



MEMORANDUM

TO: Enhanced Services Commission
FROM: Craig Hayton, Deputy Community Services Director – Parks & Recreation
Shawn Wagner, Deputy Community Services Director – Parks & Recreation
DATE: April 20, 2021
SUBJECT: Draft Parks & Recreation Master Plan

Enhanced Services Commission;

Tempe strives to provide its residents and visitors with valuable park and recreation experiences through a diverse offering of parks, programs, events and facilities. In order to ensure that Tempe’s parks and recreation systems and services continue to meet the needs of our community and visitors, an updated Parks and Recreation Master Plan will become the division’s comprehensive planning document, ensuring Tempe’s parks and programs benefit the community and its visitors for the next decade. Much has changed in Tempe and in the larger park and recreation field since the last Parks and Recreation Master Plan was adopted in 2001, highlighting the importance of this comprehensive planning effort. We appreciate the opportunity to provide an update at an upcoming Enhanced Services Commission meeting. In order to maximize our time at the upcoming meeting, this memo is intended to provide general background information, allowing us to focus on Enhanced Services Commission specific areas of interest of the draft plan during the meeting.

Planning Process

The draft Parks and Recreation Master Plan provides a system-wide approach to evaluating parks and recreation amenities, facilities and programs to develop goals, policies, guidelines and achievable strategies. It creates a 10-year roadmap for ensuring an appropriate balance of facilities, amenities and programs throughout the community. Phoenix-based PLAN*et Communities, a team that is passionate about Tempe and what the master plan will provide for the city, its residents and park users, has been the plan’s lead consultant. In addition to the consultant and project team, a Technical Advisory Committee was formed including staff within multiple city departments, as well as two members of the Parks, Recreation, Golf & Double Butte Cemetery Board, ensuring that the overall process and final plan is consistent with, and supports, other city planning efforts and strategic priorities. Additionally, because the planning approach relies on an inclusive strategy that engages stakeholders and the public in multiple ways, key partners also include City Council, boards and commissions, individual residents, park, facility, and program users, community partners and service providers. The overall planning process has included five (5) interrelated steps, identified in the following graphic, providing multiple opportunities to listen and engage with stakeholders and the public.



Draft Plan

The draft plan engages the user through an innovative format, known as a StoryMap, designed to be an interactive, online document, utilizing summarizing text, supporting images and graphs, and interactive maps. The plan is organized into nine (9) separate yet interrelated sections, providing the reader with the opportunity to move through the plan systematically or jump into specific plan sections of interest. At a high level, the plan includes background information about Tempe and its parks and recreation system in 2020, what the future could look like and how we get there. Like other recent planning efforts, guiding principles have shaped the entire process. These four (4) key guiding principles (inclusion, resilience, strategic and sustainability) provide the framework for the current, near and mid-term strategies, diplomatically guiding the city as it puts the plan into action over the next decade. The plan ends with important financial information, highlighting funding opportunities and potential costs for plan implementation.

For additional information and to view the draft plan, please visit the project's webpage:

<https://www.tempe.gov/government/community-services/parks/parks-recreation-master-plan>