan. Benefits of reimagining the Indian Bend Wash recreation opportunities and reclassifying the Indian Bend Wash to a regional park include but are not limited to the following:

- Rebranding the Indian Bend Wash as a destination for residents and visitors alike
- Improving wayfinding, access, and connectivity
- Activating the parks to bolster the feeling of safety
- Optimizing the layout of amenities and facilities to best accommodate resident needs while reducing redundant support facilities
- Bolstering the user experience and providing well-distributed support amenities and circulation
- Dedicating a regional park maintenance team to keep parks in the floodway operating at a high level
- Increasing revenue generation opportunities
- Diversifying amenity and program offerings



HIGH-PRIORITY CAPITAL NEEDS

Shape Scottsdale Parks and Recreation

Statistically Valid Survey:

- Nature Trails
- Multi-Use Paths
- Natural Areas and Green spaces
- Conservatories
- Pickleball Courts
- Community Gardens
- Indoor Fitness and Exercise Facilities
- Dog Parks

 Destination and Adventure Playgrounds and Splash Pads

- Aquatic/Pool Facilities
- Rebuild the IBW Parks
- Replace Cactus Pool
- Add Shade and Trees

It is clear trails and preservation are associated with parks and even when it is a separate department, Parks needs to work with them closely to make these goals a reality.

MEDIUM-PRIORITY CAPITAL NEEDS

PARKS & RECREATION

 Nature Centers/ Environmental Learning Centers

SCOTTSDALE

- Outdoor Exercise
 Equipment
- Park Ramadas/ Pavilions
- Indoor Hard Courts
- Bike Parks
- Recreation/ Community Centers

- Outdoor Performance Spaces
- Rock Walls and Ropes Courses
- Fishing Areas
- Indoor Sports Fields
- Tennis Court Replacement

RESIDENT SUPPORT FOR PARKS CAPITAL IMPROVEMENTS

86% of residents support improving existing park infrastructure

79% of residents support improving existing multi-use path systems

Top capital improvement project priorities for residents include:

1 Additional Shade Structures (75%)

Additional and Improved Park Restrooms (66%)

3 Improved Water-Efficiency of Irrigation Systems (64%)

FUNDING NEEDS TO SUPPORT EXISTING PARKS AND FACILITIES

2

The table below represents funding needed to replace existing park amenities in-kind. These figures are a product of the park inventory and assessment and represent asset needs as part of a life-cycle replacement schedule. The table below does not reflect the additional need for visionary projects including new or reimagined parks, amenities, and facilities. Based on the high-and medium-priority capital needs, parks and facilities would require reimagining and new amenities to meet modern user needs.

Туре	CIP (1-5 years)	CIP (6-10 years)	CIP (11+ years)	Local Benchmarks: 2024 Capital Improvement Budgets
Parks	\$17,191,405	\$70,795,258	\$50,100,371	GIlbert-
Facilities	\$16,320,201	\$36,486,828	\$8,922,974	\$343,284,000
Planning and Design	\$6,702,321	\$21,456,417	\$11,804,669	Mesa-
Totals	\$40,213,927	\$128,738,503	\$70,828,014	\$64,803,097

RECREATION PROGRAM ANALYSIS

The Recreation Program Analysis studied the Department's recreation program offerings to evaluate the effectiveness of its community recreation facilities and services. The evaluation aimed to answer key questions about the City's programs and services, such as:

- What are the core programs, and do they align with community desires?
- Does the mix of recreation programs meet community needs?
- What challenges might prevent the City from delivering high-quality programs/services?
- Does the City allocate an appropriate number of resources to recreation?

Top 5 Program Needs:

- Community Events
- Adult Fitness and Wellness Programs
- Arts and Cultural Programs
- Older Adult Fitness Programs
- Performing Arts Programs

Top 5 Future Recreation Program Desires:

- Pickleball Opportunities
- Disc Golf Opportunities
- Dog Parks to Create Social Experiences
- Better Lap Swim Times
- Additional Swimming Opportunities

Program Needs:

- Several programs, notably aquatics, tennis, and leisure education, have significant waiting lists. Highly populated waiting lists demonstrate significant unmet needs and lost revenue opportunities.
- There may be an unmet need in adult and older adult programs. However, senior center activities provided through Human Services account for part of this need.
- Helping ensure a more balanced geographical distribution of events across the city is imperative.
- Enhancing neighborhood park use by organizing more intimate gatherings may be highly welcomed and foster a greater sense of community.
- In 2023, more than 2,000 individuals primarily seeking children's swimming lessons were waitlisted. Limited pool space hampers program expansion efforts.
- Demand for adaptive recreation services has surged since the COVID-19 pandemic. There is a clear need for expanded social and recreational offerings.
- Limited indoor program space is a challenge for Leisure Education and Youth Development programs.

80%

90% rated Scottsdale's recreation program as good or excellent

More than 75% of

Scottsdale residents

participate in City-

provided programs,

activities, or events

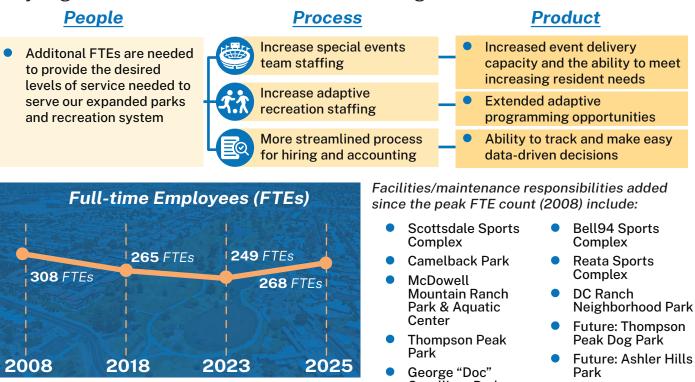




ORGANIZATION STRUCTURE ASSESSMENT

The organization structure assessment evaluates the Department's organizational and management structure, staffing, and financial investment in parks and recreation to assess its effectiveness and efficiency.

Key Organizational Structure Assessment Findings:



Please reference the FTE Comparative Analysis Findings on page 8 of this document.

MAINTENANCE ASSESSMENT

Cavalliere Park

An increase in maintenance staff is necessary to maintain the level of service the community is accustomed to. The city's parks assets have evolved and grown and the city's park utilization and population has grown. While visionary, the City's parks inventory includes spaces which require higher levels of maintenance. For example, the Indian Bend Wash parks are predominantly in a floodway and the Scottsdale Sports Complex is in a basin and is used for parking for large special events, requiring special maintenance considerations. Adding staffing and resources for the adequate maintenance of parks will be critical for the system moving forward.

Key Maintenance Assessment Findings:





Establish a Neighborhood Parks Team dedicated to serving this park classification throughout the city.

Establish an Urban Forestry Team to maintain and foster the goals of the Shade and Tree Plan.

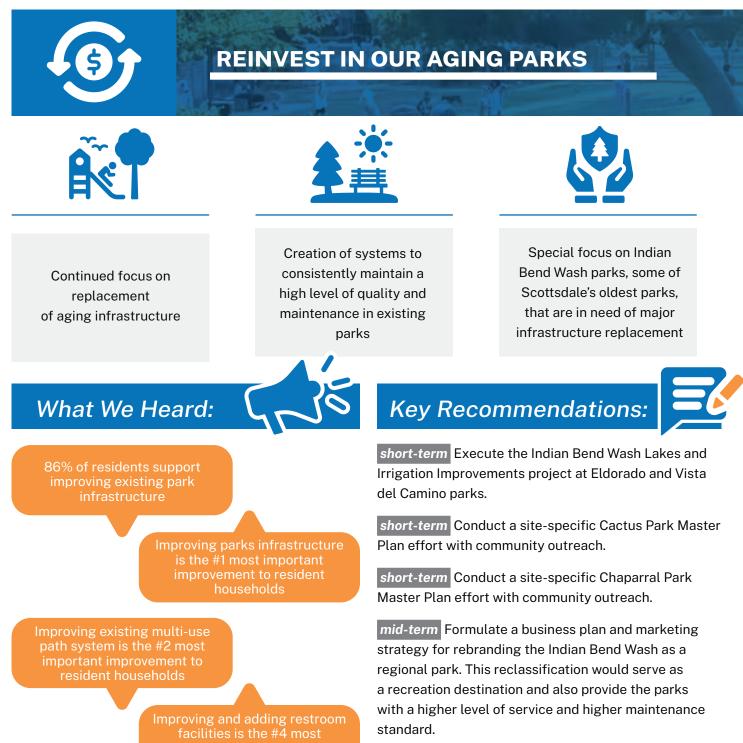
Implement an asset management software to keep track of inventory and lifecycle replacement needs.



Increase contractual budget for third-party maintenance needs to provide appropriate contractual resources to manage Scottsdale tree network.

VISION AND VALUES

The following six values identified are themes that have emerged from the robust community outreach and stakeholder involvement associated with this project. These values will drive the way Parks and Recreation approaches and achieves plan recommendations. These values will assist in reimagining, sustaining, and maintaining quality outdoor spaces that are welcoming, walkable, mindful of our desert environment, and promote community wellness.



short/mid-term Continue implementing restroom

replacement program.

important improvement to resident households



PARKS & RECREATION

ENVIRONMENTAL RESILIENCE





Implementation of the latest irrigation technologies



Intentional, responsible, and strategic water use

Tree life-cycle study and tree replacement program

What We Heard:

82% of residents see improving and adding sustainable landscaping as a very high, high, or medium priority

> 92% of residents agree parks provide access to green space, nature, or playgrounds

87% of residents agree parks preserve open space and protect the environment

> 87% of residents rank improving water efficiency of irrigation systems as a very high, high, or medium priority

Key Recommendations:

short-term Implement tree replacement program to ensure lifecycle of mature trees and adequate natural shade canopy. Implement recommendations of Shade and Tree Plan.

short-term Conduct irrigation assessment at city parks to assess system and need for pumps with the goal of narrowing irrigation water windows.

short-term Develop messaging to the general public that includes education on steps the City has taken/is taking to make water-efficient decisions.

mid-term Consider more resilient slope treatments to handle flows in Indian Bend Wash Parks.

mid-term/as allowable Upgrade irrigation technology for resilience and water efficiency in rights-of-way, medians, and parks.







Increased provision of indoor recreation opportunities through existing City venues and partnerships

Increased aquatics opportunities



Reinvest in and create additional indoor facilities to meet modern programming needs

What We Heard:

Adding shade structures is the top CIP priority for residents

Aquatics programs have waitlists in high numbers

Aquatics/Pool Facilities was the #1 facility need by online respondents

> Indoor Fitness was the #3 facility need online

Key Recommendations:



mid-term Add more rentable group ramadas in north Scottsdale parks.

long-term Add a multi-generational recreation center and aquatics facility to central Scottsdale that includes an indoor track and indoor court space.

long-term Add a multi-generational recreation center at Indian School Park that includes an indoor track and indoor court space.

long-term Create at least one dedicated large indoor space for leisure education programs, after-school programs and summer programs to serve areas south of the Mountain View Park Community Center.

long-term Provide larger multi-use rooms for indoor rental space.

INCLUSIVE SYSTEM PROMOTING COMMUNITY WELLNESS





Consider ways to continue to support the City's strong adaptive recreation programs



Explore opportunities to leverage WestWorld

for additional recreation

opportunities

Equitable distribution of quality parks programs



Fitness and wellness programs are the #2 highest programming need

> Adult and older adult fitness and wellness programs are underserved

91% of residents rank the Adaptive Recreation Center as excellent or good and it often sees large waitlist numbers

> Community events are the highest priority for programming investment

Key Recommendations:

short-term Work with transportation to study transportation service and trolley routes to assist in transportation for adaptive recreation participants.

short-term Partner with WestWorld to provide recreation opportunities and events in the north.

short-term/ongoing Work with Community Assistance Office to find park improvement projects eligible for federal and grant funding

long-term Add a new adaptive recreation space in the northern part of the city.

CONNECTED COMMUNITY





Coordinate with City of Scottsdale Transportation to complete key shareduse paths that support a strong parks network

Effectively communicate parks and recreation offerings



Offer strongly attended and frequent community events with the goal of bringing the community together

What We Heard:

Community events are the highest priority for investment for programs

> Nature trails and multi-use paths were the top two priorities for facilities

Fitness walking, hiking, and biking are all recreation trends increasing in popularity

> 61% of non-participants said they were not aware of what is offered by City of Scottsdale Parks and Recreation

Key Recommendations:



short-term Complete a signage plan and study with the goal of new wayfinding for the entire parks system.

short-term/as allowable Work closely with Transportation on multi-use path locations and future projects. Move paths that allow e-bikes to the perimeter or out of the active park area.

mid-term Host a community-based signature event at WestWorld.

mid-term Bolster public awareness of parks and recreation offerings through innovative marketing and communications.

mid-term Host micro events annually in neighborhood parks throughout the city.



PARKS & RECREATION





Implement an asset management program for park amenities and equipment



Implement life-cycle replacement guidelines to deter future aging infrastructure issues



Create staffing schedules that ensure necessary customer service seven days per week

Key Recommendations:

short-term Create a Neighborhood Park Team and Urban Forestry Team.

short-term Increase special event staff to accommodate more community events.

short-term Create an asset management/asset replacement program for parks amenities and equipment.

short-term Create a volunteer program and coordinate with local service learning programs for future volunteer integration.

mid-term Create positions for park hosts that can enforce park rules, manage field and ramada reservations, and provide renters with a point of contact to check in with.

mid-term Acquire additional maintenance equipment that would allow more tasks like large tree care services and turf aerification to be completed in-house.

VISIONARY PROJECTS

This section illustrates projects that embody the key desired outcomes of the master plan and could shape the future of Scottsdale's parks and recreation system. Visionary projects represent the implementation of services and facilities desired by the community and the ultimate goals of the parks and recreation system and by providing a long-range look to address future needs and deficiencies. The visionary projects address complete renovations of select aging parks and facilities. Visionary project include:

Indian School Park Master Plan Implementation

The Indian School Park Master Plan included a robust community-driven approach to determine needs and priorities of residents and users. The master plan included a hybrid approach to outreach including a project-specific interactive website, interactive map, public workshops, virtual meetings, mailers and pop-up events. The site-specific master plan's project website received over 5,000 views and over 1,000 feedback responses. This master plan truly embodies the needs of the community and also serves the broader needs of the city.

HIGH- AND MEDIUM-PRIORITY NEEDS MET AS PART OF THIS PROJECT:

- Multi-use paths
- Natural areas and green spaces
- Pickleball courts
- Indoor fitness and exercise facilities
- Destination and adventure playgrounds and splash pads
- Outdoor exercise equipment
- Park ramadas/pavilions
- Indoor hard courts
- Recreation/community centers
- Outdoor performance spaces
- Rock walls and ropes courses
- Shaded sports fields
- Tennis courts



Cactus Park Aquatics Facility

This project includes the complete replacement of the Cactus Park Aquatics facility to meet increasing aquatics demands. The current facility is in poor condition and has many limitations including pool leakage, dated, restrooms, limited Americans with Disabilities Act (ADA) access and security concerns. The existing facility hosts 144,000 guests annually and is the only City aquatics facility that can host swimming and diving competitions. The aquatics facility replacement project was supported as part of the Bond 2019. This plan recommends moving forward with a the replacement and expansion of the existing facility as well as the inclusion of additional recreation center space at this facility. A renovation of the park should also be

HIGH- AND MEDIUM-PRIORITY NEEDS MET AS PART OF THIS PROJECT:

- Multi-use paths
- Pickleball courts
- Indoor fitness and exercise facilities
- Destination and adventure playgrounds and splash pads
- Aquatics and pool facilities

Outdoor exercise equipment

PARKS & RECREATION

- Park ramadas/pavilions
- Indoor hard courts

SCOTTSDALE

- Recreation/community centers
- Outdoor performance spaces
- Tennis court replacement

considered as part of this project.

Vista del Camino Park and Eldorado Park Master Plan Implementation

In 2019, the City of Scottsdale completed the Indian Bend Wash Master Plan: Thomas to McKellips. Some of the recommendations of that plan, including lake and irrigation infrastructure repairs, are currently being

HIGH- AND MEDIUM-PRIORITY NEEDS MET AS PART OF THIS PROJECT:

- Nature trails
- Multi-use paths
- Natural areas and green spaces
- Pickleball courts
- Dog parks
- Destination and adventure playgrounds and splash pads
- Aquatics and pool facilities

- Outdoor exercise equipment
- Park ramadas/pavilions
- Recreation/community centers
- Outdoor performance spaces
- Bike parks
- Fishing areas
- Tennis court replacement

