



Parks' Master Plans Overview & Survey Update

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What is a Park Master Plan?



The Park Master Plans will provide a road map for the future of parks, recreational facilities, open spaces, and opportunities over the next 10-15 years.

What does a Park Master Plan include?



- Parks master planning is a comprehensive process that provides guidance and policy direction to decision-makers.
- The planning process, which engages stakeholders and garners public input, provides a foundation for understanding and responding to the park and recreation needs of a community.
- The process involves strategically examining a community's vision; existing parks, services, facilities, and resources; and assessing future needs concerning parks, recreation, and open space.

How will the Park Master Plan be used?



The Park Master Plan will provide a foundation for:

- Building credibility, support, and consensus from community members and stakeholders.
- Informing community members about parks' needs and community assets.
- Identifying capital improvement goals to assess fiscal requirements and funding needs.
- Guiding critical decisions about parks, recreation facilities, open space, infrastructure, programs, and services.
- Developing recommendations and an implementation strategy.



Project Status

3-Year Project Schedule

- **Year One (2024):**
 - Cave Creek Regional Park (including Black Mountain)
 - Spur Cross Conservation Area (including Oscar Meyer Land)
 - McDowell Mountain Regional Park
- **Year Two (2025):**
 - Buckeye Hills Regional Park
 - Estrella Mountain Regional Park
 - Lake Pleasant Regional Park (including Agua Fria Conservation Area and Desert Outdoor Center)
- **Year Three (2026):**
 - San Tan Mountain Regional Park
 - Utery Mountain Regional Park
 - White Tank Mountain Regional Park



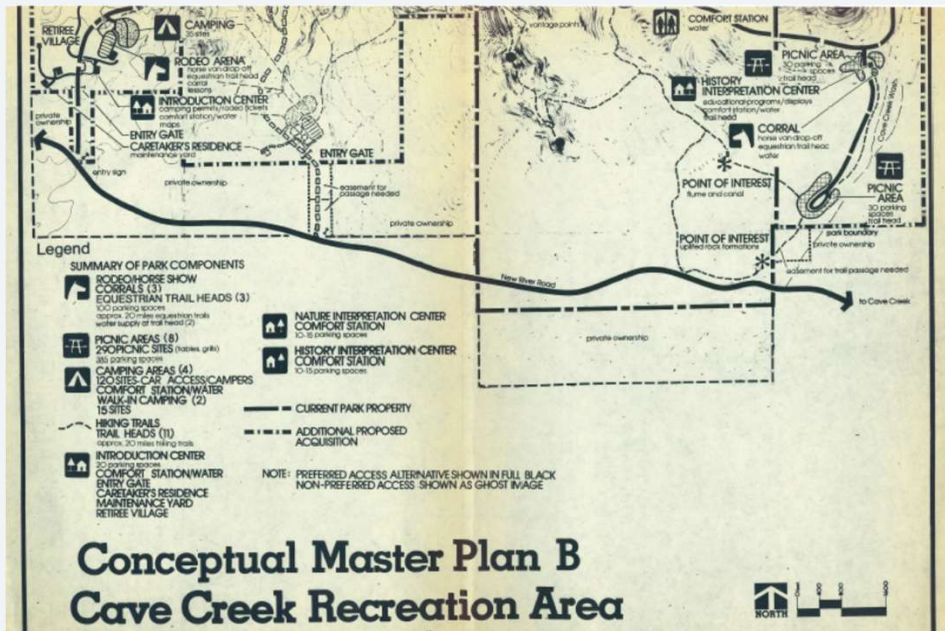
Community Engagement Events



Community Engagement Events To Date:

- **April 17** – Stakeholder Meetings:
 - Cave Creek Regional Park
 - Spur Cross Ranch Conservation Area, and
 - McDowell Regional Park
- **May 4** – Spur Cross Open House
- **May 11** – Cave Creek Open House
- **May 18** – McDowell Open House

Main Takeaways - Cave Creek Master Plan



Conceptual Site Plan from 1980 Master Plan

Cave Creek Regional Park

- Previous Master Plans completed in:
 - 1965
 - 1980

Main Takeaways

- Acquisition for adjacent properties for use of the park.
- Use of park as an educational resource for the public.
- Protect existing animal biodiversity by providing a reduction of vehicular traffic and limiting to existing roads and foot traffic to keep threatened species safe.

Main Takeaways – Spur Cross Master Plan



Conceptual Site Plan from 2004 Master Plan

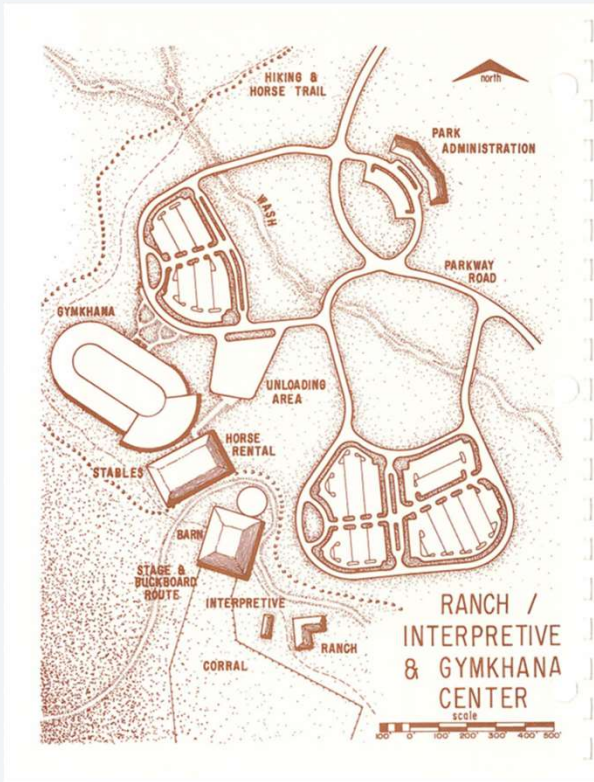
Spur Cross Ranch Conservation Area

- Previous Master Plans completed in:
 - 2004

Main Takeaways

- Conservation and protection of environmental and cultural resources with a secondary focus of providing day-use recreation, interpretive, and educational opportunities for the public.

Main Takeaways – McDowell Master Plan



Conceptual Site Plan from 1967 Master Plan

McDowell Regional Park

- Previous Master Plans completed in:
 - 1967
 - 2019

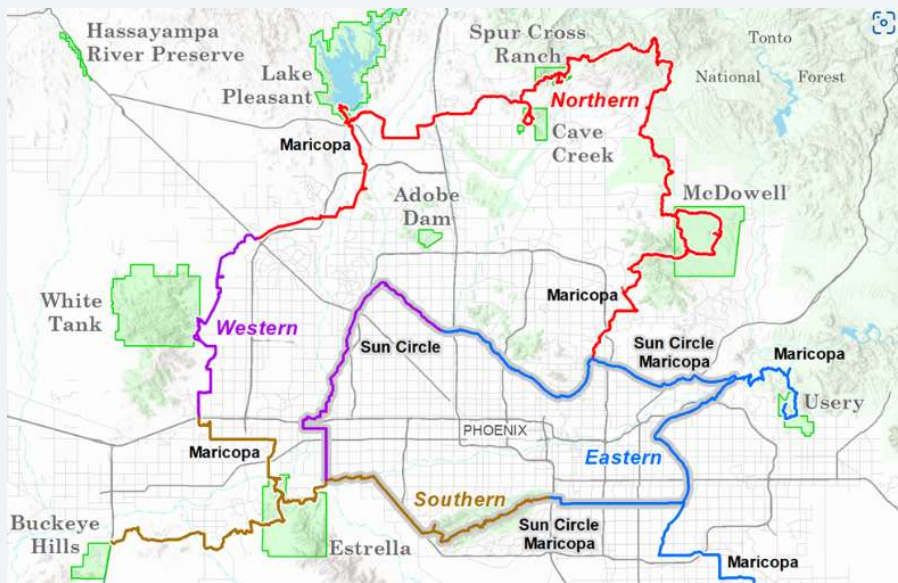
Main Takeaways

- Recommended maintaining the regional park as an “Adventure and Outdoor Recreation” Park.
- Preserve the natural setting and environmental aspects of the park by heavily restricted use and limited public access.
- Pursue limited development to enhance the quality and diversity of recreational opportunities.
- Strategically develop facilities that increase the revenue generation capacity of the park and park system.



Methodology

Overall Parks System Work Plan



Master Planning Details for Overall Parks System

- Kickoff Meeting
- Analyze County Demographics
- Benchmark County and Comparable Parks
- Evaluate Industry Trends
- Conduct a County-wide Statistically Valid Survey
- Develop and Facilitate a Website
 - <https://www.maricopacountyparks.net/>

Park Specific Work Plan

Master Planning Details (Park Specific)

- Kickoff Meeting
- Review Existing County Documents
- Park Site Tours
- Assist in Facilitating Community and Stakeholder Engagement
- Monthly Coordination Meeting
- Data Inventory and Analysis
- Conduct Inventory and Level of Service Amenity Assessment
- Evaluate Existing Standards

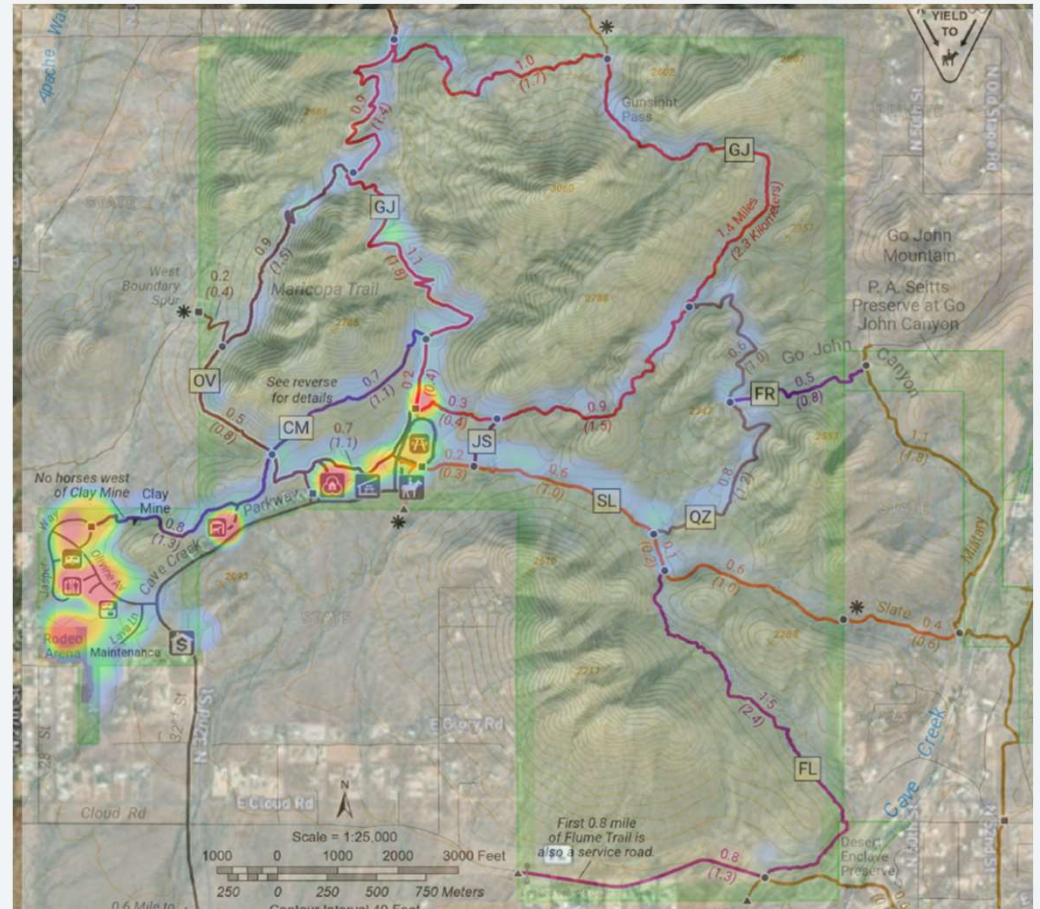
Master Planning Details (cont.)

- Gather Placer.ai Mobility Data and User Geo-Analysis.
- Develop an Operations Assessment
- Develop an Operations and Maintenance Plan
- Develop Recreation Programming Assessment
- Analyze Cost Recovery Philosophy
- Assess Economic Impact Potential
- Assist in Developing Draft and Final Plans
- Lead a Review Session with the County
- Finalize Plan

Use of Visitor Heat Maps

Heat Maps - used to visualize the most popular (hot) and unpopular (cold) elements of park areas using colors on a scale from red (hot) to blue (cold).

- The Maps will allow Parks to identify user behavior patterns and trends to make changes accordingly.



Courtesy of Placer AI



Surveys

Participants...

Survey(s)	Distribution Method	Update(s)
ASU – Onsite Survey	<p>450-500 Visitors was contacted onsite at the following parks:</p> <ul style="list-style-type: none"> • Cave Creek Regional, • Estrella Mountain, • McDowell Mountain, • Spur Cross Ranch Conservation Area • San Tan Mountain, • Usery Mountain, • White Tanks Mountain 	<p>Goal is to conduct 3,150 total onsite surveys (95% response rate per site):</p> <ul style="list-style-type: none"> • As of May 17th: 2,297 <p>* Lake Pleasant survey will begin during peak season months (summer/fall)</p>
ASU – Offsite Survey	<p>Longer online option/mail-in surveys were offered to park visitors</p>	<p>Goal is to forward 1,230+ surveys (expecting 40-50% response rate):</p> <ul style="list-style-type: none"> • As of May 17th: 152 hardcopies received / 478 requested online version
BerryDunn – Resident Survey	<p>4,500 Surveys mailed to randomly selected households (online option available)</p>	<p>Expecting a 600-response rate</p>

What is End Goal for a Visitor Survey?

Deliverables of Visitor Surveys

- **Visitor satisfaction surveys** are essential for Parks & Recreation to understand and improve user's experience.
- The Visitor Survey for Maricopa County Parks was designed to collect:
 - Visitor information concerning perceptions of service and facility quality,
 - activity preferences,
 - setting and facility preferences,
 - specific advantages or benefits that visitors seek when visiting parks, and
 - demographics.
- The Visitor survey will be conducted in two-parts:
 - The surveys will include both a short on-site and longer online/mail survey which will be conducted by ASU staff and students.
 - An incentive to be entered in a drawing for a free annual pass will be used to encourage park visitors to complete the longer survey either digitally (email) or via mail (hardcopy provided on-site).

Slide 17

R(0 I would bullet all of these and make this into two slides
RJ Cardin (PRK), 2024-05-01T17:03:52.032

What is End Goal for a Resident Survey?

Deliverables of Resident Surveys

- **Results from the Resident's** satisfaction survey will inform Parks & Recreation of the community's interests, as well as bring awareness to the community about county parks.
- Surveys were designed to collect resident information tailored to:
 - issues,
 - needs, and
 - community desired results specific to Maricopa County.
- **Resident's surveys** will provide critical information in determining:
 - community values,
 - satisfaction levels, needs and priorities,
 - preferred marketing channels,
 - level of awareness,
 - current usage levels, and
 - demographic information for long-range planning efforts.

Sample of Survey Questions

Visitor's Onsite (20 questions)

1. Have you been to this park before this current trip? (✓ one box) Yes No
 (If yes, how many times have you previously visited this park in the past 12 months, including the current visit?)
 # _____ times
2. How did you find out about the park? _____
3. Are you a resident of Maricopa County Yes No

Visitor's Offsite (28 questions)

1. Overall, how satisfied are you with your recent visit to this county park? (✓ one box)
 Extremely Satisfied Very Satisfied Fairly Satisfied Slightly Satisfied Not at all Satisfied
 If not satisfied, please tell us why: _____
2. Approximately how many total visits have you made to this county park in the past year? (fill in number)
 _____ visits
3. This question addresses park facilities, and has two parts. First, rate how important the facility is in contributing to your park experience. Then, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "Doesn't Apply."

	IMPORTANCE TO YOU				PARK PERFORMANCE				
	Not at all Important	Slightly Important	Important	Extremely Important	Poor	Fair	Good	Excellent	Doesn't Apply
Park Services:									
Park campsites	1	2	3	4	1	2	3	4	DA

County Residents (23 questions)

1. Maricopa County Parks primarily provide outdoor recreation opportunities, which may vary from City parks. For this survey, we are interested in outdoor activities that you or any household members participate in regardless of location. From the list below, please indicate which outdoor recreation opportunities you or household members participated in during the past 12 months. [Check all that apply.]
 (01) Archery (10) Mountain biking (19) Swimming
 (02) Attending a park program (11) Nature experience (20) Tent camping
 (03) Attending a special event (12) Paddle crafting (21) Trail hiking
 (04) Bird watching (13) Photography (22) Utilizing nature center
 (05) Boating (14) Picnicking (23) Visiting historical sites
 (06) Driving: sightseeing (15) Playgrounds (24) Walking for pleasure
 (07) Fishing (16) Running/jogging (25) Watching wildlife
 (08) Horseback riding (17) RV camping (26) Water skiing/waterboarding
 (09) Kayaking (18) Scuba diving (27) Other: _____
2. From the list above in Question 1, which THREE outdoor recreation opportunities are your favorites? [Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]
 1st: ____ 2nd: ____ 3rd: ____ NONE
3. Have you or any household member visited any Maricopa County Parks during the past 12 months?
 (1) Yes [Answer Q3a-b.] (2) No [Skip to Q4.]
- 3a. How often have you or any household members visited Maricopa County Parks during the past 12 months?
 (1) More than 5 times a week (3) Once a week (5) Less than once a month
 (2) 2-4 times a week (4) 1-3 times a month (9) Don't know
- 3b. Overall, how would you rate the physical condition of ALL the Maricopa County Parks you have visited?
 (4) Excellent (3) Good (2) Fair (1) Poor

Survey Schedule

ASU Survey, Data Review, Reporting

- Data Collection to wrap-up around Mid-May (mountain parks only)
- Lake Pleasant data collection extended to Mid-June
- Final Report Due End of July (mountain parks only)

BerryDunn Survey, Data Review, Reporting

- Website to collect feedback and Mailers released Mid-April
- Data Review to wrap-up around Mid-September
- Information to be incorporated in Park Master Plans
 - Park Master Plans for Cave Creek, Spur Cross and McDowell are due Dec. 2024

Above deadlines were reserved to meet Parks Master Plans project schedule.



Thank You