

Phoenix Parks Master Plan



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Draft Report

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112 W 2nd Street
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Prepared by:

Community Planning Workshop

A Program of the
Community Service Center,
Department of Planning, Public Policy and Management



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Phoenix Parks and Open Space Commission

Laura Bellah	Sandra Wine
Nancy Flowers	Carolyn Bartell (<i>City Council</i>)
Dempsey Haller	Jason Couch (<i>Planning Commission</i>)
Lyla Heigl	Matt Brinkley (<i>City of Phoenix</i>)
Nancy Peterson	Matias Mendez (<i>City of Phoenix</i>)
David van de Velde	Theresa Syphers (<i>City of Phoenix</i>)

Community Service Center Research Team

Robert Parker, AICP, Director
Aniko Drlik-Muehleck, Project Manager
Henry Hearley
Megan Knox
Greg Oldson
Katya Reyna

About the Community Service Center

The Community Service Center (CSC) is a research center affiliated with the Department of Planning, Public Policy, and Management at the University of Oregon. It is an interdisciplinary organization that assists Oregon communities by providing planning and technical assistance to help solve local issues and improve the quality of life for Oregon residents. The role of the CSC is to link the skills, expertise, and innovation of higher education with the transportation, economic development, and environmental needs of communities and regions in the State of Oregon, thereby providing service to Oregon and learning opportunities to the students involved.

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CHAPTER I: INTRODUCTION

The Phoenix Parks Master Plan will provide a guiding vision for the development and maintenance of the parks system in Phoenix for the next 20 years. The Phoenix Parks Master Plan articulates the community's vision to provide healthy and enjoyable recreational opportunities to its residents and visitors, as well as build capacity to accommodate Phoenix's changing population and needs. The plan provides specific tools and guidance for achieving the goals and vision of city staff and the community at large.

Overview

Parks systems play a vital role in residents' quality of life. *"Quality of life" refers to an individual's satisfaction with their social and physical surroundings. Parks and recreation are major contributors to the resources, assets, and opportunities improve quality of life for residents.* Whether through trails, natural areas, play equipment, sports fields, or open space, a community's parks system is a source of diversion, connectivity, aesthetic beauty, natural preservation and enjoyment for its residents. The parks system shapes the character of communities, provides a gathering place for neighborhood activities, and promotes healthy behaviors and lifestyles.

Creating and maintaining park and recreation facilities is a challenge for local governments. Finite land, resources, and administrative and maintenance capacity may all limit a community's ability to expand parks and services to meet their growing needs. Identifying system priorities and matching them with available resources requires thoughtful planning. Communities typically develop and adopt Parks System Master Plans to guide development of parks systems in a way that is both beneficial to the community and fiscally feasible.

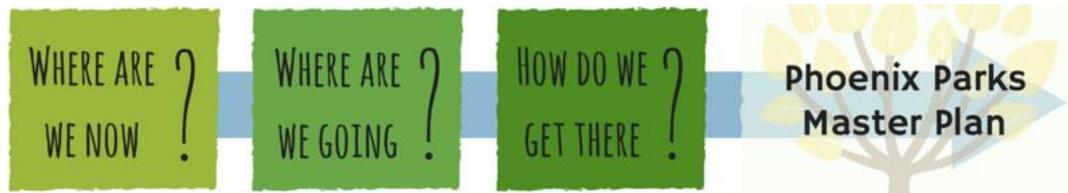
Purpose of the Plan

This plan provides an extensive, stand-alone update of the 1997/2008 Parks and Recreation Element of Phoenix's Comprehensive Plan. Phoenix is expected to undergo significant population growth and development in the next 20 years which will require improved parks system capacity to maintain adequate levels of service. The Phoenix Parks Master Plan describes the community's vision for its parks and provides specific actions and tools necessary to achieve that vision. The plan:

- Provides a community profile that describes demographic, housing, and recreational trends in Phoenix.
- Updates the park inventory including city owned property as well as trails and linkages.

- Analyzes areas in the city that are currently underserved by park and recreational opportunities.
- Provides a planning framework of goals, objectives, and specific recommendations to guide the City’s decisions.
- Includes a five-year Capital Improvement Plan (CIP) that is prioritized based on need, and contains funding options and opportunities for each improvement action.
- Details strategies for acquiring new parkland to better serve the community of Phoenix.

The Parks Planning Process



The parks planning process relied on input from residents, the Phoenix Parks Commission, and City staff to answer three key questions:

1. Where are we now?
2. Where are we going?
3. How do we get there?

The process was managed by a planning team consisting of external consultants (from the University of Oregon’s Community Service Center) and members of the Phoenix Parks Commission.

Where are we now?

The planning team interviewed stakeholders and completed an inventory of park facilities to understand the current condition of parks. The planning team also hosted a parks planning open house and distributed a mailed and online survey to gather more information from residents about how well the current parks meet their needs.

Where are we going?

The planning team asked for feedback on how residents would like to see their parks improved and added to in the future through a series of public workshops and events, a mailed and online survey, and via an interactive website. This feedback helped the planning team create a Vision for the Phoenix parks system. The Community Service Center’s landscape architect also gathered information through site visits, a design workshop, and a public comment event to develop a design concept that re-imagines Blue Heron Park.

How do we get there?

The planning team created a list of small parkland improvements under \$1,200 and a 5-year "Capital Improvements Plan" that details higher cost (\$1,200+) parkland improvements that may require external funding. This document includes suggestions for how to finance park improvements, and a recommended strategy for acquiring new park land. The planning team also crafted a timeline to assist the City with plan implementation.

Community Engagement

Community and stakeholder engagement are critical elements of the planning process. Community engagement provides tangible benefits to the process by: (1) providing insight into community members' values and preferences; (2) developing and nurturing an environment of goodwill and trust; (3) building consensus support for the Plan. Throughout the planning process, the planning team used a variety of methods to gather input from Phoenix residents, including:

- Eight stakeholder interviews
- Five public workshops (including two with middle and high school students)
- Parks Commission meetings
- Site visits
- A printed and online survey
- An interactive website

This Plan combines community input with technical analysis to provide a framework for achieving the goals and objectives that implement the parks system vision. The Plan can also be integrated into other planning decisions that relate to areas of parks planning.

Relationship to Other Plans

The Phoenix Parks Master Plan complements and integrates with other plans that guide Phoenix and the surrounding area.

The **Parks and Recreation Element** of Phoenix's **Comprehensive Plan** (updated concurrently with the Phoenix Parks Master Plan) serves as a technical guide to land use decisions related to parks and recreation. While the Phoenix Parks Master Plan provides a holistic vision and recommendations for cultivating a full-service parks system, the Comprehensive Plan Element focuses more on land use and development policies that will facilitate the implementation of the Master Plan.

The **Bear Creek Greenway Management Plan** is a multi-jurisdictional document that guides the operations, maintenance, and management activities of the Bear Creek Greenway. The Greenway itself is governed by the Jackson County "**Bear Creek Greenway Corridor Ordinance.**" The City of Phoenix contributes to maintenance of the Greenway, and activities involving the Greenway should consider both the Management Plan and the provisions of the Jackson County ordinance.

The **Greater Bear Creek Valley Regional Plan**, adopted in 2011 by Jackson County, was created as part of a collaborative Regional Problems Solving process to deal with issues of rapid population growth and development in the Bear Creek Valley. While this plan does not directly relate to the Phoenix Parks Master Plan, the future development patterns it identifies will have implications for park development in Phoenix. The Regional Plan established Urban Reserve Areas outside of Phoenix's existing Urban Growth Boundary that will eventually be incorporated into the Phoenix city limits. This means that both Phoenix's population and physical size will expand, creating the need for parkland expansion in northern Phoenix.

Organization of the Plan

The remainder of the Phoenix Parks Master Plan is organized as follows:

- **Chapter 2: Community Profile** – Provides information on Phoenix's planning area, projected growth, and socio-demographic trends.
- **Chapter 3: The Phoenix Parks System** – Provides an overview of the City of Phoenix's existing parks and recreation facilities, park service areas, level of service, and park classifications.
- **Chapter 4: Parks and Recreation Needs** – Presents findings from the community engagement process, including what the community values in a park system and identified needs and wants for future park improvements.
- **Chapter 5: Park System Vision and Goals** — Presents a 20-year vision for the Phoenix park system, including goals and recommended action items. These recommendations outline specific efforts which the City and community can undertake to achieve the desired vision.
- **Chapter 6: Park System Improvements and Expansion** – Includes recommendations to improve *existing* park and recreation facilities as well as suggestions for *future* expansion of the parks system. This chapter includes recommended level of service guidelines and recommended parkland acquisition strategies.
- **Chapter 7: Operations and Funding** – Provides descriptions of (1) the parks system's current organization structure; (2) current operating budget; (3) projected park system expenditures; and (4) descriptions of funding tools available to the City of Phoenix.

CHAPTER 2: COMMUNITY PROFILE

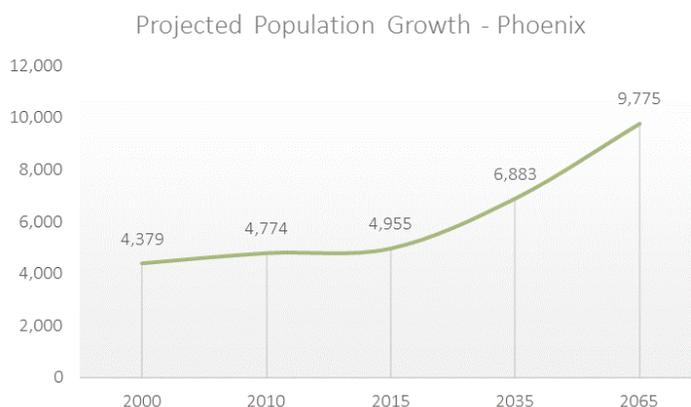
Who lives in Phoenix? What direction is the community headed? The Phoenix parks planning team gathered demographic and economic information to inform the design and planning choices included in the Parks Master Plan. By examining these characteristics, the planning team also identified populations and groups with unique needs that the City of Phoenix must consider as it continues to improve and expand the parks system.

Phoenix is located in the Rogue Valley of Southern Oregon, and much of the surrounding land is agricultural. In 2015, Phoenix had a population of 4,585 with a slightly female-biased gender balance and a median age of 48.^{1 2} The population is predominately white but with has experienced significant growth of non-white residents in recent years.³

Phoenix has a labor force of approximately 1,900 people.⁴ More than three-quarters of employees in Phoenix work in services and retail trade, with the highest employment in administrative and support services (20%), elementary and secondary schools (12%), and food and drinking establishments (10%).⁵ Most businesses in Phoenix are fairly small, with 67% having only 1 to 4 employees.⁶

A growing population will require expanded parkland and recreation services⁷

Phoenix's population grew by 395 people between 2000 and 2010, an average annual growth rate of just under 1% per year. However, Phoenix's population is projected to grow at a much higher rate within the next 20 years (1.7% average annual growth rate), with a projected increase of nearly 2,000 residents by 2035. **This means that over the 20 years covered in this plan, Phoenix's population will increase by almost 40%.** By 2065, Phoenix's population is projected to *almost double* from 2015 levels.



Source: PSU Population Research Center. Jackson County Coordinated Population Forecasts 2015-2065.

A growing population demands a comparable increase in infrastructure and public goods. Public amenities such as parks and recreation will play a crucial role in maintaining livability and general welfare of the community, particularly as an influx of new residents drives economic growth and housing development.

Shifting age groups will bring new demands to parks system⁸

Changing age demographics may create challenges for park planners, as they must find ways to accommodate growing populations on opposite ends of the age spectrum. From 2000 to 2010, the population of children 9 and under increased more than any other age group, at an average annual growth rate of 8.5% per year. Residents aged 65 and older experienced the second most pronounced growth rate during this same period (1.6% per year).

These trends indicate that the City will need to create more **recreation options that serve the needs of young children and families**, as well as an expected increase in adolescents. At the same time, the City must also consider the needs of **senior citizens**, particularly when assessing accessibility of facilities.

A diversifying racial and ethnic makeup will require greater outreach and inclusion⁹

Although Phoenix has a predominantly white population, the amount of residents identifying as people of color has risen significantly within the past decade. While Phoenix's entire population grew nearly 12% between 2000 and 2010, **about two-thirds of the growth occurred in non-white race categories**. The population identifying as **Hispanic or Latino accounts for the single largest demographic increase** in this time period, almost doubling from 9% to 16%.

In the past, park systems have been developed primarily with the needs and desires of a majority white population in mind. As minority populations increase, park systems must change to accommodate different needs and desires, and must seek new ways to be welcoming to traditionally marginalized groups. In Phoenix, the voices of minorities should be considered and sought out in future parks planning processes. Phoenix parks should not only be a welcoming and accessible space for *all* residents, but should also reflect the community's growing diversity with the services, design, and activities offered.

A high disability rate will necessitate investment in accessibility¹⁰

Phoenix has a higher percentage of 18-64 year-olds with a disability than both Jackson County and Oregon: 18% compared to 14% and 12% respectively. Phoenix's youth (under 18) disability rate is also higher than

the County and the State at 7% compared to 5% for Jackson County and Oregon.

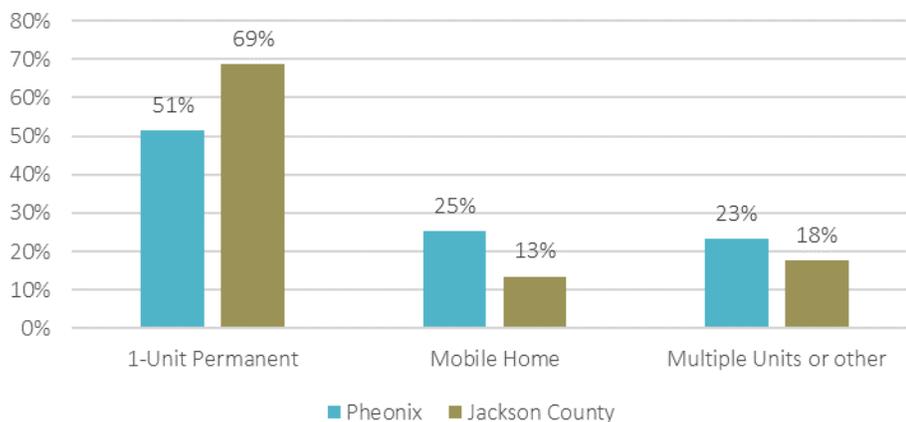
Living with a disability may bring unique challenges to accessing public goods such as parks. Parks may be difficult to navigate in terms of mobility, may offer limited activities that people with disabilities can enjoy, and/or may not feel like safe and accepting environments. The City must invest resources to ensure there are multiple access points for people with disabilities to each park and park facility, and also bear the needs of this group in mind in future park development and programming.

A high percentage of multi-family and trailer housing means limited private green space¹¹

Housing characteristics are important to consider in parks planning as they can indicate growth, economic stability, and permanence of residency. In 2010, Phoenix’s housing units were at a 93% occupancy rate, with about 58% owner-occupied and 35% renter-occupied. Of Phoenix’s occupied housing units, **approximately half are either multi-family or trailer park housing**, as opposed to single unit homes. This is higher than in Jackson County as a whole, where less than one-third of housing units are multi-family or trailer park housing.

Multi-family housing and trailer park housing are less likely to offer access to a yard or any private green space, making residents of these homes more dependent on parks for opportunities to spend time outdoors, gather socially, or participate in exercise. The City must consider the needs of residents with limited yard space when developing level of service standards for the parks system. Future park development should also aim to serve areas where multi-family housing and trailer parks are concentrated.

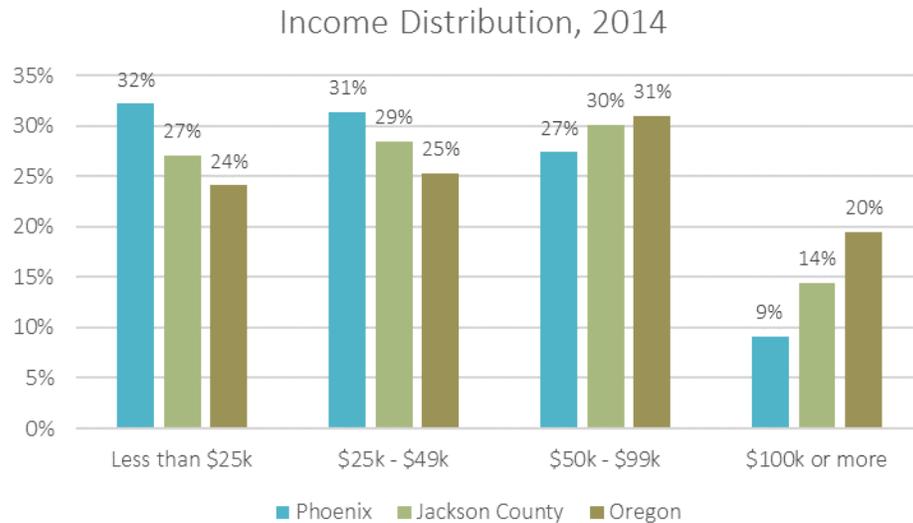
Housing Types in Phoenix and Jackson County, 2014



Source: US Census Bureau, American Community Survey. “Selected Housing Characteristics: 2010-2014 American Community Survey 5-year Estimates.” Table DP04.

A large population living in poverty may benefit from parks¹²

In 2014, median income in Phoenix was \$34,478, lower than the Jackson County median (\$44,086) and over \$15,000 below the statewide median. Phoenix also has more households in lower income brackets than Jackson County and Oregon. With about **a quarter of both adults (aged 18-64) and youth (under 18) living below the poverty line**, Phoenix has higher poverty rates than both Jackson County and Oregon.



Source: US Census Bureau, American Community Survey. "Selected Economic Characteristics: 2010-2014 American Community Survey 5-year Estimates." Table DP03.

These data suggest that Phoenix's parks system must seriously consider the needs of those living in poverty, a population that often relies more heavily on public goods such as parks. Facilities should support programming and services that would benefit this demographic, so that the parks may serve as a system of support as well as a source of enjoyment for those who cannot afford other sources of recreation.

CHAPTER 3: THE PHOENIX PARK SYSTEM

This chapter focuses on Phoenix’s existing park system. The park classification, inventory, and service analyses are critical components of the Master Plan. These components characterize the existing park system and establish a framework that helps identify current and future park system needs.

The City of Phoenix owns four parks and is one of the jurisdictions responsible for managing the Bear Creek Greenway, a paved trail that connects towns from Ashland to Central Point. In total, the City of Phoenix currently owns approximately 30 acres of developed parkland, with two more parks currently in the development phase. Phoenix’s growing population and changing demographics will require the park system to expand to accommodate the community’s needs.

Planning Area

Phoenix is located in Oregon’s Rogue Valley in Jackson County. The city is situated 3 miles southeast of Medford, 2.5 miles northwest of Talent, and is traversed by Interstate-5. The Phoenix parks planning process focused on a planning area within the current Urban Growth Boundary and Urban Reserve Areas.

[Insert Map]

Parks Inventory

A critical step in parks planning is identifying how much parkland exists, where parks are located, what facilities and amenities parks provide, and what condition parks are in. This information is used to create both a parks inventory and a classification system. The parks inventory and classification process identifies the strengths and weaknesses of a park system by revealing areas or activities that are underserved by the system, as well as overall improvements the system requires.

Parks are assessed based on level of development, amenities, size and service area. Parks are categorized into the following classification types using the National Recreation and Parks Association (NRPA) methodology: Pocket Parks, Neighborhood Parks, Community Parks, Regional Parks, Special Use Parks, Linear Parks, Greenways, Open Space/Natural Areas, and Undeveloped. Table 3-1 shows an inventory of Phoenix’s current parks system.

Table 3-1: Park System Inventory

Park Name	Address	Acres	Development Level	Parking	Amenities	Facilities	Classification
Blue Heron Park	4361 Bear Creek Dr	24	Developed	44 (2 ADA)	2 play structures, community garden, community stage, community activity board, access to Bear Creek Greenway	Basic: water fountain, 7 trashcans, restrooms, 5 benches Food: 2 covered eating pavilions, 15 picnic tables , 2 BBQ stands, 1 water spigot	Community Park
Colver Road Park	4042 Colver Rd	5	Developed	53 (2 ADA)	4 play structures, bike/foot path around park perimeter	Basic: restroom, 4 trashcans, 4 benches, drinking fountain Food: 3 covered eating pavilions (2 single table, 1 multi), 9 picnic tables, concessions stand, BBQ stand Sports: baseball field, basketball court, horseshoe pits, open field area	Neighborhood Park
Otto Caster Park	510 W. 1st St	0.5	Developed	None	2 play structures, miniature library, library access via footpath, public art features	Basic: drinking fountain, 2 trashcans Food: 5 picnic tables, covered pavilion	Pocket Park
Downtown Wetlands Park	-	-	Developing	-	-	-	Nature Parks, Green Space & Trails
Downtown Community Center Park	-	-	Developing	-	-	-	Urban Plaza Parks

Other Recreation Assets

The Bear Creek Greenway

The Bear Creek Greenway connects Ashland, Talent, Phoenix, Medford, and Central Point as a 20 mile paved trail. The greenway is open to walkers, bikers, joggers and all other non-motorized vehicles, providing an opportunity for recreation and transportation to residents and visitors of these communities. The trail parallels I-5, Highway 99, and Bear Creek, with parks along the route providing parking, restrooms, and drinking water. Blue Heron Park is the main point of access between Phoenix and the Greenway, and serves as a resting point for those using the trail.

Park Classification

Park classifications are provided to give city staff, community members, developers, and consultants common language when discussing potential parks improvements and new park development. These parks classifications can provide a framework for the planning of new parks but are not a substitute for site-specific design. The park classifications described here come from classification system adopted by the Oregon Parks and Recreation Department.¹³

Pocket Parks

Typical Acreage: .25 – 2 acres.

Service Area Description: Serves nearby residents, 1/4 mile radius.

Definition: Pocket parks provide basic recreation opportunities on small lots within residential areas. Typically less than two acres in size, these parks are designed to serve residents in immediately adjacent neighborhoods. These parks provide limited recreation amenities, like playgrounds, benches, and picnic tables. Mini parks can be expensive to construct and maintain on a per unit basis but can be very valuable in neighborhoods that do not have parks or open space in close proximity.

Existing Pocket Parks: Otto Caster Park

Benefits of a Pocket Park:

- Provides access to basic recreation opportunities for nearby residents
- Contributes to neighborhood identity
- Provides green space within neighborhoods
- Protects the City's tree canopy
- Contributes to health and wellness

Design Criteria: Fencing should offer privacy to residents abutting the park property line while still providing transparency. A four-foot fence lined with trees that are limbed up 4 feet and shrubs that are generally 2 to 3 feet high will create a barrier for the park neighbors while still allowing the neighbors to enjoy the view of the park from their yard.

Adjacent neighbors of the park should have a lockable gate to allow them direct access to the park from their yards.

Neighborhood Parks

Typical Acreage: 2 – 20 acres.

Service Area Description: Serves residents located within walking and biking distance, 1/2 mile radius. May include sport fields that attract users from greater distances.

Definition: Neighborhood parks provide close-to-home recreation opportunities for nearby residents. Typically five to ten acres in size, these parks are designed to serve neighbors within walking and bicycling distance of the park. Neighborhood parks include amenities such as playground equipment, outdoor sport courts, sport fields, picnic tables, pathways, and multi-use open grass areas. A neighborhood park should accommodate the needs of a wide variety of age and user groups. These spaces are designed primarily for non-supervised, non-organized recreation activities. The needs of pedestrians, bicyclists and other non-motorized travelers should be a high priority consideration in the design of these parks. Connectivity to the surrounding neighborhood is vital to these parks. Sidewalks, bike paths, crosswalks and connections to larger trail systems should be established. These parks may be co-located with school facilities.

Existing Neighborhood Parks: Colver Road Park

Benefits of a Neighborhood Park:

- Provides a variety of accessible recreation opportunities for all ages
- Provides opportunities for social and cultural activities
- Contributes to community identity
- Serves recreation needs of individual, families, small and large groups
- Provides green space within neighborhoods
- Protects and enhances the City's tree canopy
- Contributes to health and wellness
- Connects residents to nature
- Provides green space within neighborhoods

Design Criteria: Approximately two-thirds of a neighborhood park should be reserved for active recreation uses such as: ball fields, tennis, basketball, and volleyball courts, open grass area for free play, children's playgrounds and space for outdoor events. Viewsheds should be highlighted by the placement of picnic areas (some should be reserveable), benches, gardens and natural areas. Vegetation can be thinned or planted on the site to accentuate or hide scenes of the surrounding valley. Paved pathways should direct users to areas within the park as well as to adjacent trails, greenways, streets and sidewalks. Housing developments need to create access to parks if they are located

on the boundary of a park. To promote further connectivity, these developments should connect to other neighborhoods as well, especially if those other neighborhoods are connected to a park.

Community Parks

Typical Acreage: 15 – 100 acres, typically 20-30 acres.

Service Area Description: May draw residents from the entire community, 1 mile radius. Provides access from a collector or arterial street. Should be located to incorporate bus and transit access. Supports bicycle and pedestrian access for nearby neighbors. Definition: Community parks provide both active and passive recreation opportunities that appeal to the entire community. Typically 20-30 acres, these sites draw residents from throughout the community. Community parks accommodate large numbers of people and offer a wide variety of facilities, such as group picnic areas and shelters, sport fields and courts, children’s play areas, horseshoes, gardens, trail or pathway systems, community festival or event space and green space or natural areas. There is also an opportunity to provide indoor facilities because the service area is much broader and therefore can meet a wider range of interests. Community parks require additional support facilities, such as off-street parking and restrooms. The size of these parks provides opportunities to offer active and structured recreation activities for young people and adults.

Existing Community Parks: Blue Heron Park

Benefits of a Community Park:

- Provides a variety of accessible recreation opportunities for all ages
- Provides opportunities for social and cultural activities
- Contributes to community identity
- Serves recreation needs of individual, families, small and large groups
- Provides green space within neighborhoods
- Protects and enhance the City’s tree canopy
- Contributes to health and wellness
- Connects residents to nature
- Provides green space within neighborhoods

Design Criteria: Approximately two-thirds of a community park should be reserved for active recreation uses such as: ball fields, tennis, basketball and volleyball courts, open grass area for free play, children’s playgrounds and space for outdoor events. Viewsheds should be highlighted by the placement of picnic areas (some should be reserveable), benches, gardens and natural areas. Vegetation can be thinned or planted on the site to accentuate or hide scenes of the surrounding valley. Paved pathways should direct users to areas within the park as well as to adjacent trails, greenways, streets and sidewalks. Housing developments need to create access to parks if they are located

on the boundary of a park. To promote further connectivity, these developments should connect to other neighborhoods as well, especially if those other neighborhoods are connected to a park.

Nature Parks, Green Space, and Trails

Typical Acreage: Size and shape will vary depending on its function, use and available land.

Service Area Description: Service area will vary depending on its function, use and available land.

Definition: Green space provides natural or landscaped areas within the City in contrast to the built landscape. The size, shape, and service area of green space will vary depending on its function and use. Green space may be managed for different purposes, including: stormwater management, wildlife habitat, and flood retention. Natural areas and greenways are designed to protect or conserve significant natural features, such as trees and tree canopy, rivers and streams, wetlands, steep hillsides, environmentally sensitive areas, and wildlife habitat. Where appropriate, these parks may also support outdoor recreation, such as trail-related opportunities, bird and wildlife viewing, environmental interpretation and education, and small-scale picnicking. Trail corridors are linear-shaped parks that may follow streams, abandoned railroad lines, transportation or utility rights-of-way, or elongated natural areas. These parks typically support facilities such as soft or hard-surfaced trails, interpretative and informational signage, and trailheads. Trail corridors may support non-motorized transportation, recreation, exercise, and community access by connecting significant destinations within the City. Trails should be looped and interconnected to provide a variety of trail lengths and destinations. They should link to various parts of the community, as well as existing park sites.

Existing Nature Parks, Green Space, and Trails:

- Bear Creek Greenway
- Parts of Blue Heron Park (riparian area)
- Wetlands Park (in development)

Benefits of Nature Parks, Green Space, and Trails:

- Protect valuable natural resources and open space
- Contribute to the environmental health of the community, including protecting the tree canopy and improving water and air quality
- Contribute to community identity and quality of life
- Provide wildlife corridors through the City
- Improve the aesthetic quality and beauty of Phoenix
- Encourage non-motorized transportation, such as walking and biking

- Improve community connectivity, by linking parks and other community destinations, such as schools, neighborhoods, shopping areas, and recreation opportunities provided by others
- Provide opportunities for nature-based recreation and environmental education

Design Criteria: Sensitive areas such as wetlands, riparian zones and other ecologically sensitive areas should be protected. Trails that pass through sensitive areas should be designed with site sensitive materials as to not harm the resource. Providing views to these areas can be achieved through proper site layout

Urban Plaza Parks

Typical Acreage: 0.25 – 3 acres.

Service Area Description: Not applicable.

Definition: Urban plaza parks are public gathering spaces in urban spaces that foster community interaction and civic pride. They are small in size (1/4 to 3 acres) and intensely developed. Visitors will tend to be those who are already in the neighborhood for other purposes, such as shopping, work, dining and/ or those who live in or near densely developed urban areas. Urban plaza parks typically include amenities such as drinking fountains, benches, litter receptacles, trees and shrubs, paved walkways and plazas.

Existing Nature Parks, Green Space, and Trails: Downtown Community Center Park (in development)

Benefits of an Urban Plaza Park:

- Creates a source of civic pride
- Contributes to community identity and quality of life
- Provides a central gathering areas in dense urban spaces
- Improves the aesthetic quality and beauty of Phoenix
- Provides a place for employees to enjoy work breaks near their place of work
- Provides opportunities for historical and cultural education

Design Criteria: The site should be located in a dense urban or downtown setting. It is ideally located near government and/or commercial facilities. Plazas should be open with site lines throughout the space. Avoid use of elements around edges that create barriers to entering the space such as fences, gates, and railings. Use high quality materials such as brick, stone and wrought iron. Incorporate historic or cultural themes to create a unique character for the plaza. Include artwork as an integrated design element on the walls, floors and ceilings of outdoor space. Promote participatory artwork that moves or responds to the viewer. Include artwork as an integrated design element on the walls, floors and ceilings of outdoor space. Promote participatory artwork that moves or responds to the viewer.

Level of Service

In addition to inventorying and classifying parks, the parks planning team assessed the “level of service” provided to residents of Phoenix by the existing parks. The National Parks and Recreation Association and the Oregon Parks and Recreation Department have developed recommended level of service (LOS) guidelines for each park classification.¹⁴ These guidelines help ensure that jurisdictions provide sufficient parkland for all residents to comfortably enjoy the park system.

Level of service is typically measured in acres per 1,000 residents (or miles per 1,000 residents for trail systems). In Phoenix, amount of acreage or miles dedicated to **Community Parks, Trails, and Urban Plazas meets the minimum LOS standards** (or will once the Wetlands Park and Community Center are developed). **Pocket Parks and Neighborhood Parks, on the other hand, do not have sufficient acreage to meet the minimum LOS.** Chapter 6 includes recommendations for how to expand Phoenix’s park system to meet the community’s needs over the next 20 years.

Table 3-2: Level of Service – Current & Needed

Classification	Park	Size/ Length	Units	LOS Guidelines <i>(miles or acres /1000 people)</i>	LOS (if no expansions) <i>(per 1000 people)</i>			Additional Acres/Miles Required <i>(to meet minimum recommended LOS)</i>			Additional Parks Needed <i>(by 2035)</i>
					2015 (Now)	2035	2065	2015(Now)	2035	2065	
Bikeway/Linear			miles	.5 - 1.5	0.52	0.38	0.27	-0.12	0.84	2.29	
Park	Bear Creek Greenway										Possibly sufficient – at most, two additional mile of trails needed.
	Within City Limits/UGB	1.7	miles		0.34	0.25	0.17	0.78	1.74	3.19	
	Including Urban Reserves	2.6	miles		0.52	0.38	0.27	-0.12	0.84	2.29	
	Full Length	20	miles		4.04	2.91	2.05	-17.52	-16.56	-15.11	
Neighborhood		5.3	acres	1 - 2	1.07	0.77	0.54	-0.35	1.58	4.48	
	Colver Road Park	5.3	acres		1.07	0.77	0.54				Between 1 and 4 more neighborhood parks needed.
Pocket		0.35	acres	.25 - .5	0.07	0.05	0.04	0.89	1.37	2.09	
	Otto Caster Park	0.35	acres		0.07	0.05	0.04				Between 2 and 4 more pocket parks needed.
Urban Plaza		0	acres	.1 - .2	0.00	0.00	0.00	0.50	0.69	0.98	
	<i>In development</i>	0	acres		0.00	0.00	0.00				Probably sufficient once new Wetlands Park and Community Center are developed.
Community		24	acres	2 - 6	4.84	3.49	2.46	-14.09	-10.23	-4.45	
	Blue Heron Park	24	acres		4.84	3.49	2.46				Possibly sufficient - at most 1 additional large community park needed.
Total Parks		29.65	acres	6.25 - 12.5	5.98	4.31	3.03	1.32	13.37	31.44	Between 3 and 8 new parks needed.

*Based on 2015 population of 4,955, a 2035 projected population of 6,883, and a 2065 projected population of 9,775.

Evaluation of the Park System

For a community of its size, Phoenix has access to a relatively broad range of parks. With Otto Caster, Colver Road, and Blue Heron Parks representing a spectrum of park sizes and functions, the Phoenix parks system currently offers residents a diversity of options for parks and recreation uses.

However, as noted in the Community Profile and the level of service analysis, **this system will need to expand to meet the growing demands of an expanding and diversifying population.** The City should also work to increase use of existing facilities by increasing community knowledge of parks and investing in necessary changes and improvements.

For a smaller community like Phoenix, parks should maximize their use of space. Colver Road Park currently offers a variety of activities, but could provide more to the neighborhood by making use of some of the open field space. Similarly, Otto Castor, while only a small park, presents recreation opportunities almost exclusively for young children. Each park should aim to provide something for everyone, even if the park is primarily oriented towards a certain age or interest group. In general, Phoenix needs more neighborhood-oriented parks like Colver Road and Otto Castor that provide a safe, accessible, and inviting space for nearby residents.

In addition to traditional play-oriented parks, Phoenix can build on the natural beauty and natural features (such as Bear Creek and surrounding wetlands) that characterize the community. Blue Heron is a good example of a park that incorporates the natural landscape, and in the future, the City has the opportunity to enhance the park's connection to nature by increasing creek access and further incorporating environmental stewardship into its signage and design.

As the City focuses more attention on expanding the park system, it will be important to consider unmet community needs. Parks and their facilities should be targeted towards reaching a previously underserved area (i.e. northern and eastern neighborhoods), demographic (i.e. teens), or function (i.e. dog park). At the same time, the entire park *system* must emphasize connectivity. By creating multiple entry ways, good signage, and walking/biking paths between parks, the City can help to increase overall park use. Ultimately, all park improvements and expansions should strive to improve quality of life and access to recreation opportunities for all residents.

CHAPTER 4: PARK & RECREATION NEEDS

Community input is an essential component of any planning process, allowing residents to have a voice in shaping their community, express their needs and desires, and ensure efficient and desirable use of public resources. The Phoenix Parks planning team sought input from a variety of residents, young and old, to ensure recommendations for the future of Phoenix's parks aligned with how residents wanted to see parks evolve and change.

Generally speaking, Phoenix residents who provided input into the parks master plan expressed satisfaction with the parks system. Sixty-eight percent of residents who responded to the Parks Master Plan Survey were either satisfied or very satisfied with the overall quality of Phoenix parks, and 65% rated parks as very important to the quality of their life. However, many also identified areas of desired improvement for current or future parks in Phoenix.

This chapter describes key themes to emerge from the community input phase of the master plan process. We derive these themes from a five-month outreach process which included:

- A community survey mailed to over 1,500 residents, available online or in paper form
- Eight interviews with key community members who are involved with or interested in parks and recreation
- Three public workshops in or near the parks
- Two workshops with 7th-12th grade students

For community engagement methodology and specific findings from the community engagement process, please refer to [Supplement A](#).

Facilities, Maintenance, and Safety

Park Facilities

Residents would like to see more variety in the facilities parks provide.

The following are some of the facilities of high interest for future addition to parks, as expressed through the survey and conversations with residents:

- **Restrooms** were rated as the **highest priority** for future addition to parks (67% of survey respondents indicated this was a high priority), particularly in Otto Caster where there are currently no bathroom facilities.
- **Water features** were extremely popular in both survey responses and workshop activities. On the survey, 60% rated water, spray,

or splash play features as a high priority addition for future investment in the parks.

- **Facilities to accommodate parties and group gatherings** were the third highest priority for park improvements and additions. There was high interest in adding **sheltered or covered areas** (56% of respondents rated this as a high priority) and **picnic tables** (53% of respondents rated this as a high priority).
- Residents would like **off-leash areas for dogs** in the parks. Dog walking was one of the most prevalent activities people self-reported using the parks for on the survey (36%) and a dog park was rated as a popular option for future additions (45% of respondents rated this as a high priority). Additionally, many residents who commented during public workshops expressed a desire for a dedicated dog park.
- Residents would enjoy more **nature and walking trails** in and outside of parks, as there are limited options for hiking and areas for outdoor pursuit that don't require a car for transportation. Survey respondents rated **green space or natural areas** (57%), **unpaved trails** (39%), **paved trails** (35%) and **bicycle terrain tracks** (26%) as high priority future park improvements and additions.
- Survey respondents also rated features such as additional **playground equipment** (49%), **nature-play playgrounds** (44%), **botanical gardens** (40%) and a **basketball court** (40%) as a high priority for future park improvements and additions.

Park Maintenance

Those who provided input generally felt Phoenix's parks were well maintained.

- During public workshops, complaints over parks maintenance rarely arose.
- Most maintenance related complaints centered on **restrooms** being poorly kept or locked at inconvenient hours during the day.
- A few residents expressed a desire to more easily access park facilities. Some workshop attendees noted that they would like to use picnic facilities more but power sources were often turned off and water spigots were not accessible.

Park Safety

There was general concern and dissatisfaction with safety in the parks, especially related to the riparian areas adjacent to Bear Creek Greenway and Blue Heron Park.

- Survey respondents who did not regularly use parks ranked feeling unsafe as one of the top three reasons they didn't visit parks.
- Survey respondents referenced safety over forty times in their text responses, either as a reason for not visiting the Greenway or as an area of desired improvement. Most comments cited either homeless and itinerant activity or poor lighting as the cause of security issues.
- Many survey respondents and workshop attendees requested more frequent police patrols or better lighting along the Greenway and in other parks to increase safety and allow nighttime walking.

Access and Use

Park Location

Residents identified the concentrated locations of Phoenix's parks as an issue causing underuse.

- Current parks are all located within one geographic area of the city, leaving other neighborhoods and their residents underserved.
- On the survey and in community workshop discussions, most participants identified the areas in to the east of 1-5 and north of the city limits as areas most in need of new parks. These areas currently have no parks, but have experienced recent housing development that is expected to continue in the future.

Pedestrian and ADA Access

Residents identified access an issue both within parks and in transportation to parks.

- **Not all facilities are ADA accessible.** In particular, workshop participants discussed **x, x, and x** as facilities that were difficult for those with limited mobility to access.
- While many survey respondents thought that all populations were adequately served by parks, 20% of respondents said **people with disabilities** were underserved by the parks system.
- In survey comments and during workshops, residents also expressed frustration over the **difficulty of walking to parks**. They felt there were no easy pedestrian routes through town, and pointed to the poor condition of sidewalks and lack of infrastructure such as crosswalks, road shoulders, and curb cutouts as impediments to walking.

Parking

Those who provided input suggested that parking was an obstacle to park use and event planning in Phoenix.

- In particular, **Blue Heron Park is perceived as having insufficient parking.** The park is the largest in Phoenix, with 24 acres of parkland, but has only 44 parking spots, fewer spaces than the smaller Colver Road Park.
- Lack of parking presents an obstacle for hosting events. Community events at Blue Heron Park have suffered in the past due to insufficient parking for event attendees and performers. The lack of an access road to the community stage also makes it difficult for performers to set up.

Comfort of Use

The hot climate in Phoenix presents a barrier to residents' use of the parks in the summer months.

- Both workshop attendees and survey respondents expressed a desire for more cooling devices or techniques to be used in the parks, particularly Blue Heron Park. Ideas included **increasing shade and providing more water play features.**
- At workshops, participants made many verbal requests for the addition of more shade trees, covered rest and play areas, and artificial shade devices for events on hot days (such as shade canopies).

Recreational Programming

Those who provided input frequently expressed a desire for more community events and park activities.

- Ideas, provided verbally or written on comment boards, often centered on **music and performance, and/or classes and workshops** in art, physical activity, and skills such as beekeeping.
- Particularly during stakeholder interviews, **residents expressed an interest in volunteering their time to teach classes or support other parks programming.** Volunteer opportunities can increase use of parks, build social capital, and feed back into the long-term sustainability of the parks system.

Connection to Nature

Green Space and Outdoor Pursuits

Those who provided public input felt that park development should incorporate nature and existing environmental assets.

- Fifty-seven percent of survey participants rated **green and natural spaces** as a high priority for improvement and future development, second only to the desire for restrooms and water features.
- During workshops, **preserving natural landscaping and ‘feel’** in parks was a common theme. Many participants expressed a preference for natural landscaping over inorganic materials and strictly manicured lawns.
- Workshop participants frequently requested more **trees, landscaping, and gardens**, as well as **secluded areas to sit peacefully**. Several participants also expressed interest in having more **fruit trees** in parks.

Environmental Education and Stewardship

Many residents expressed a hope that the park system could take a more active role in environmental conservation and education.

- Parks programming and educational initiatives built around environmental stewardship were of high interest to workshop participants and stakeholders.
- Phoenix already has established groups, businesses, and residents who are interested in environmentalism, such as the **garden club and Bee City USA**. Both these groups hoped to **play a role in environmental leadership** by continuing to engage in activities that support the environmental services of parks.
- Some workshop participants were dissatisfied with the amount of pesticides and water used in parks maintenance. They hoped it would be possible to move towards **more sustainable park designs**, suggesting ideas like drought resistant and native plants to reduce water waste.

Inclusivity

Underserved Youth and Seniors

Survey participants identified youth and senior citizens as the top two demographics not adequately served by the parks system – two demographic groups whose populations have been growing for over a decade.

- In community workshops, especially those conducted in the schools, participants frequently stated that Phoenix has little to offer young adults. The parks have features for young children, but little to no function for teens other than as a gathering space.
- Teens are frequently perceived as ‘loitering’ because there are few public gathering places where they can spend time, especially

after dark when the parks close. Participants in the youth workshops specifically requested **extended park hours and park spaces intentionally designed for young adults**.

- A **skate park** was a popular proposed facility that would serve young adults.

Seniors are also in need of more active ways to engage with parks.

- Providing **more walking trails** could encourage exercise and enjoyment, and a “**senior fitness station**” or other fitness equipment was a popular idea in discussions with the public.
- Some workshop participants proposed **classes, music, or public talks** in the parks as forms of entertainment for the retired community.

Open to All

Phoenix has a wide range of socioeconomic levels, and has been diversifying in terms of race and ethnicity. However, **those not a part of the majority or “mainstream” sometimes feel invisible in the community identity and unwanted at events or facilities such as parks**. Planning processes and community input often exclude those who face institutionalized barriers or prejudices, so measures to increase inclusivity should be taken into account for this missing perspective.

- Many who provided input believed that incorporating **bilingual signage** and encouraging **events that celebrate diverse backgrounds** would be helpful in making all residents feel comfortable and welcome in parks.
- During a community workshop, one resident described an incident where they were threatened and asked to leave a park due to their race and language.
- In stakeholder interviews, participants suggested that **events and programming should be free or low-cost** to reach the widest range of residents. Some also thought that festivals and large events should aim to offer some activities that aren’t based around purchasing food or luxury items.
- Some residents perceive **biases in who is granted access** to facilities or allowed to host park events.
- There is currently no straightforward process for setting up events and reserving facilities that is widely publicized and easily accessible, such as an online or telephone booking system.

CHAPTER 5: PARK SYSTEM VISION, GOALS, & RECOMMENDATIONS

This chapter presents a 20-year vision including goals, objectives and recommendations for the Phoenix Parks System. Goals represent the general end toward which an organizational effort is directed. Objectives are measurable statements which identify specific steps needed to achieve the stated goals. The goals and objectives serve as an umbrella to categorize certain action item activities. The parks planning team derived action items (recommendations) from the needs analysis and input from the community and Parks Commission.

The values and desires of the City of Phoenix and its residents guide the parks master planning process and future decisions made regarding the parks system. A series of Parks Commission meetings, community workshops, and conversations with City staff led to the development of the vision statement, goals, and recommendations found in this chapter. The vision statement, goals, and recommendations provide guidance for the development of new facilities and other capital improvements as well as operation and maintenance decisions made for Phoenix's system of parks.

Master Plan Vision

The Phoenix parks system provides recreation opportunities for patrons of all ages and abilities, and promotes the general health and social vibrancy of the community. Parks and trails are well maintained in order to be safe and welcoming spaces for residents and visitors to enjoy, connect with nature, and one another.

Park System Goals

The Phoenix Master Parks Plan update establishes a set of goals that provide a framework for development of the park system. The plan goals are intended to be used as a guide to address current and future community needs. Each goal includes one or more objectives that provide guidance on specific steps to take in order to achieve the goal. Because each goal is equally important, the goals are not listed in priority order.

- Provide adequate park system funding
- Increase capacity for park operations and maintenance
- Develop and expand recreational programming options
- Incorporate environmental Stewardship practices in park design and maintenance
- Foster opportunities for community support and involvement
- Increase inclusion and improve access to
- Develop a vibrant park system and acquire parkland to accommodate future needs.

Recommendations

The Phoenix Parks Master Plan update establishes a set of recommendations that serve as a framework for development of the park system. The plan recommendations fall under the umbrella of the stated goals and objectives and provide specific instruction for how the City and community can work towards the park system vision.

Priority Levels

Each recommendation is labeled with a priority level (Table 5-1). The level reflects the urgency of need as well as the amount of time needed to complete each recommendation. Priority 1 (P1) is high priority, and should be completed within 5 years. Priority 2 (P2) is medium priority, meaning it is not as urgent as a P1 recommendation but should still be completed within 5 to 12 years. Priority 3 (P3) is low priority. This does not necessarily mean the recommendation is less important, but rather that it may take longer to complete or will not be necessary until other future expansions occur.

Table 5-1: Levels of Priority for Recommendations

P1: High Priority	1-5 years
P2: Medium Priority	5-12 years
P3: Low Priority	13-20 years

Goal I: Provide adequate park system funding.

Objectives

- 1.1 Identify and evaluate **external** grant, donation, or endowment opportunities to develop outside funding streams for parkland development. The external capital sources could come from non-profits (such as a local parks foundation), state government, or federal agencies.
- 1.2 Evaluate the potential **internal** parks funding sources such as System Development Charges (SDCs), parks and recreation fee on utility bills, or dedicating a portion of a cannabis tax towards parks and recreation.

Recommendations

1. Dedicate a portion of the cannabis tax for the acquisition, development, and maintenance of public parks and public open spaces. *(Survey: 83% of respondents supported using the tax for parks)* **(P1)**

2. Create a parks utility fee in the range of \$2-5 per month that will provide additional funding to the park system. Based on current population, even a modest fee could generate significant revenues. *(Survey: 38% Yes; 40% No; 22% Depends on how much; of pro-fee respondents, 50% supported \$1-3/month, 27% supported \$4-6/month)* **(P1)**
3. Establish a park endowment fund that would be managed by 501-C nonprofit organization. This organization would partner with the City to accept grants, donations and other funding that the City itself could not accept (also see *Goal 7. Community Support & Involvement, Recommendation 1*). **(P2)**
4. Re-apply for grant to fund movies and equipment to offer a free “Movies and Music in the Park” summer series at Blue Heron Park with family-friendly films and local music acts, including high school musicians. **(P3)**

Goal 2: Increase capacity for park operations and maintenance.

Objectives

- 2.1 Hire additional Full-Time Employees (FTE) to manage parks operation, maintenance, and development of future parks and recreational programming.
- 2.2 Develop a parks maintenance program that informs when replacements, repairs or other improvements should be completed and with what resources and staff.
- 2.3 Build maintenance strategies into future park development and improvements.

Recommendations

1. Establish a full-time Parks Coordinator position under the City Manager’s office which will be responsible for parks operation, maintenance, and the development of future parks and recreational programming. **(P1)**
2. Parks Coordinator should establish and manage a clear online booking system for reservation of park space, so that people are more easily able to plan BBQs, family events, etc. **(P2)**
3. Parks Coordinator should create and adopt a standard “Terms and Conditions of Use” for parks and publicize prominently on the online booking system. **(P2)**
4. Install automatic toilets and hand dryers to reduce waste and maintenance needs and allow for extended bathroom hours. **(P2)**

5. Provide a minimum of 2 Full-Time Employee (FTE) positions for park maintenance and operations as additional parkland is acquired and developed. (P3)
6. Provide additional FTE as seasonal demand requires. (P3)

Goal 3: Develop and expand recreational programming options.

Objectives

- 3.1 Parks Coordinator develops year-round and seasonal recreational programming. Although some programming should be city-sponsored, opportunities for interested community members to initiate their own programming should also be available.
- 3.2 Measure programming or event attendance and invite public feedback to determine the success of various programs. Use feedback and other metrics to improve recreational programming.

Recommendations

1. Create an annual recreation schedule of activities and distribute as a seasonal brochure or catalog via mail, e-mail and at City Hall. (P1)
2. Create opportunities for residents to develop and lead classes at the new community center to build on existing community interests and resources (e.g. resident interested in teaching beekeeping). (P2)

Goal 4: Incorporate environmental stewardship practices in park design and maintenance.

Objectives

- 4.1 Incorporate environmental stewardship into the design and identity of new and existing parks through environmentally conscious landscaping, maintenance techniques, signage, art, and recreational/educational programming.
- 4.2 Work closely with Bear Creek Greenway Foundation to align environmental stewardship goals with the Comprehensive Enhancement and Restoration Plan for Greenway and Riparian Corridor and collaborate on restoration projects at Blue Heron Park.

Recommendations

1. Meet at least once per year with the Bear Creek Greenway Foundation to align Phoenix's environmental stewardship goals

with the Comprehensive Enhancement and Restoration Plan for Greenway and Riparian Corridor. Find ways to collaborate on restoration projects at Blue Heron Park. **(P1)**

2. Work with OSU Extension's Integrated Pest Management (IPM) Program and Bee City USA to explore ways to lessen the amount of pesticides used in the parks maintenance. **(P1)**
3. Devote at least 30% of each park's land to native landscaping to reduce water usage. This could include the use of rain gardens and butterfly gardens with pollinator-friendly and drought-tolerant plant species. Refer to OSU Extension Office, Master Gardeners, Saving Water Partnership, USDA and NRCS for planting guides. Incorporate this theme into the branding and signage of the parks. **(P2)**
4. Create three interpretive signs (one for each park) describing a brief history of the park and its current ecological context. Also highlight and describe the City's restorative and native landscaping practices on site to encourage residents to do the same in their backyards. **(P2)**
5. Create at least one interpretive sign for each new park developed in Phoenix describing the park's ecological context and highlighting the City's restorative and native landscaping practices. **(P3)**

Goal 5: Foster opportunities for community support and involvement.

Objectives

- 5.1 Create community events, educational opportunities, and informational material that are geared towards increasing park system awareness and use.
- 5.2 Develop and coordinate volunteer opportunities to assist with the maintenance, fundraising, and recreational programming for parks.

Recommendations

1. Parks Coordinator should establish an Adopt-a-Park volunteer program that targets park maintenance activities. Utilize volunteers, private businesses, group-quartered individuals, students, and other Samaritans in town to perform light maintenance activities like mowing, trash pickup, trail maintenance, and other similar work whenever possible. This will help to lessen the load placed on the City's maintenance staff, freeing them to perform more complicated and difficult maintenance tasks such as building repairs. **(P1)**

2. Work with the newly established Phoenix Public Art Committee to ensure each park has at least one piece of public art. Possible partners for public art projects (such as the proposed mural for Otto Caster Park) include local artists and students in the Phoenix-Talent School District. **(P1)**
3. Create a “Nature Talks” series where local and regional experts are invited to give briefs educational tours touching on various ecological topics regarding native plants, creeks, wildlife, and the human role and impact on the landscape. Possible partners for tour guides include Bear Creek Greenway Foundation, Bee City USA, Nature Center at U.S. Cellular Park, OSU Extension Master Gardner program, and the Rogue Valley Council Governments. **(P2)**
4. Work with the Phoenix Historical Society to provide historic and cultural education through free monthly interpretive tours in the parks. **(P2)**
5. Work with community members to establish a “Friends of the Phoenix Parks” 501(c)3 nonprofit foundation to assist with parks development, maintenance, and programming (also see *Goal 1. Funding, Recommendation 3*). **(P2)**

Goal 6: Increase inclusion and improve access to parks.

Objectives

- 6.1 Create parks and programming with the specific intent of including underserved populations such as young adults, seniors, low-income residents, geographically isolated residents, people with disabilities, and people of color.

Recommendations

1. Recruit diverse candidates for future openings on Parks Commission and Friends of the Phoenix Parks to reflect diversity of Phoenix in genders, races, ages, sexual orientations, abilities, and socio-economic status. **(P1)**
2. Create bilingual signage in all parks to ensure accessibility and inclusion of growing Spanish-speaking population. **(P1)**
3. Offer scholarships or subsidized pricing for recreational programming to ensure accessibility for low-income families. **(P2)**
4. Provide at least one free event per month year-round to increase access for all community members. **(P2)**

Goal 7: Develop a vibrant park system and acquire parkland to accommodate future needs.

Existing Park Improvement Objectives

- 7.1 Upgrade aging or broken equipment to keep parks safe and fun for all ages.
- 7.2 Add amenities like public art, interpretive signs, lighting, and seating to improve parks' aesthetic ambiance and safety.

See Chapter 6 for recommendations and further information on existing park system improvements.

Park System Expansion Objectives

- 7.3 Expand the parks system and services to accommodate the needs of Phoenix's growing population. Continue to evaluate levels of service and concentrate new park development in the underserved areas of eastern and northern Phoenix.
- 7.4 Improve infrastructure such as sidewalks and trails around and between parks to facilitate easy access for pedestrians, bikers, and people with limited mobility

See Chapter 6 for recommendations and further information on park system expansion.

CHAPTER 6: PARK SYSTEM IMPROVEMENTS & EXPANSION

This chapter expands on Goal 7: Develop a vibrant park system and acquire parkland to accommodate future needs. The recommendations for existing park improvements and park expansion should guide staffing and financial planning activities that will contribute to the enhancement of Phoenix's park system. To complement the recommendations, this chapter also includes design guidelines for new parks that the City will develop in the future. For more information regarding the cost of the recommendations presented in this chapter, refer to the park budget, parkland improvement guide, and 5-year capital improvement plan included in Chapter 7.

Goal 7: Develop a vibrant park system and acquire parkland to accommodate future needs.

Part I – Existing Park Improvements

Park Improvement Objectives

- 7.1 Upgrade aging or broken equipment to keep parks safe and fun for all ages.
- 7.2 Add amenities like public art, interpretive signs, lighting, and seating to improve parks' aesthetic ambiance and safety.

Bear Creek Greenway

- BCG-1** Use Bear Creek Greenway Management Plan to further protect and develop Bear Creek Greenway (the Greenway). **(P1)**
- BCG-2** Create intergovernmental agreements (IGAs) with the other five local government Greenway partners to define membership, roles, and responsibilities of a management board to direct the lead coordinating body of the Greenway. **(P1)**
- BCG-3** Remove hazardous trees and mow vegetation to 10 ft. on either side along BCG bike path to increase visibility and improve safety. **(P1)**
- BCG-4** Coordinate a seasonal volunteer safety patrol on bikes, golf carts or walking along the Greenway. **(P2)**
- BCG-5** Coordinate a seasonal volunteer clean-up crew to manage graffiti and other minor damage along the Greenway. **(P2)**
- BCG-6** Coordinate volunteers to provide educational and habitat restoration opportunities that enhance the riparian area around Bear Creek. **(P3)**

BCG-7 Partner with the Bear Creek Foundation to develop and restore the riparian area around Bear Creek near Blue Heron Park. This could include development of a trail system, vegetation management and restoration (e.g. to clear the invasive blackberries and reestablish native plants), and the creation of picnicking and nature play areas. **(P3)**

Colver Road Park

- C-1** Work with the Planning Department to develop lighting plan similar to Blue Heron's to make park safer. **(P1)**
- C-2** Update bathrooms with newer, more efficient toilets, sinks, and hand dryers. **(P1)**
- C-3** Repair the horse shoe pits. **(P1)**
- C-4** Install two more trash cans closer to park entrance. **(P1)**
- C-5** Designate one acre of field for a fenced off-leash dog area. **(P2)**
- C-6** Address gopher problem in fields with non-lethal options such as castor oil spray, vibrating stakes or gopher traps. **(P2)**
- C-7** Increase ADA access to picnic tables and fields by smoothing out main walking path and repairing cracks on sidewalks. **(P2)**
- C-8** Improve and enhance landscaping at park entrance and parking lot. **(P2)**
- C-9** Provide more shade for picnic areas. **(P2)**
- C-10** Provide a shaded swing set separate from current playground equipment area. **(P2)**
- C-11** Develop an interpretive sign that discusses the heritage and/or natural environment of Colver Road Park (*also see Goal 4, Recommendation 4*). **(P2)**

Otto Caster Park

- OC-1** Work with the Planning Department to develop lighting plan similar to Blue Heron's to make park safer. **(P1)**
- OC-2** Install bathroom facilities with one stall per gender. **(P1)**
- OC-3** Install a fence with a latch to protect smaller children from running into traffic. **(P1)**
- OC-4** Increase signage on main roads to better direct people to the park. **(P2)**
- OC-5** Partner with the Phoenix Public Art Commission, local artists, and children to create a public mural at the park. **(P2)**

- OC-6** Develop an interpretive sign that discusses the heritage and/or natural environment of Otto Caster Park (*also see Goal 4, Recommendation 4*). **(P2)**

Blue Heron Park

As part of the 2016 update of the Phoenix Parks Master Plan, the planning team developed a redesign concept for Blue Heron Park. The recommendations to emerge from the redesign are listed below, but a more detailed description of the redesign process, goals, and recommendations can be found in **Supplement B**.

- BH-1** Develop a gravel or asphalt trail system and observation areas along creek and within riparian area. **(P3)**
- BH-2** Enhance natural riparian corridor through restoration and vegetation management (partnerships and a phasing plan should be developed to make restoration feasible and sustainable). **(P3)**
- BH-3** Maintain understory vegetation to provide open site lines and discourage undesirable activities. **(P1)**
- BH-4** Use signage to inform visitors about Bear Creek watershed and riparian restoration. **(P3)**
- BH-5** Incorporate a nature play area near northwest parking lot. **(P1)**
- BH-6** Use the central parking lot island as a display garden for native and bee habitat plants. **(P1)**
- BH-7** Expand the “Monarch Waystation” on the south side of the Bear Creek Greenway trail. **(P2)**
- BH-8** Add 33 parking stalls with 2 designated as handicapped to main parking area. **(P2)**
- BH-9** Assess potential for parallel parking on southern access road. **(P3)**
- BH-10** Assess potential for future parking on adjacent properties. **(P3)**
- BH-11** Create a system of concrete pathways to provide form and allow access to and separation of use areas. **(P2)**
- BH-12** Construct asphalt access road from the central parking area to the Bear Creek Greenway path to the east. A section of this road will provide access to the stage. **(P2)**
- BH-13** Reconfigure east section of playground area to have specified use areas by age.
- BH-14** Incorporate a water play area into the existing playground space. **(P1)**
- BH-15** Add a full size sand volleyball court. **(P2)**

BH-16 Add trailside fitness station near northwest parking lot. (P2)

BH-17 Create native wetland swales at the southeastern corner of the park (use cut soils to construct berm landforms on the site). (P2)

Part 2 – Park System Expansion

Park System Expansion Objectives

- 7.3 Expand the parks system and services to accommodate the needs of Phoenix’s growing population. Continue to evaluate levels of service and concentrate new park development in the underserved areas of eastern and northern Phoenix.
- 7.4 Improve infrastructure such as sidewalks and trails around and between

Park System Expansion Recommendations

1. Maintain an agreed upon level of service standard (Table 6-2) that will guide the acquisition of additional properties for population growth. See table below for description of the current level of service and targets. (P3)
2. Create 2-4 neighborhood and/or pocket parks in the Urban Reserve areas to the east of 1-5 and to the north of city limits to accommodate the needs of new residents. (P3)
3. Create 2-4 pocket parks within the current city limits and Urban Growth Boundary. (P3)

Table 6-1: Level of Service Standards

Classification	LOS Guidelines (miles or acres /1000 people)	LOS (if no expansions) (per 1000 people)		Additional Acres/Miles Required (to meet minimum recommended LOS)		Additional Parks/Trails Needed (by 2035)
		2015 (Now)	2035	2015(Now)	2035	
Bikeway/Linear Park	.5 - 1.5	0.52	0.38	-0.12	0.84	At most 2 additional miles
Neighborhood	1 - 2	1.07	0.77	-0.35	1.58	1-4 more
Pocket	.25 - .5	0.07	0.05	0.89	1.37	2-4 more
Urban Plaza	.1 - .2	0.00	0.00	0.50	0.69	None
Community	2 - 6	4.84	3.49	-14.09	-10.23	At most 1 additional large community park
Total Parks	6.25 - 12.5	5.98	4.31	1.32	13.37	Between 3 and 8 new parks needed.

*Based on 2015 population of 4,955 and a 2035 projected population of 6,883.

Park Acquisition Guidelines

[Park acquisition guidelines currently being developed.]

Park Design Guidelines

The following park design guidelines tables provide baseline standards to ensure that parks are designed in a way that promotes enjoyment, safety, accessibility, comfort, and sustainability.

Table 6-2. Design Guidelines for Phoenix Parks

Program Area	Overview	Guidelines
<p>Safety</p>	<p>Spaces need to be designed to deter transient, illegal, or potentially threatening uses in parklands. Park design should emphasize transparency in public areas while also providing spaces for visitors to feel unmonitored.</p>	<ul style="list-style-type: none"> • Vegetation that is directly adjacent to pedestrian areas should be greater than 7 feet or less than 2 feet in height. Shrubs in the formal areas of the park that are taller than 2 feet should be limbed up to provide visual access to users and authorities. • Built structures should be situated for easy observation from areas of frequent use and convenient access by police. • Vehicle access to the park and amenities should allow authorities to patrol parks with some ease and proficiency. This access can also provide emergency services and maintenance. • Sidewalks and paths intended for vehicle use should be at least 8 feet wide. Those that are concrete should be at least 7 inches thick. • Rounded corners at park edges will provide protection from invisible intersections with adjacent areas.
<p>Plantings</p>	<p>The use of native and other drought tolerant vegetation can enhance park design and support the ecological systems unique to the region. The following vegetation and irrigation guidelines assist in the creation of efficient, distinctive, and lush spaces.</p>	<ul style="list-style-type: none"> • Vegetation along trail systems, waterways (creeks, rivers, bioswales and storm water) and within linear parks should consist of native plants and flora. The use of non-native species should be buffered by a broad band of native seed (i.e., tufted hair grass) between lawn and native vegetation. • New planting areas should be designed to require no irrigation after establishment (irrigation should be reserved for areas such as sports fields). The use of native and other drought tolerant vegetation will reduce the need for irrigation. To establish plants, consider using a temporary irrigation system or hand watering. Design the irrigation system so that irrigation heads spray underneath plants or into them, not above them. • Trees planted in groups increase the efficiency of mowing and maintenance. When designing tree groups, it is important to provide a flush border around groups to ease irrigation and mowing. • Planting areas in parking lots should be designed to provide continuous coverage within 3 years. The plants should be hardy, with a track record that indicates their survival in extreme environments. At least 400 cubic feet of the appropriate soil per tree in a planting strip is recommended. • Trees should not be planted next to restrooms because they may provide unwanted access to the roof as well as create hiding places near the structure. Shrubs surrounding restrooms should be less than 4 feet in height and should be limbed up to allow visual access under them. Plantings should allow maintenance access to the roof.

Program Area	Overview	Guidelines
Turf Areas	Turf areas allow different experiences in parks. Groomed areas provide field sports, picnicking, and free play, while rough mowed areas provide an aesthetic to the park while buffering natural and riparian areas. The process of maintaining and mowing turf should be efficient.	<ul style="list-style-type: none"> • Rough mown areas are mowed once or twice a year. There should be 15 feet between vertical obstacles in these areas. Maximum mowing slopes for rough turf or natural areas should be less than 5:1. Use native grasses such as Spike Bentgrass (<i>Agrostis exarata</i>), California Oatgrass (<i>Danthonia californica</i>) or Tuffed Hairgrass (<i>Deschampsia cespitosa</i>), especially in areas buffering waterways. • Groomed turf slopes should be less than 4:1, with less being preferable. Irrigation systems should take into account solar aspect, wind, and topography to minimize the overuse of water. The minimum distance between vertical objects is 7 feet for mower access. Design for continuous mowing, taking care to avoid the creation of dead ends, tight corners, or areas where a mower cannot easily reach. Provide a concrete mowing strip around vertical objects such as fence posts, signs, drinking fountains, light poles, and other site furniture with a 12" minimum off set between the object's vertical edge and turf. Also, plant trees in groups (see Planting). • Providing vehicular access for maintenance personnel is an important consideration. Curb cuts should be provided in logical areas such as turn-a-rounds. Curb edges should have large radial corners to protect adjacent planting or lawn areas. • Herbicide use should be limited to promote stream health as well as health of nearby flora, fauna, and humans.
Parking	Parking lots should be representative of the experience the user will have at the park. The entrance to the parking area should be considered an entrance to the park itself, with trees, other plantings, and signage included.	<ul style="list-style-type: none"> • A minimum of 3 to 5 spaces per acre of usable active park area should be provided if less than 300 lineal feet of on-street parking is available. • Park design should encourage access by foot or bicycle. • Provide bicycle racks at each primary access point and at restrooms. • The size of planting areas within the parking lot should be as large as possible with adequate room for maintenance to be performed safely. • Water runoff should be diverted into a bioswale before entering the storm water system to reduce the impact of pollution on stream and creek systems. To achieve water purification and cooling, bioswales should be planted with native or other drought tolerant vegetation (see Planting).

Program Area	Overview	Guidelines
Restrooms	Restrooms are an important public amenity in high-use park facilities. The components, design, and placement of restroom structures are important decisions to consider when specifying facilities. Restroom facilities should be safe, easy to maintain, and consistent with the park system vision.	<ul style="list-style-type: none"> • Interior surfaces and exterior surfaces of restrooms should be non-porous for easy cleaning (i.e., glazed block, glazed tile, painted block or painted concrete). The use of heavy concrete partitions between stalls is recommended. Specify only stainless steel restroom fixtures. • The drain inside the structure should always operate correctly. If the facility is near an athletic field, such as volleyball courts or a spray park, there should be an area outside the restroom with a faucet/ shower and drain for users to rinse off. • Including separate storage areas adjacent to the restroom structure can increase efficiency. Storage areas may house recreation equipment for fair weather activities and maintenance supplies for park crews. • Skylights can maximize the use of natural light. Minimizing light fixtures helps prevent tampering, destruction, and keep costs down. Facilities that are open in the evening should have lighting that is designed with vandalism in mind. • A 5 to 6 foot apron around the structure should be provided to protect the building from debris and water. Trees should be avoided next to the restroom (see Plantings).
Play Areas	Playgrounds should meet the needs of children of different ages and abilities. Playground facilities should ensure accessibility and safety for children of all ages.	<ul style="list-style-type: none"> • Parks that have playground equipment, sports fields and spray parks should be accessible to all children under sixteen. • Play areas should be level to reduce the surface substance from slumping to low points. Consider using beach sand as a cost- effective, low-maintenance playground surface. Do not use engineered wood chip surfaces because decomposition will result in regular and expensive replacement. • Play structures and equipment come in many different materials. Avoid specifying wood because: wood footings will rot, they are prone to termite infestation, the shrink/ swell defect of moisture loosens bolts and creates a safety hazard, and pressure treated wood contains chromate copper arsenate (CCA), a carcinogen. • Wooden play structures that exist presently should be sealed every two years to prevent arsenic leaching. • Natural play areas created from boulders, logs and land forms and playground equipment made from 100% recycled plastic or steel is recommended. Steel can become very hot in the summer months. If it is necessary to use steel, planting trees or other structures to shade the play area is recommended.

Program Area	Overview	Guidelines
Site Furnishings	<p>The selection of site furnishings (i.e., benches, trash receptacles, light poles, etc.) should be based on an established standard for Phoenix. The water fountains, benches, light fixtures and posts, signage and bike racks used in the parks should be consistent with those used in City civic spaces, along streets, and vice versa. Consistency in site furnishings will help establish an identifiable civic image, through the use of repeatable aesthetic elements, for Phoenix and the park system as a whole. These furnishings should offer comfort, aesthetic beauty and be of formidable stature to prevent vandalism.</p>	<ul style="list-style-type: none"> • Seating should be made from a material that is comfortable both in winter and the heat of summer while being able to withstand vandalism. Benches should be provided to offer places of rest, opportunities to experience views, and congregate. • Drinking fountains should be available at a ratio of 1 per acre with the exception of pocket parks (typically smaller than 1-acre) which should have one. Drinking fountains should be complementary to other site furnishings, such as benches, and be operational in freezing conditions. Consider drinking fountains that are friendly not only to human users but to canines as well. • Signage should be located in every park in areas visible to all users. For example, place a sign at the entrance of the park that is visible to vehicular traffic, also place signs along greenways and trails to inform pedestrians and bicyclists. Signage should be easy to read and informative. Interpretive signs fall into this category as well. They can be useful in natural and historic areas. When used in natural areas these signs should be placed outside environmentally sensitive areas (i.e., wetlands and endangered habitat) and should be placed in areas that are accessible to all.

CHAPTER 7: OPERATIONS & FUNDING

A vibrant, well-used park system relies on a solid foundation of organizational and financial support. As Phoenix’s park system grows, so must the funding and staff support required to provide engaging programming and high-quality maintenance. This chapter describes the current organizational and financial structure of Phoenix’s park system and provides resources that will help the City move from a 3-park system to a 6+ park system with recreational programming by 2035.

Current Organizational Structure and Operations

Phoenix Public Works Department oversees the Phoenix park system. The Department is responsible for the upkeep and maintenance of City-owned parks, trails, and undeveloped open space, as well as landscaping on other City-owned properties. The Public Works Department also has a collaborative agreement with the Talent-Phoenix School Districts in which . Work is carried out by Public Works Department employees as well as volunteers and individuals performing community service.

The “parks staff” includes:

- Public Works Director – approximately x FTE dedicated towards parks
- 1 Lead Utility Worker – approximately x FTE dedicated towards parks
- 2 Utility Workers – approximately x FTE dedicated towards parks each
- Seasonal Hires?

In addition to the public works staff who manage park operations and maintenance, the City of Phoenix has established and appointed a Parks Commission. The Parks Commission consists of seven appointed members who serve two, three, or four year terms, and meet at least quarterly.¹⁵ The Commission also has one City Council Liaison, and the Public Works Director acts as the Commission’s secretary. The Parks Commission serves as a vision-keeper for the Phoenix park system. Its members often volunteer to put on events and support other recreational activities. As of 2016, the park system had no paid staff responsible for recreation and special event programming.

Operating Budget

The Phoenix Parks operating budget accounts for ongoing costs such as staffing, operations, maintenance, and equipment. It does not include longer term, “big ticket” items such as equipment purchases for a new park; these items are instead incorporated into the Public Works Department’s Capital Improvement Plan when they arise.

The operating budget is developed during the normal budget cycle each year. Beginning in January, the Public Works Director works with the Finance Director and City Manager to discuss budget estimations for the upcoming fiscal year. The budget is then drafted and approved by June 30. This section presents park operating budget information from FY 2011-2012 through FY 2015-2016.

Revenues & Expenditures

Revenue for parks comes from property taxes (General Fund), System Development Charges (SDCs), and any grants the City receives (Table 7-1). The SDC Fund also maintains working capital which may or may not be used each year (Table 7-2).

Park expenses fall into three main categories: personal services, materials and supplies, and capital outlay. Personal services and materials and services are currently covered by General Fund revenue. Capital outlay, on the other hand, is currently covered by the SDC Fund, both from annual SDC Fund revenue and from the SDC Fund's working capital.

Table 7-1: Phoenix Parks Operating Budget

	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
Revenue					
General Fund					
General Fund Total	\$ 79,978	\$ 65,422	\$ 70,692	\$ 83,955	\$ 93,514
SDC Fund					
SDC Fund Total	Not Available	Not Available	\$ 10,095	\$ 819	\$ 1,279
TOTAL REVENUE	\$ 79,978	\$ 65,422	\$ 80,787	\$ 84,774	\$ 94,793
Expenses					
Personal Services (Covered by General Fund)					
Total Personal Services	\$ 51,106	\$ 43,025	\$ 44,172	\$ 42,340	\$ 50,157
Materials & Services (Covered by General Fund)					
Total Materials & Services	\$ 28,872	\$ 22,397	\$ 26,520	\$ 41,615	\$ 43,357
Capital Outlay (Covered by SDC Fund)					
Total Capital Outlay	Not Available	Not Available	\$ 416	\$ 1,510	\$ 14,600
TOTAL EXPENSES	\$ 79,978	\$ 65,422	\$ 71,108	\$ 85,465	\$ 108,114

Table 7-2: SDC Fund Working Capital Balance

	FY 11-12	FY 12-13	FY 13-14	FY 14-15	FY 15-16
Fund Balance					
System Development Charges Fund					
Fund Working Capital	Not Available	Not Available	\$ 96,190	\$ 105,869	\$ 105,178

Projected Expenditures

Parkland Improvements

Parkland improvements are specific low-budget projects (less than \$1,200) that are included each year in the park's operating budget. These project should be reevaluated and updated each year to reflect completed projects and new upcoming projects. Table 7-3 shows parks

improvements proposed for the next five years (Priority 1 recommendations). The table contains costs associated with improvements to Colver Road and Otto Caster Parks (Blue Heron Park is included in a separate section). This cost table should be used to help the City budget for near-term park improvements, beginning with the next fiscal year budget.

All estimated costs **include labor**. Just over \$9,000 in parks improvements are proposed for the next five years. Contingency costs are built into project costs to account for unanticipated issues such as permitting fees that may arise or unexpected increases in material costs.

Table 7-3. Parkland Improvements (Colver Road & Otto Caster), FY17-18 through FY 22-23

Program Element	Quantity	Unit	Cost/Unit	Total
<i>Colver Park</i>				
C-3: Repair horseshoe pits	1	Each	\$ 200.00	\$ 200.00
C-4: Trash cans	2	Each	\$ 350.00	\$ 700.00
C-5: Dog Park-specific furnishings	--	--	--	
Doggie Crawl	1	Each	\$ 900.00	\$ 900.00
Stepping Paws	1	Each	\$ 925.00	\$ 925.00
Weave Posts	1	Each	\$ 725.00	\$ 725.00
Hoop Jump	1	Each	\$ 550.00	\$ 550.00
C-6: Gopher Twin Pack Sonic Spikes	14	Each	\$ 25.00	\$ 350.00
C-7: Crusher fines on pathway	500	Sq. Ft.	\$ 0.60	\$ 300.00
C-8: Landscaping at entrance and parking lot	--	--	--	
Shrubs- 1 gallon (installed)	10	Each	\$ 10.00	\$ 100.00
Shrubs- 3 gallon (installed)	6	Each	\$ 27.00	\$ 162.00
Ground Cover plants- 4" pots (installed)	20	Each	\$ 2.50	\$ 50.00
C-9: Shade Sail for picnic area	1	Each	\$ 800.00	\$ 800.00
C-11: Heritage Interpretive Sign	1	Each	\$ 500.00	\$ 500.00
			Subtotal	\$ 6,262.00
<i>Otto Caster Pocket Park</i>				
OC-4: Park Identification Signage	1	Each	\$ 500.00	\$ 500.00
OC-5: Heritage Interpretive Sign	1	Each	\$ 500.00	\$ 500.00
			Subtotal	\$ 1,000.00
SUBTOTAL				\$ 7,262.00
Add 10% Design/Engineering				\$ 726.20
Add 15% Contingency				\$ 1,089.30
Add 2% Fees				\$ 145.24
TOTAL				\$ 9,222.74

Capital Improvements

Capital Improvements are projects that require a larger financial investment (greater than \$1,200) that are expected to have a useful life greater than three years. Table 7-4 shows capital improvements proposed for implementation in the next five years (Priority 1 recommendations). It covers improvements for Colver Road and Otto Caster Parks. Table 7-5 shows costs for the Blue Heron Park Redesign, which do not necessarily need to take place in the five years. All estimated costs include labor. Similar to the parkland improvement cost table, these cost tables should be used to help the City estimate how much to include in the Public Works Capital Improvement Plan.

A total of \$216,000 of capital improvements are proposed of Colver Road and Otto Caster Parks. Blue Heron estimated capital improvements total \$X. With the SDC Fund as the primary source for covering capital improvement costs, it should be noted that at the current rate of SDC revenue will not be sufficient to support the proposed schedule of capital improvements. As with the parkland improvements cost table, contingency costs have been built in to account for unanticipated issues such as permitting fees that may arise or unexpected increases in material costs.

Table 7-4. Capital Improvements (Colver Road & Otto Caster), FY17-18 through FY 22-23

Program Element	Quantity	Unit	Cost/Unit	Total
<i>Colver Park</i>				
C-1: LED luminaire		Each	\$ 1,500.00	\$ -
C-2: Remodel or replace bathrooms	1	Each	\$ 75,000.00	\$ 75,000.00
C-5: Fence for 1-acre dog area	834	Linear Ft.	\$ 17.00	\$ 14,178.00
C-10: Swing set with Dyna cushion mats	1	Each	\$ 5,900.00	\$ 5,900.00
Subtotal				\$ 95,078.00
<i>Otto Caster Pocket Park</i>				
OC-1: LED luminaire		Each	\$ 1,500.00	\$ -
OC-2: Remodel or replace bathrooms	1	Each	\$ 75,000.00	\$ 75,000.00
OC-3: Fence		Linear Ft.	\$30.00	\$ -
Subtotal				\$ 75,000.00

SUBTOTAL	\$170,078.00
<i>Add 10% Design/Engineering</i>	\$ 17,007.80
<i>Add 15% Contingency</i>	\$ 25,511.70
<i>Add 2% Fees</i>	\$ 3,401.56
TOTAL	\$215,999.06

Table 7-5. Blue Heron Park Improvements

[Cost assumptions in the process of being developed]

Land Acquisition and Development of New Parklands

[In the process of being developed]

Additional Funding Tools

This section presents potential funding tools available to the City for park system improvements and maintenance. It is organized into the three primary functions of the parks department: operations and maintenance, community-to-park accessibility, and capital improvement projects. This information was gathered through a case study review of other cities' Park Master Plans within the State of Oregon – such as Sweet Home, Brookings, and Grants Pass – as well as professional knowledge of parks planning and general research. City of Phoenix must work to develop the most appropriate funding strategy for the community's park system given the fiscal environment and other influencing community factors.

General Fund

The general fund accounts for all city financial resources that are not specifically tied to another fund. Resources come from a wide variety of revenue streams and support essentially all of the local government's essential functions, including policy and legislation, public safety, code enforcement, economic development, city officials, and so on. Use of the general fund may not be the most appropriate revenue structure because the general fund has competing priorities with essential City services. A more appropriate structure may be to create a more self-sustaining park system with expenditures stemming from this funding tool. The general fund may potentially be used to offset administrative, liability, or fleet operation expenditures of the park systems rather than capital improvement projects or park systems maintenance. Currently, Phoenix parks rely heavily on the General Fund.

Utility Fees

Utility fees, or park maintenance fees, are a popular funding tool used to generate stable revenue streams for parks maintenance. A standard utility fee is added to each residence's utility bill and collected by the City on a monthly basis. Utility fees allow local governments to collect a continuous revenue stream throughout the year and can fund a wide variety of functional tasks and aspects of the park system.

Parks utility fees are used by local governments across the State of Oregon. Cities such as Medford, Talent, and West Linn have successfully implemented Parks Utility Fees for the operation and maintenance of parks, facilities, beautification and right-of-way areas. Parks Utility Fees for these three cities range from \$2.80 in the City of Talent to \$9.20 in the City of West Linn. Based on the population (and projected population growth) of Phoenix, a \$2-5 monthly utility fee is recommended.

When surveyed, City of Phoenix residents were supportive of a monthly utility fee to fund parks and safety. The City of Phoenix Parks Commission also supports the use of utility fees.

Implementation of parks utility fee allows local governments to continually invest in parks, making it possible for these assets to be used by residents. The parks utility fee can be increased to stabilize the on-going maintenance needs which represent a large long-term cost to the City. This would relieve the park system's reliance on revenue from the City's General Fund.

Table 7-6 presents the estimated revenue generation, based upon the number of housing units in Phoenix in 2015, from a parks utility fee. It also includes estimates based on the projected 20-year population growth, which would greatly increase revenue.

Table 7-6. Park Utility Fee Revenue Potential

Monthly Fee (\$)	Current Revenue Potential		Estimated Revenue Potential in 2035*	
	Monthly	Annual	Monthly	Annual
\$ 1.00	\$1,400	\$16,800	\$1,960	\$23,520
\$ 2.00	\$2,800	\$33,600	\$3,920	\$47,040
\$ 3.00	\$4,200	\$50,400	\$5,880	\$70,560
\$ 4.00	\$5,600	\$67,200	\$7,840	\$94,080
\$ 5.00	\$7,000	\$84,000	\$9,800	\$117,600

*Based on an assumed 40% increase in utility fee payers (Phoenix’s population is expected to grow 40% by 2035).

Cannabis Tax

A percentage of the cannabis tax revenue can be applied to the acquisition, development, and maintenance of public parks and public open spaces. Other cities in Oregon and Colorado have used these tax dollars for public services. The current estimated annual revenue from the Cannabis Tax in Phoenix is \$120,000. Depending on what percentage of this tax revenue is allocated towards the funding of parks and safety, the City could have anywhere between \$6,000-\$48,000 per year for parks.

When surveyed, 83% of City of Phoenix residents were supportive of using a portion of the Cannabis tax revenue to fund parks (improvements, maintenance, and new park development). The City of Phoenix Parks Commission also supports the use Cannabis tax revenue.

Table 7-7. Park Cannabis Tax Revenue Potential

Percentage of Marijuana Tax for Parks	Revenue Potential	
	Monthly	Annual
5%	\$500	\$6,000
10%	\$1,000	\$12,000
15%	\$1,500	\$18,000
20%	\$2,000	\$24,000
40%	\$4,000	\$48,000

Sponsorship

Sponsorship is a funding mechanism used to offset operations and maintenance costs for parks systems. The City of Phoenix should establish an “Adopt-A-Park” program, which would help provide volunteer labor for the parks system. The City or Parks Commission may increase solicitation of sponsors (either individuals, private groups, or businesses) who are willing to pay for advertising, signage, naming rights, park infrastructure, or special events or programs.

Public, Organizational or Government Grants

Grants provide a source of revenue not otherwise accessible within a local community. This funding source can be used for either large or small-scale projects.

This funding tool is best used for projects that have a set goal(s) or tangible improvement. On-going administrative functions, maintenance, and strategic planning projects are less attractive to donors. Grant contributions should not be considered a primary funding tool for a self-sustaining park system, but rather to supplement occasional special projects.

Grants can be highly competitive and often require matching contributions. When applying for grants it is important to do substantial outreach and research to ensure the proposed project or initiative adheres to the criteria set forth in the grant. In recent years the number of transportation related grants, especially for pedestrian and bicycle infrastructure, has increased substantially. Other park related projects or initiatives well-suited for grants include building trails and greenways, natural resource conservation and water quality, public safety, and tree planting.

Local Improvement District or Parks and Recreation District

Forming a local improvement district or parks and recreation district are common funding tools for a park system. Both types of designated districts establish a tax on real property within a specified area to off-set all or part of the costs of a public revitalization or development initiative. This provides a long-term and stable revenue stream to be used for either maintenance or capital improvements to local parks.

Parks and recreation districts establish a set rate, or tax, on local residents to support the park system. In a local improvement district, rates are apportioned according to the estimated benefit that will accrue for each property. Bonds are then sold for the amount of the improvement or special project.

These tools present an opportunity for local residents to invest in their neighborhoods and support projects and initiatives they have identified as a priority. Funding is generated from a tax levy on real property within a specified area. In turn, these funds directly benefit the designated area and the local residents therein.

A parks and recreation district requires a majority vote from property owners or electors within the proposed district area and therefore should only be used if the community has expressed strong support for their park system. Once established, all or partial control of a parks and recreation district is given to a local organization or board. This loss of management could be considered a benefit or drawback for a local government depending on local political and economic climate.

Donations, Contributions and Volunteer Support

Donations of labor, cash, land, or park infrastructure (such as benches, trees, or playground equipment) can be used for specific projects. Examples of donations from community members for capital improvement projects could include an annual tree planting day sponsored by a local organization, property donation to the City, a fundraiser drive, or “legacy planning” through individual estates. This funding tool is well suited for capital improvements projects because it provides a tangible enhancement or “finished product” to the local park system to which donors or participants can feel connected.

Tax Levy

A tax levy is a common tool for continued maintenance and land acquisition for a park system. This tool can stem from a variety of local taxes or license fees. Tax levies commonly support a local government’s general fund unless a parks and recreation district is in place, in which case levies can be collected by the district. A tax levy can be used for long-term system-wide improvements or short-term targeted improvements (i.e. special projects fund) and provide a dedicated and permanent source of funding. However, it is important to assess whether or not there is adequate community support for the goals and actions laid out in the Parks Master Plan prior to initiating this tool.

Park Dedication in Lieu of Fees

Phoenix may explore offering land developers the option of dedicating parkland to the parks system in lieu of system development charges. Public dedication offers guaranteed land for the parks system expansion in step with land development trends and also helps to relieve the pressure of new development on the parks system. This tool is best utilized when coupled with strong outreach efforts to land developers. To apply use of public dedication, Phoenix should adopt an ordinance in the City’s development code and in the City’s Comprehensive Plan update offering guidelines for the use of Park Dedication in Lieu of Fees. The ordinance should include specified criteria to ensure that in-lieu land dedications are appropriate for park development.

User Fees

User fees may be collected from individuals for facility rental as the park system. The City currently rents pavilions and picnic structures in Colver Road and Blue Heron Parks to individuals and groups for events and gatherings. As the park system expands and new facilities are built, this reservation program could expand. Parking fees could potentially be expanded to special events. Although user fees will typically only make up a small amount of the total park system revenue, these fees could help offset day-to-day maintenance costs. This program could potentially be expanded to include ballfields maintained by the City and used by private organized sports leagues. When considering renting city owned facilities it is important to have a fair fee structure applicable to all interested parties regardless of affiliation.

Land Trust and Easements

Land trusts and easements are often considered a win-win solution to set aside land for parks, natural areas, or rights of way. This is because these tools (1) are a voluntary action on the part of a local community member, business, advocacy group, or other organization and (2) offer tax incentives for the benefactor.

Trusts can be acquired by the City or partnering organization through a donation, estate will, reduced priced sale, or exchange. Private property owners can acquire easements. Easements may be an especially attractive tool for accessibility projects and initiatives that aim to connect parks and natural areas throughout the city that may be separated by numerous public and private properties. Private property owners are able to allow full or limited access through their property without forfeiting other property rights.

The drawbacks of land trusts and easements are that these tools can take a considerable amount of time and effort from City staff. If land trusts are considered for the Phoenix park system, the City or Parks Commission may want to partner with a nearby conservancy group for advising or management assistance.

Wetland Mitigation Banking

Wetland mitigation banking is a planning and funding tool used to protect, restore, and enhance critical conservation areas, including wetlands, streams, and sensitive habitat areas. It should not be considered for a manicured or highly maintained park, but rather for natural areas where development is unlikely.

Wetland mitigation banking aims to consolidate small fragmented mitigation projects into larger contiguous sites. A mitigation banker (in this case the City of Phoenix) would undertake a design and compliance process to preserve a conservation area under its jurisdiction. Once the process is complete, the banker can acquire “credits” or payments from private developers for certain applicable projects. Developers buy credits from the City when they wish to improve a property for commercial purposes that would impact a wetland, stream, or habitat area on that property. In theory the loss of a small wetland, stream, or habitat area on the developer’s property would be compensated with the preservation of a larger conservation area on the City’s property.

Wetland mitigation banking has a significant amount of compliance and a steep learning curve; however, this tool has continued to grow in popularity and can be used to offset management costs for natural and open spaces that meet specified requirements. Wetland mitigation banking should not be considered a short-term strategy, as it takes substantial commitment and upfront investment from a city.

During the first five years or initial phase, the City would be required to fund management plans and any necessary retainers. The City also must work with federal land agencies, such as the Army Corps of Engineers,

and subject matter experts for planning purposes. After the first five years, the local wetland mitigation banking program typically enters into a maintenance phase with substantially less operating and management costs.

In order for the City of Phoenix to be approved for wetland mitigation banking they must meet certain criteria, such as (1) owning a site that is conducive and appropriate for wetland mitigation (i.e. vegetation, hydrology, and soil types), (2) having necessary up front capital and commitment, and (3) access to necessary resources (i.e. subject matter expertise and earthmoving equipment). According to the City of Roseburg, which currently uses wetland mitigation banking, there is a potential for the initiative to be profitable once it enters the maintenance phase. An established 15 acre wetland area under Roseburg's jurisdiction costs the City roughly \$5,000 to maintain annually; whereas conservation credits are being sold for \$85,000 – 100,000 per acre¹⁶. Furthermore, the City of Roseburg has experienced a relatively high demand for conservation credits, making this funding tool a reliable source of revenue. Today, there are only a limited number of local jurisdictions using wetland mitigation banking. The demand for conservation credits from developers is higher than what is currently available through supply¹⁷.

The first step for consideration of this option is to identify suitable properties within the Urban Growth Boundary.

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- ¹ Portland State University Population Research Center. “Certified Population Estimates 2015.” <https://www.pdx.edu/prc/population-reports-estimates>
- ² US Census Bureau, American Community Survey. “Age & Sex: 2010-2014 American Community Survey 5-year Estimates.” Table S0101.
- ³ US Census Bureau. Census 2000 and 2010 Summary File 1, 100% Data. “Race and Hispanic or Latino Origin.” Table QT-P3.
- ⁴ Oregon Zoom Prospector. “Phoenix, OR Community Profile – Labor Force.” <http://oregon.zoomprospector.com/>
- ⁵ Oregon Zoom Prospector. “Labor Force Report (Phoenix, Oregon) – Total Employees by Major SIC (2016) and Total Employees by NAICS (2016).” <http://oregon.zoomprospector.com/>
- ⁶ Oregon Zoom Prospector. “Labor Force Report (Phoenix, Oregon) – Total Establishments by Size (2016).” <http://oregon.zoomprospector.com/>
- ⁷ Portland State University Population Research Center. “Coordinated Population Forecast 2015 – 2065, Jackson County: Urban Growth Boundaries (UGBs) and Area Outside UGBs.” June 2015. http://www.pdx.edu/prc/sites/www.pdx.edu/prc/files/Jackson_Forecast_Report_201506.pdf
- ⁸ US Census Bureau. Census 2000 and 2010 Summary File 1, 100% Data. “Sex and Age.” Table QT-P1.
- ⁹ US Census Bureau. Census 2000 and 2010 Summary File 1, 100% Data. “Race and Hispanic or Latino Origin.” Table QT-P3.
- ¹⁰ US Census Bureau, American Community Survey. “Disability Characteristics: 2010-2014 American Community Survey 5-year Estimates.” Table S1810.
- ¹¹ US Census Bureau, American Community Survey. “Selected Housing Characteristics: 2010-2014 American Community Survey 5-year Estimates.” Table DP04.
- ¹² US Census Bureau, American Community Survey. “Selected Economic Characteristics: 2010-2014 American Community Survey 5-year Estimates.” Table DP03.
- ¹³ Oregon Parks and Recreation Department. “Statewide Comprehensive Outdoor Recreation Plan: 2013-2017 – Parkland Classification System.” P. 104-108. https://www.oregon.gov/oprd/PLANS/docs/scorp/2013-2018_SCORP/2013-2017_Oregon_SCORP.pdf
- ¹⁴ Oregon Parks and Recreation Department. “Statewide Comprehensive Outdoor Recreation Plan: 2013-2017 – Parkland Classification System.” P. 108. https://www.oregon.gov/oprd/PLANS/docs/scorp/2013-2018_SCORP/2013-2017_Oregon_SCORP.pdf
- ¹⁵ City of Phoenix Parks Commission webpage (as of September 2016): <http://www.phoenixoregon.gov/prc>
- ¹⁶ Pope, Tracy, interview by Jennifer Self. Parks Director, City of Roseburg (December 2014).
- ¹⁷ *Ibid.*

Supplement A - Survey Responses*

* Survey Methodology in processing of begin written.

Q1. In your opinion, how important are parks to Phoenix's quality of life?

#	Answer	Bar	Response	%
1	Very important		118	65%
2	Important		53	29%
3	Neither Important nor Unimportant		3	2%
4	Unimportant		1	1%
5	Very Unimportant		6	3%
6	No Opinion		0	0%
	Total		181	100%

Q2. How satisfied or dissatisfied are you with the overall quality of the following parks and greenways?

#	Question	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Don't Know	Response	Average Value
1	Blue Heron Park	26%	51%	13%	1%	2%	8%	180	2
2	Colver Road Park	15%	49%	12%	4%	1%	20%	179	3
3	Otto Caster Park	12%	34%	16%	2%	-	36%	177	4
4	Bear Creek Greenway	11%	28%	26%	14%	7%	15%	178	3

Q3. How satisfied or dissatisfied are you with the overall quality of Phoenix's parks system?

#	Answer	Bar	Response	%
1	Very satisfied		28	16%
2	Satisfied		90	52%
3	Neither Satisfied nor Dissatisfied		34	20%
4	Dissatisfied		10	6%
5	Very Dissatisfied		3	2%
6	No Opinion		9	5%
	Total		174	100%

Q5. Have you visited a park or greenway in Phoenix in the last 12 months?

#	Answer	Bar	Response	%
1	Yes		166	90%
2	No		18	10%
	Total		184	100%

Q5a. What are the main reasons you DIDN'T use a park or greenway? Check all that apply.

#	Answer	Bar	Response	%
10	Other (please describe)		6	35%
5	Don't know where parks are		5	29%
9	Would rather do something else		5	29%
3	Feel unsafe		4	24%
1	Inadequate facilities		3	18%
8	Don't have time		3	18%
4	Not accessible		2	12%
11	Limited parking		1	6%
6	Too far away		1	6%
2	Condition of facilities		1	6%
7	Too crowded		0	0%
	Total		31	100%

Other (please describe)	
	My dog passed away
	Don't know about accessibility
	There's no dog parks!
	I have dogs I would like to bring there and no kids yet
	Not much opportunity to do it
	Personal Limitations

Q6. In the past year, how often did you visit the following parks and greenways in Phoenix?

#	Question	At least once	A few times	Monthly	Weekly	Didn't Use	Don't Know	Response	Average Value
1	Blue Heron Park	20%	45%	9%	15%	10%	1%	158	3
2	Colver Road Park	6%	24%	21%	19%	24%	7%	153	3
3	Otto Caster Park	12%	21%	3%	13%	42%	8%	146	4
4	Bear Creek Greenway	14%	29%	11%	10%	33%	3%	146	3

Q7. What activities do you and your family use the parks for? Check all that apply.

#	Answer	Bar	Response	%
1	Play		93	58%
3	Exercise		88	55%
5	Parties/group gatherings		67	42%
4	Dog-walking		58	36%
2	Sports		31	19%
7	Other (please describe)		26	16%
6	Entertainment (attending special events in the parks)		21	13%
8	Other (please describe)		1	1%
	Total		385	100%

Q8. How do you most frequently get to the parks?

#	Answer	Bar	Response	%
3	Drive		70	43%
1	Walk		49	30%
4	Other: (Please specify.)		32	20%
2	Bike		10	6%
	Total		161	100%

Q9. Check any and all populations you feel are underserved by Phoenix's parks.

#	Answer	Bar	Response	%
9	I feel all populations are being served appropriately.		59	36%
3	Teenagers (13 - 19)		53	33%
5	Seniors (65+)		34	21%
7	People with disabilities		32	20%
4	Adults (20 - 64)		26	16%
6	Multi-generational groups		20	12%
1	Children (0 - 5)		19	12%
2	Children (6 - 12)		17	10%
8	Other: (Please specify.)		11	7%
	Total		271	100%

Q10. How important are the following *indoor* park facilities to you or your household? Mark your preference for future investment in the improvement or addition of the following park facilities.

#	Question	High I feel improvement or addition of this type of facility should be a high priority.	Medium Some investment in this type of facility would be nice.	Low I feel improvement or addition of this type of facility should be a low priority.	Don't Know	Response	Average Value
1	Fitness and exercise equipment	25%	34%	31%	10%	164	2
2	Swimming pools or splash pads	60%	16%	17%	7%	172	2
3	Running or walking tracks	36%	33%	23%	9%	164	2
4	Community center	44%	28%	21%	7%	169	2
5	Performance venue	29%	26%	35%	10%	164	2
6	Art studio and gallery (display) space	20%	31%	39%	10%	166	2
7	Basketball court	29%	35%	25%	10%	162	2
8	Racquetball court	17%	30%	39%	14%	157	3
9	Tennis court	18%	33%	33%	16%	159	2
10	Volleyball court	22%	36%	30%	12%	157	2
11	Other: (Please specify.)	25%	25%	25%	25%	12	3
12	Other: (Please specify.)	67%	33%	-	-	3	1
13	Other: (Please specify.)	100%	-	-	-	1	1

Q11. How important are the following *outdoor* park facilities to you or your household? Mark your preference for future investment in the improvement or addition of the following park facilities.

#	Question	High I feel improvement or addition of this type of facility should be a high priority.	Medium Some investment in this type of facility would be nice.	Low I feel improvement or addition of this type of facility should be a low priority.	Response	Average Value
1	Playground equipment	49%	33%	19%	162	2
2	Covered play areas	39%	33%	28%	160	2
3	Nature-play playgrounds	44%	36%	20%	153	2
4	Rock climbing features	25%	35%	39%	155	2
5	Bicycle terrain tracks	26%	36%	38%	146	2
6	Skatepark	24%	26%	50%	153	2
7	Water, spray, or splash play features	60%	25%	14%	166	2
8	Fitness stations	27%	36%	37%	157	2
9	Paved trails	35%	35%	31%	156	2
10	Unpaved trails	39%	37%	24%	152	2
11	Green space or natural areas	57%	28%	16%	160	2
12	Botanical gardens	40%	30%	30%	164	2
13	Educational and interpretive signage	33%	35%	32%	159	2
14	Performance venue	34%	32%	35%	158	2
15	Public art	27%	35%	38%	158	2

Q11. (Continued...) How important are the following *outdoor* park facilities to you or your household? Mark your preference for future investment in the improvement or addition of the following park facilities.

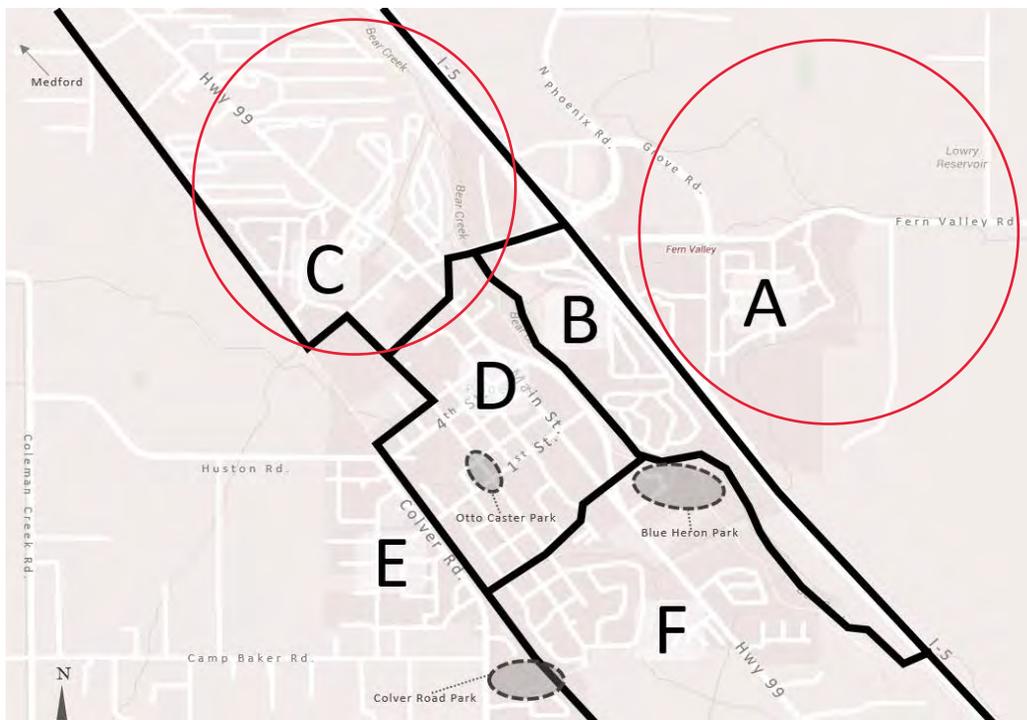
#	Question	High I feel improvement or addition of this type of facility should be a high priority.	Medium Some investment in this type of facility would be nice.	Low I feel improvement or addition of this type of facility should be a low priority.	Response	Average Value
17	Picnic tables	53%	38%	10%	168	2
18	Sheltered or covered areas	56%	31%	14%	167	2
19	Cooking facilities	29%	45%	26%	158	2
20	Dog park	45%	29%	26%	159	2
21	Restrooms	67%	28%	5%	169	1
22	Basketball court	40%	40%	21%	154	2
23	Tennis court	29%	44%	27%	154	2
24	Volleyball court (sand)	32%	39%	29%	152	2
25	Baseball field	23%	34%	43%	149	2
26	Softball field	23%	38%	39%	149	2
27	Football field	21%	31%	49%	146	2
28	Disc golf course	28%	34%	39%	149	2
29	Soccer field	24%	38%	38%	144	2
30	Other: (Please specify.)	40%	20%	40%	10	2
31	Other: (Please specify.)	-	-	100%	2	3
32	Other: (Please specify.)	-	-	100%	2	3
33	Horseshoe pits	26%	34%	40%	148	2
34	Southern California paddle ball court	15%	25%	61%	117	2

Q12. Do you think the City of Phoenix needs additional parks?

#	Answer	Bar	Response	%
1	Yes		104	60%
2	No		70	40%
	Total		174	100%

Q13. Please indicate the section of the City where you would like additional parks to be located (refer to map). Check all that apply.

#	Answer	Bar	Response	%
3	Section C		57	58%
1	Section A		50	51%
5	Section E		38	38%
2	Section B		32	32%
6	Section F		20	20%
4	Section D		18	18%
	Total		215	100%



Q15. Do you think the City of Phoenix should allocate a portion of the Cannabis Tax towards park improvements, improved maintenance, and/or new parks?

#	Answer	Bar	Response	%
1	Yes		142	83%
2	No		12	7%
3	It depends (please explain)		18	10%
	Total		172	100%

Q16. Would you support a new fee on your utility bill to pay for parks improvements, improved maintenance, and/or new parks?

#	Answer	Bar	Response	%
1	Yes		68	38%
2	No		71	40%
3	It depends (please explain)		39	22%
	Total		178	100%

Q16a. What *monthly fee* would you be willing to pay for a higher level of service? (The table below lists potential uses of the fee for reference.)

#	Answer	Bar	Response	%
1	Less than \$1		6	6%
2	\$1 - \$3		50	48%
4	\$4 - \$6		30	29%
5	\$7 - \$9		8	8%
6	\$10 or more		10	10%
	Total		104	100%

Q17. If you were given \$100 to spend on parks in Phoenix, how would you divide it among the following categories? You may put it all in one category or in any combination of categories. *Sum must total 100.*

#	Answer	Min Value	Max Value	Average Value	Standard Deviation
1	Improving existing facilities and equipment.	0	100	27	26
2	Building new parks and new park facilities.	0	100	25	28
4	Park maintenance.	0	100	18	21
5	Improving security.	0	100	13	21
3	Improving parking (cars and bikes)	0	100	5	13
6	Other (please describe)	0	100	4	18

Q19. How many people live in your household (including yourself and children)?

#	Answer	Bar	Response	%
1	1		23	13%
2	2		65	37%
3	3		33	19%
4	4		32	18%
5	5		14	8%
6	6		7	4%
7	7		1	1%
8	8		1	1%
9	9		0	0%
10	10+		0	0%
	Total		176	100%

Q20. Are there children in your household?

#	Answer	Bar	Response	%
1	Yes		73	42%
2	No		101	58%
	Total		174	100%

Q21. What is your gender?

#	Answer	Bar	Response	%
1	Female		111	65%
2	Male		58	34%
3	Other		3	2%
	Total		172	100%

Q23. What is your race?

#	Answer	Bar	Response	%
3	White/Caucasian		157	92%
6	Other: (Please specify.)		9	5%
1	American Indian or Alaska Native		4	2%
2	Asian		1	1%
4	Native Hawaiian or Pacific Islander		0	0%
5	Black or African American		0	0%
	Total		171	100%

Q24. Do you identify as Hispanic or Latino?

#	Answer	Bar	Response	%
1	Yes		17	10%
2	No		148	90%
	Total		165	100%

Q25. Do you rent or own your home?

#	Answer	Bar	Response	%
1	Rent		40	23%
2	Own		133	77%
	Total		173	100%

Q26. What was the combined income for your entire household last year?

#	Answer	Bar	Response	%
1	Less than \$10,000		8	5%
2	\$10,000 to \$14,999		13	8%
3	\$15,000 to \$24,999		13	8%
4	\$25,000 to \$34,999		21	13%
5	\$35,000 to \$49,999		22	13%
6	\$50,000 to \$74,999		39	24%
7	\$75,000 to \$99,999		25	15%
8	\$100,000 to \$149,000		14	9%
9	\$150,000 or more		9	5%
	Total		164	100%

Supplement B - Blue Heron Park Design Goals and Concept

Blue Heron Park Design Goals

Through a series of community design workshops and collaboration with the Phoenix Parks and Greenway committee, CSC developed the following program goals and design recommendations for Blue Heron Park.

Goal 1 - Develop connections between Blue Heron Park and Bear creek to provide recreational and educational opportunities and increase desirable activity throughout the riparian area

Actions

- *Develop a gravel or asphalt trail system and observation areas along creek and within riparian area*
- *Enhance natural riparian corridor through restoration and vegetation management (partnerships and a phasing plan should be developed to make restoration feasible and sustainable)*
- *Maintain understory vegetation to provide open site lines and discourage undesirable activities.*
- *Use signage to inform visitors about Bear Creek watershed and riparian restoration*

Goal 2 – Create park programming that promotes outdoor education

Actions

- *Incorporate a nature play area near northwest parking lot.*
- *Use the central parking lot island as a display garden for native and bee habitat plants.*
- *Expand the “Monarch Waystation” on the south side of the Bear Creek Greenway trail.*

Goal 3 - Increase parking capacity (Currently there are 47 total parking stalls with 4 designated as handicapped.)

Actions

- *Add 33 parking stalls with 2 designated as handicapped to main parking area.*
- *Assess potential for parallel parking on southern access road.*
- *Assess potential for future parking on adjacent properties.*

Goal 4 - Create a highly functional, cohesive park design that integrates the existing park elements (Stage, playgrounds, community garden, open lawns, covered picnic areas, etc.)

Actions

- *Create a system of concrete pathways to provide form and allow access to and separation of use areas.*
- *Construct asphalt access road from the central parking area to the Bear Creek greenway path to the east. A section of this road will provide access to the stage.*

Goal 5 - Improve existing playground area and add site elements most desired by the community

Actions

- *Reconfigure east section of playground area to have specified use areas by age.*
- *Incorporate a water play area into the existing playground space.*
- *Add a full size sand volleyball court.*
- *Add trailside fitness station near northwest parking lot.*

Goal 6 – Restore wetland areas

Actions

- *Create native wetland swales at the southeastern corner of the park (use cut soils to construct berm landforms on the site.)*

BLUE HERON PARK CONCEPTUAL DESIGN



OBSERVATION DECK
 EXPANDED "MONARCH WAYSTATION" /
 NATIVE GARDEN
 DISPERSED PICNIC TABLES
 TRAILSIDE FITNESS STATION

RIPARIAN NATURE TRAIL
 EXISTING PICNIC PAVILION
 BERMED HILL
 OPEN GRASS AMPHITHEATER AREA
 STAGE

PARKING
 NATURE PLAY AREA
 BERMED HILL
 SAND VOLLEYBALL COURT
 33 ADDITIONAL PARKING SPACES

OBSERVATION DECK

ADDITIONAL PARK ENTRANCE
 (THE POSSIBILITY OF PARALLEL
 PARKING SHOULD BE ASSESSED
 ALONG ENTRY ROAD)

EXISTING PICNIC PAVILION
 BEE AND NATIVE PLANT GARDEN
 RESTROOMS
 GATE
 PLAY AREA 5-12 YEARS
 PLAY AREA 2-5 YEARS
 WATER PLAY AREA
 COMMUNITY GARDEN
 ADDITIONAL COMMUNITY
 GARDEN ENTRY

NATIVE VEGETATED SWALE
 10' ASPHALT ACCESS ROAD
 NATIVE VEGETATED SWALE
 EXPANDED COMMUNITY GARDEN
 AREA

-  EXISTING TREES
-  PROPOSED TREES
-  SOFT SURFACE TRAILS
-  CONCRETE/HARD SURFACE TRAILS

