

## CHAPTER 8

# Strategic Implementation Plan





## CHAPTER 8 - STRATEGIC IMPLEMENTATION PLAN

Upon completion of the data collection and park assessments phase of the project, the findings were synthesized to develop a framework of strategic recommendations for the City of Chandler Community Services Department.

The following six focus areas are recommended:

### 1. Improve Access to Parks and Trails and Maintain Quality

### 2. Increase Connectivity

### 3. Invest in Existing Resources

### 4. Create an Economic Catalyst

### 5. Grow Operations and Staffing

### 6. Finance the System

#### Focus Area 1. Improve Access and Maintain Quality

Increase access to park amenities and facilities throughout the City, while maintaining and improving the quality of the system.



- ▲ Collaborate with local partners, both in public and private sectors, to develop innovative parks and spaces to increase or exceed the levels of service targeted in this plan.
- ▲ Maintain and enhance the quality of current park sites, facilities, and amenities.
- ▲ Increase targeted communications and marketing to create more awareness of the Department's assets.
- ▲ Redevelop facilities with equitable access by residents throughout the city and that reflect the ability to serve a diverse public, as well as meeting all ADA-compliance requirements and other special needs.
- ▲ Develop park design and development standards to establish general standards, guidelines, and criteria for the design and development of improvements in City parks and open spaces. The following link is provided as an example of park design and development standards:  
<https://www.sandiego.gov/sites/default/files/consultantsguide2019.pdf>
- ▲ Enhance the level of partnership/sponsorship with schools in the interest of improved equity and to increase access to park amenities.
- ▲ Pursue renovations and new improvements for parks, trails, and recreational facilities in areas of greatest growth and unmet needs.
- ▲ Continually review and update the lifecycle asset management plan for the Department.



## Focus Area 2. Increase Connectivity

**Establish connectivity between parks and greenways that is accessible by pedestrians and bicyclists.**

- ▲ Work with other City departments to identify and connect sidewalk and bike lanes to trails to improve access to desirable destinations.
- ▲ Prioritize existing City-owned land and future land acquisition decisions to focus investments in a bike/pedestrian trail system that achieves active transportation strategies and the development of a contiguous network.
- ▲ Strive to increase connectivity so that parks and green spaces are within a five minute walk/bike ride for every household in the City of Chandler.
- ▲ Work with neighboring municipalities and jurisdictions to expand regional connectivity.
- ▲ Develop a City-wide Bike and Trails Master Plan.
- ▲ Encourage and seek funding for the development of trails and trail amenities, and construct in appropriate areas of the city and consider partnerships for the maintenance of the trails.



## Focus Area 3. Invest in Existing Resources

**Focus on reinvesting in and maintaining existing parks facilities to offer the community a variety of parks that integrate environmental design, safety, needs and emerging trends.**

- ▲ Implement improvements that are mindful of environmental stewardship to aid in the protection of park resources and ensure that they will be protected for future generations.
- ▲ Utilize consistent design standards in the development of park recreational-facility landscaping, amenities, signage, and infrastructure.
- ▲ Make all parks and services welcome and accessible to all level of users, i.e., adults, children, seniors, and all-abilities through clean restrooms when feasible, seating or benches, running water fountains or water stations, and park features usable for all abilities in parks (ADA).
- ▲ Consider the incorporation of technology into the design of parks through partnerships to produce a state-of-the-art park system (systems, such as cameras, irrigation, Wi-Fi, pedestrian counters, automated restrooms, solar, cybertech trash receptacles, etc.).





#### **Focus Area 4. Create an Economic Catalyst**

**Invest in infrastructure and facilities to make Chandler a viable sports tourism destination.**

- ▲ Develop athletic fields and facilities that can support regional sports tourism through large-scale baseball, softball, and/or soccer tournaments.
- ▲ Develop outdoor recreation activities and related partnerships that facilitate adventure-based activities and programming.
- ▲ Update and improve the quality of existing athletic fields to increase durability and maximize usability for large-scale tournaments. Develop athletic field maintenance standards which improve playing conditions of the fields system-wide.



#### **Focus Area 5. Grow Operations and Staffing**

**Empower and train current Department employees while growing staff to meet the emerging needs of the community.**

- ▲ Ensure job descriptions are reviewed and updated and salary assessments are completed to meet pay levels that keep salaries competitive.
- ▲ Utilize best practices that match maintenance standards to sites and amenities in order to maximize and expand their lifespan.
- ▲ Continually encourage and seek funding to meet the emerging functions of the Department, including, but not limited to, trail maintenance, work order management, urban forest management, open space management, etc.
- ▲ Incorporate the use of technology into the maintenance of parks, such as GIS and real-time tracking to increase efficiency and prioritization.



#### **Focus Area 6. Finance the System**

**Pursue adequate funding to support existing parks, new parks, and other park types.**

- ▲ Ensure a fiscally sustainable parks system by leveraging financially-driven decisions.
- ▲ Ensure that impact fees and funding from other funding sources, including grants, are pursued to maintain the current level of service for parks and recreation within the community.
- ▲ Seek additional funding opportunities to support capital and operational needs as identified in the Plan.
- ▲ Establish a performance measure for the Department to become 50% self-supporting from user fees, permits, reservations, earned income and effective partnerships (national benchmark is 50%)

## Recommended PRIORITY ACTIONS (through 2028)

- 1. Prioritize lifecycle replacement of assets in neighborhood and community parks per the CIP** (Focus Area: Invest in Existing Resources)
- 2. Provide significant renovations at aging neighborhood parks** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources)
- 3. Complete a renovation of Folley Park** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources)
- 4. Complete design and construction of four softball fields at Tumbleweed Park** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources)
- 5. Consider the development of an updated site-specific master plan for Desert Breeze Park** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity, Invest in Existing Resources)
- 6. Develop a Bike/Trails Master Plan** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity)
- 7. Consider the conversion of select athletic fields from natural turf to synthetic turf** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources, Create an Economic Catalyst)
- 8. Continued improvements to Snedigar Sports Complex** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity, Invest in Existing Resources, Create an Economic Catalyst)
- 9. Conduct a sports tourism feasibility study to include current park assets and impact of new facilities being built in surrounding communities** (Mesa and Gila River) (Focus Areas: Create an Economic Catalyst)
- 10. Conduct a feasibility study and site-specific master plan for a regional park** (i.e. Sports Tourism and Adventure Area) (Focus Area: Create an Economic Catalyst)
- 11. Continue to implement the existing master plan for Tumbleweed Park and explore partnerships and/or development opportunities for the northeast corner.** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity, Invest in Existing Resources, Create an Economic Catalyst)
- 12. Complete the development of Lantana, Mesquite Grove, and Homestead North Parks** (Focus Area: Improve Access and Maintain Quality)
- 13. Consider exploring options with private developers to meet park needs in north Chandler and to address other community needs and wants throughout the city** (Focus Area: Improve Access and Maintain Quality)

