

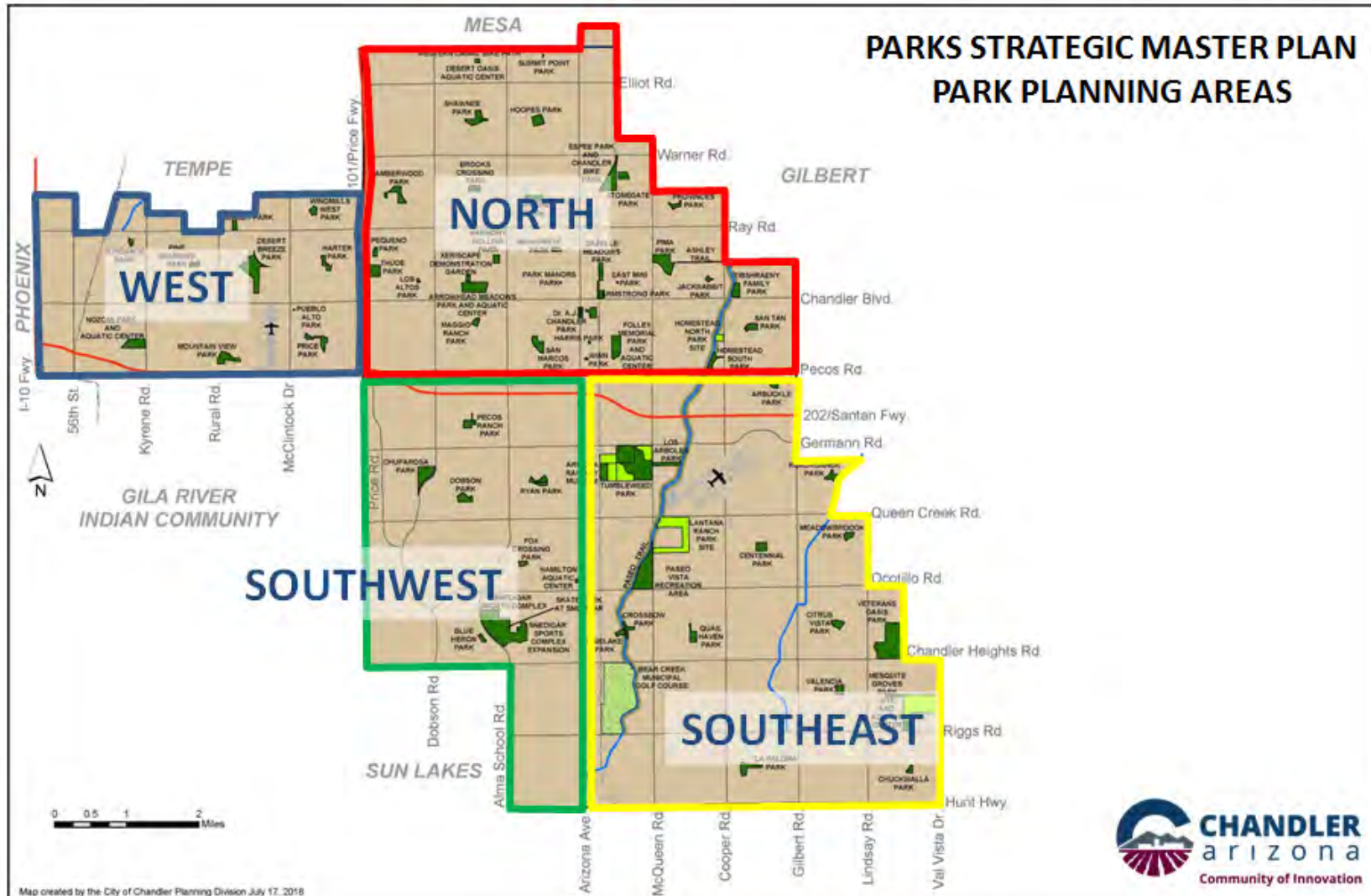


PARKS

STRATEGIC Master Plan



Park Planning Areas





Public Input



Collaborative Planning



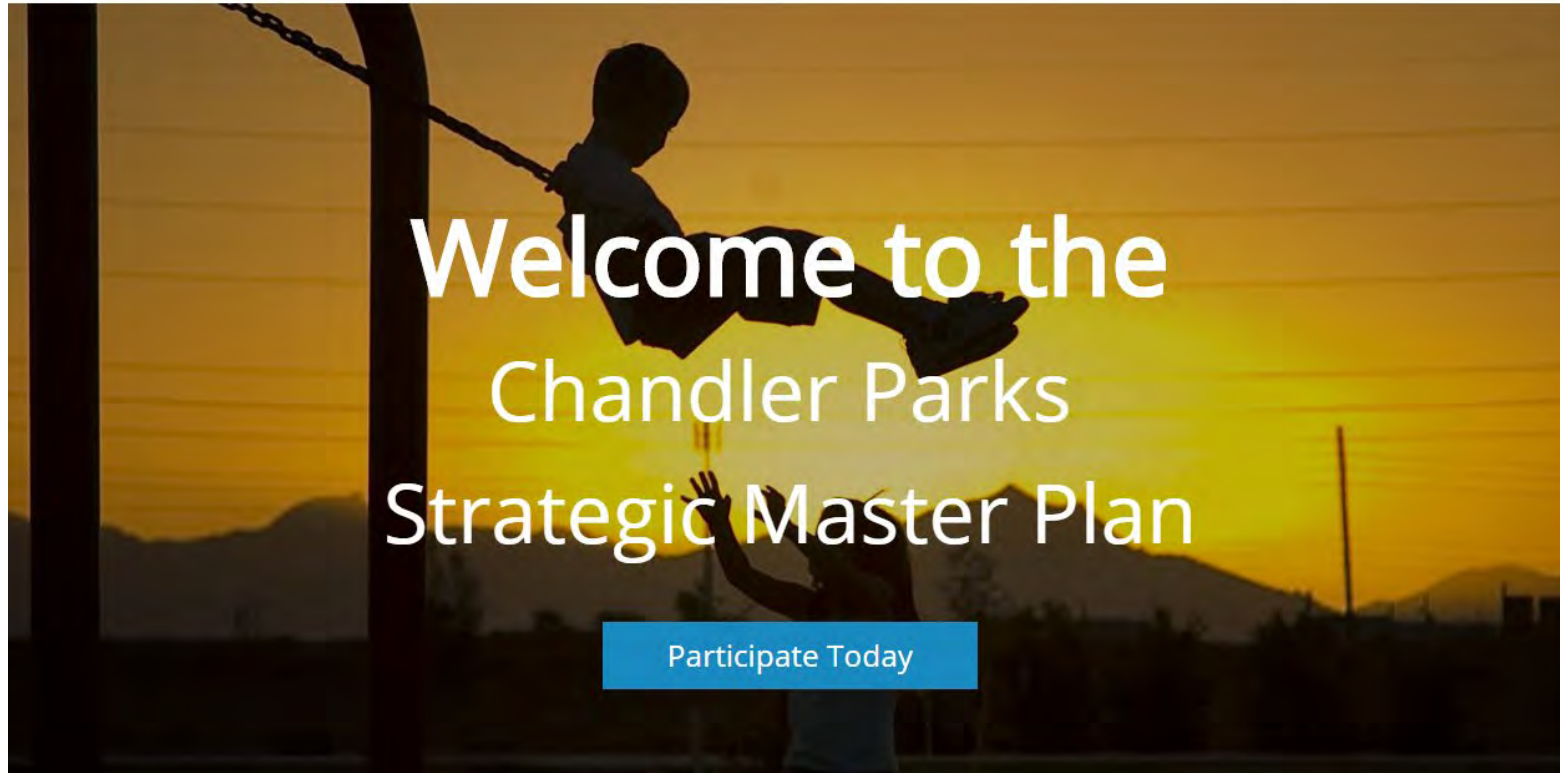
Community Engagement

- **Project Website – Throughout Project**
- **Internal Focus Group Meetings – February**
- **Parks and Recreation Advisory Board - March**
- **Sports Group Stakeholder Meeting – March**
- **Statistically Valid Needs Assessment Survey – May-June**
- **Virtual Community Meeting – June**

Project Website



[HOME](#) [ABOUT](#) [KEY EVENTS](#) [PROJECT DOCUMENTS](#) [PARTICIPATE](#) [TIMELINE AND FAQ](#) [CONTACT US](#)



www.planchandlersparks.com

Virtual Community Meeting – June 23 2020

CHANDLER
arizona
Community of Innovation

PARKS

STRATEGIC Master Plan

Andy Bass

0:00:22

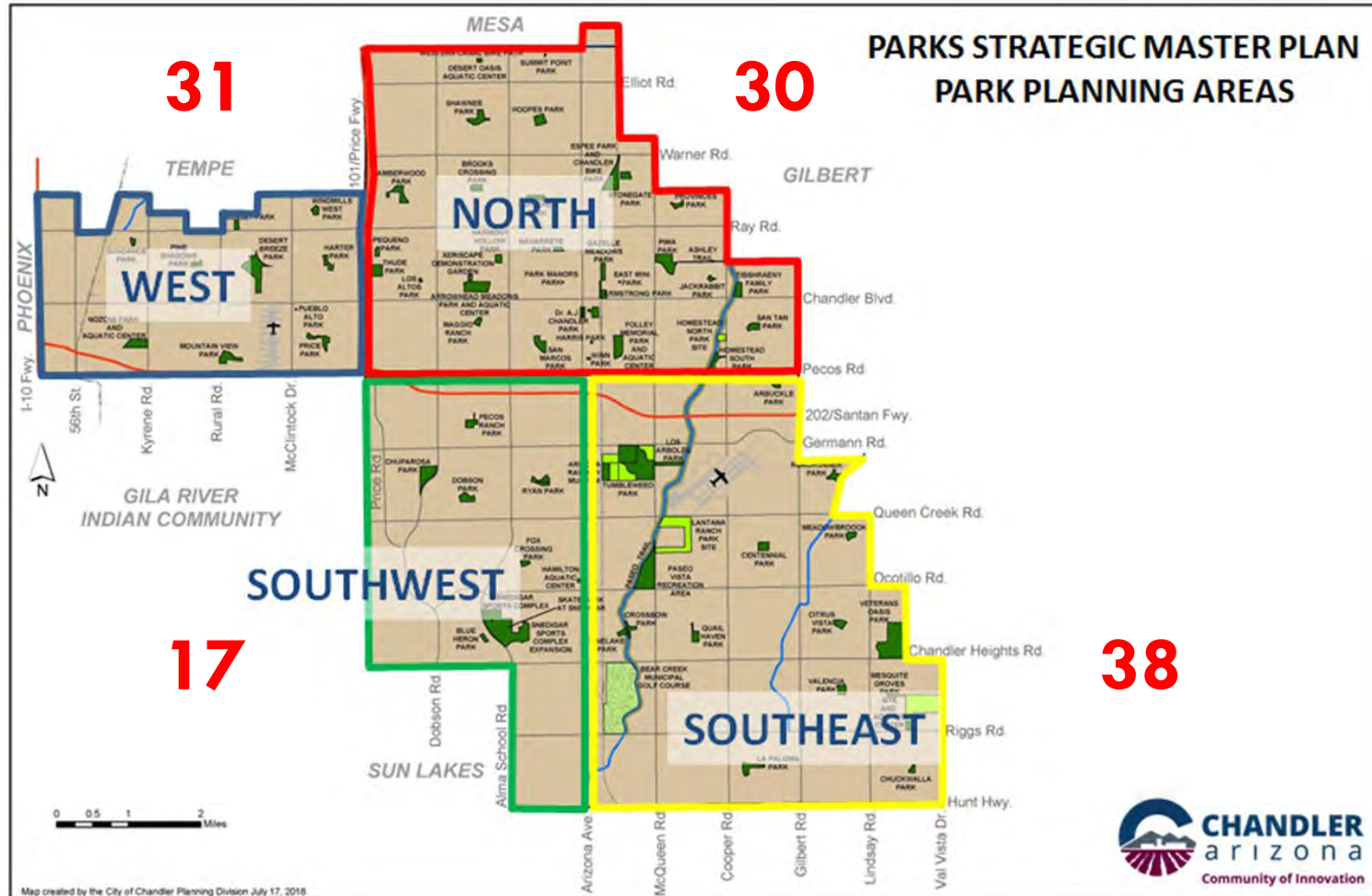
1:11:07

Kimley»Horn AND prosc consulting

Virtual Community Meeting Awareness

- **Direct Email Invite to Department Customer Database**
- **Direct Invite to 191 residents that provided comment via Project Website**
- **City Press Release**
- **Social Media**
- **City Website**

Virtual Community Meeting Participation



116 Total Participants



Statistically Valid Survey

Statistically-Valid Survey

- Only scientific and defensible method to understand community needs
- Administered by mail/phone/web
- Developed in partnership with the City
- Methodology allows high return rate (25%-35%)
- Total of **652** completed surveys, 95% level of confidence with a margin of error of +/- 3.8%
(Goal was 500)

City of Chandler Parks Needs Assessment Survey

Findings Report

...helping organizations make better decisions since 1982

2020

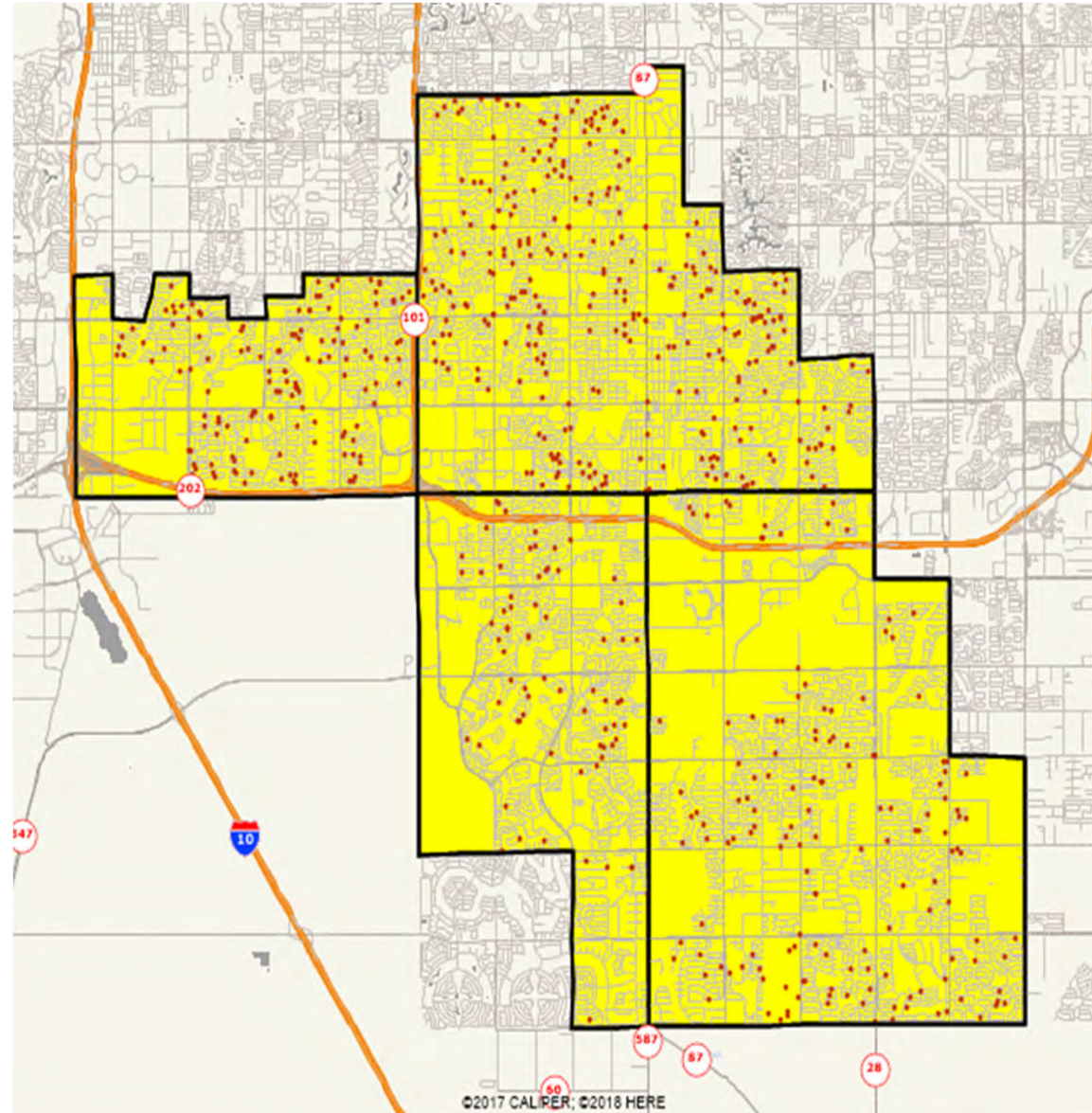
Submitted to the City of Chandler (AZ)
Community Services Department

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

July 2020



Survey Response Location Map

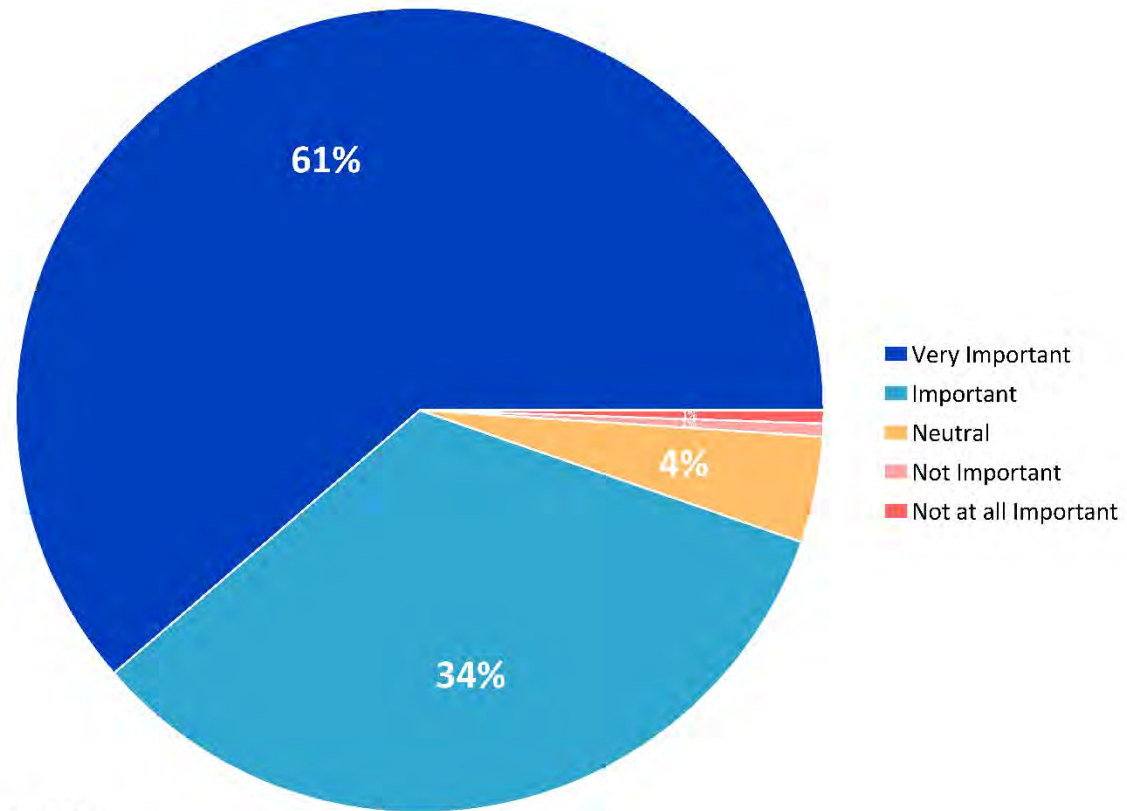


Advocacy



Q1. Please indicate how important high-quality park and trail experiences are to the quality of life in the City of Chandler.

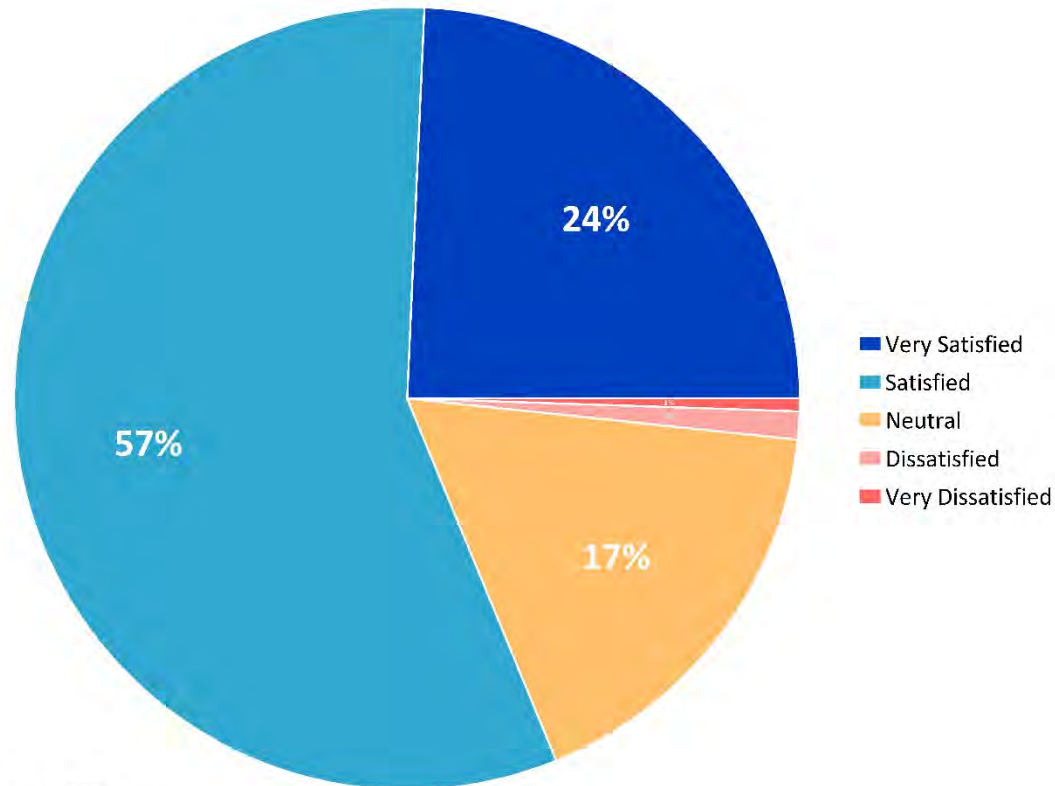
by percentage of respondents (without "don't know")



Source: ETC Institute (2020)

Q15. Please rate your level of satisfaction with the overall value that your household receives from the City of Chandler Parks and Trail System.

by percentage of respondents (without "don't know")



Source: ETC Institute (2020)

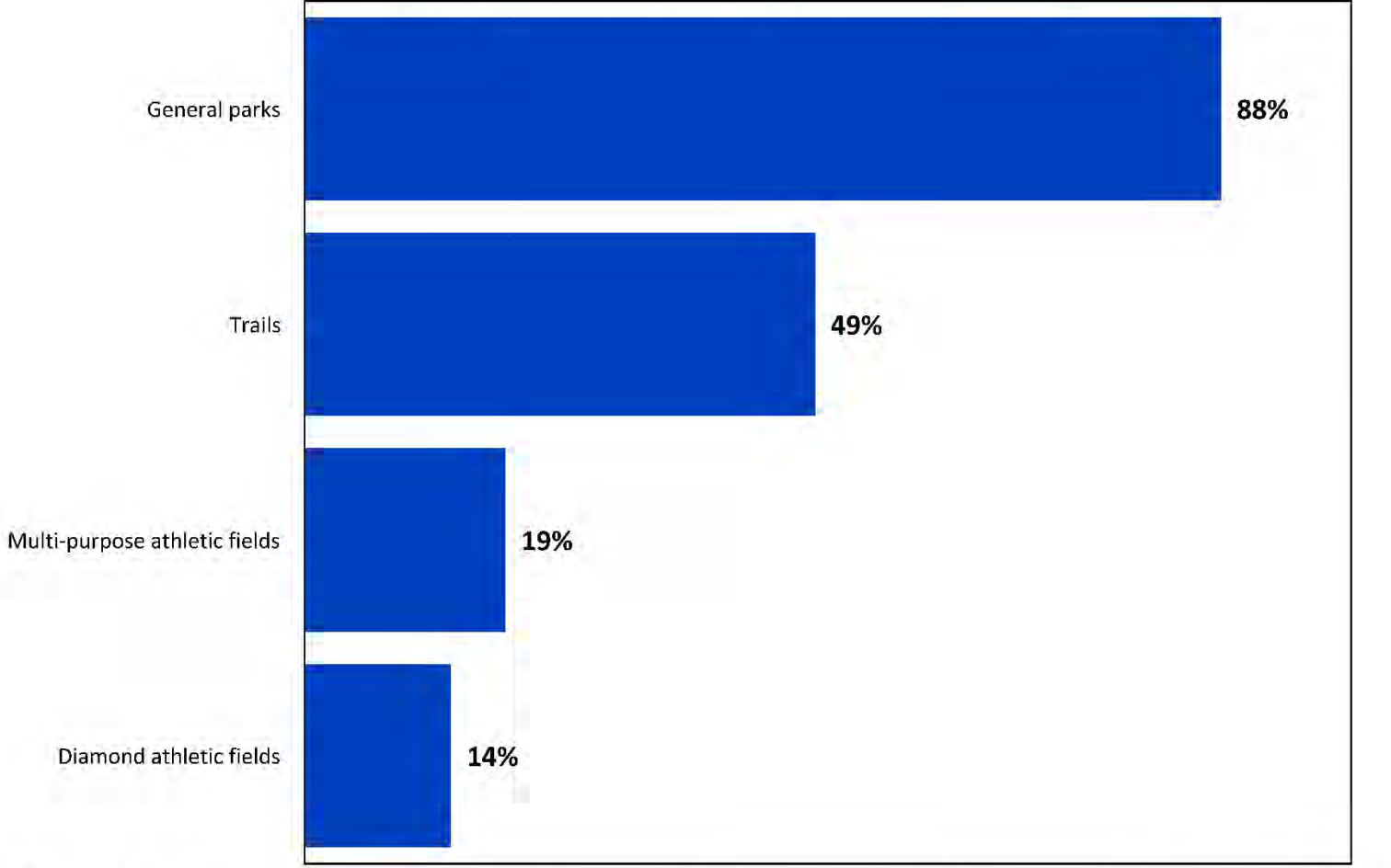
The national benchmark for very satisfied is 24%.

Park and Facility Visitation and Condition



Q3. Please indicate if you or any member of your household has used each of the Parks facilities listed below in the past 12 months.

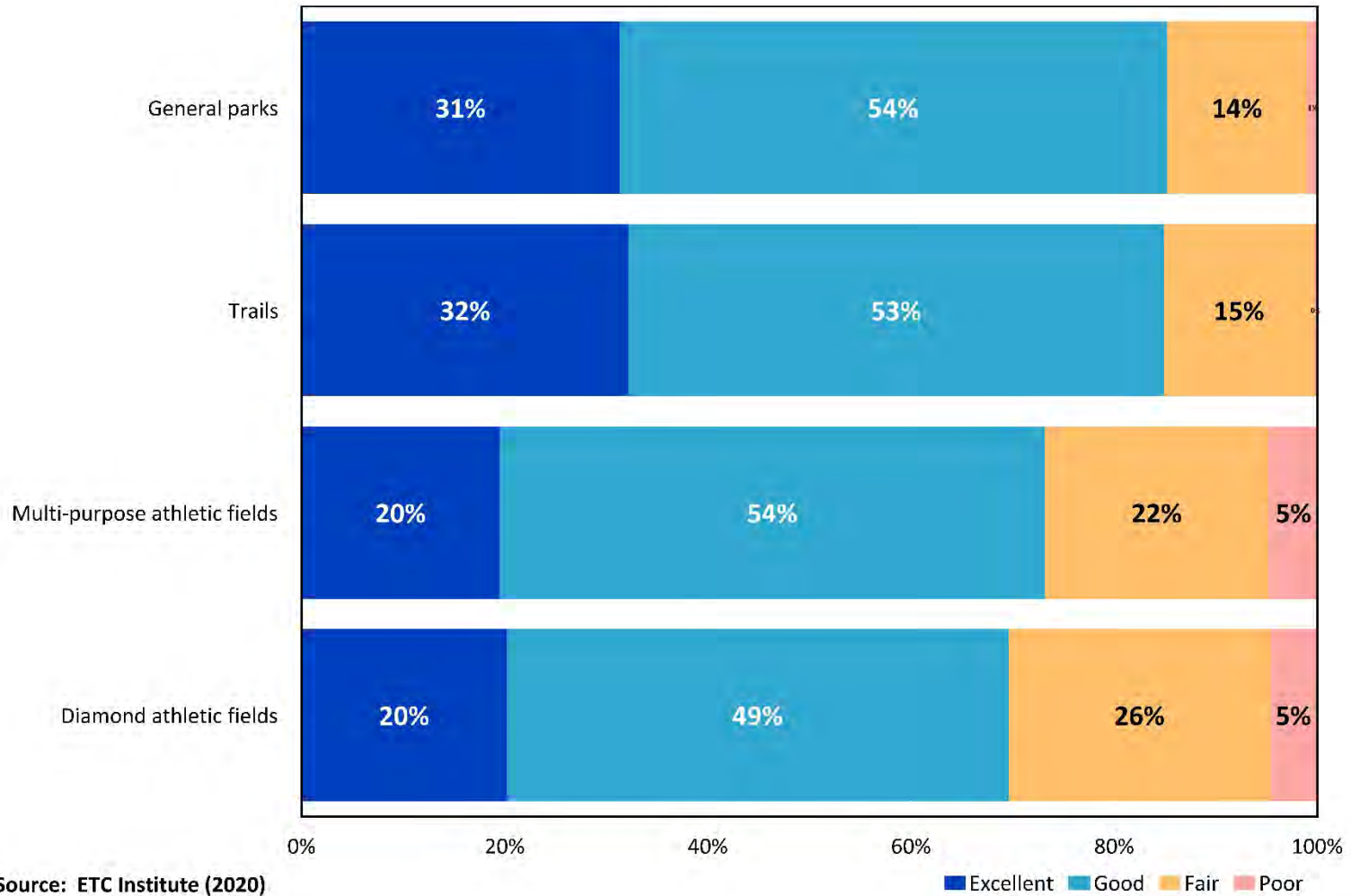
by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020) 0% 20% 40% 60% 80% 100%

Q3. If "YES," please rate the facilities of this type using a scale of 4 to 1, where 4 means "Excellent" and 1 means "Poor."

by percentage of respondents using a scale of 1 to 4, where 4 means "excellent" and 1 means "poor" (without "don't know")

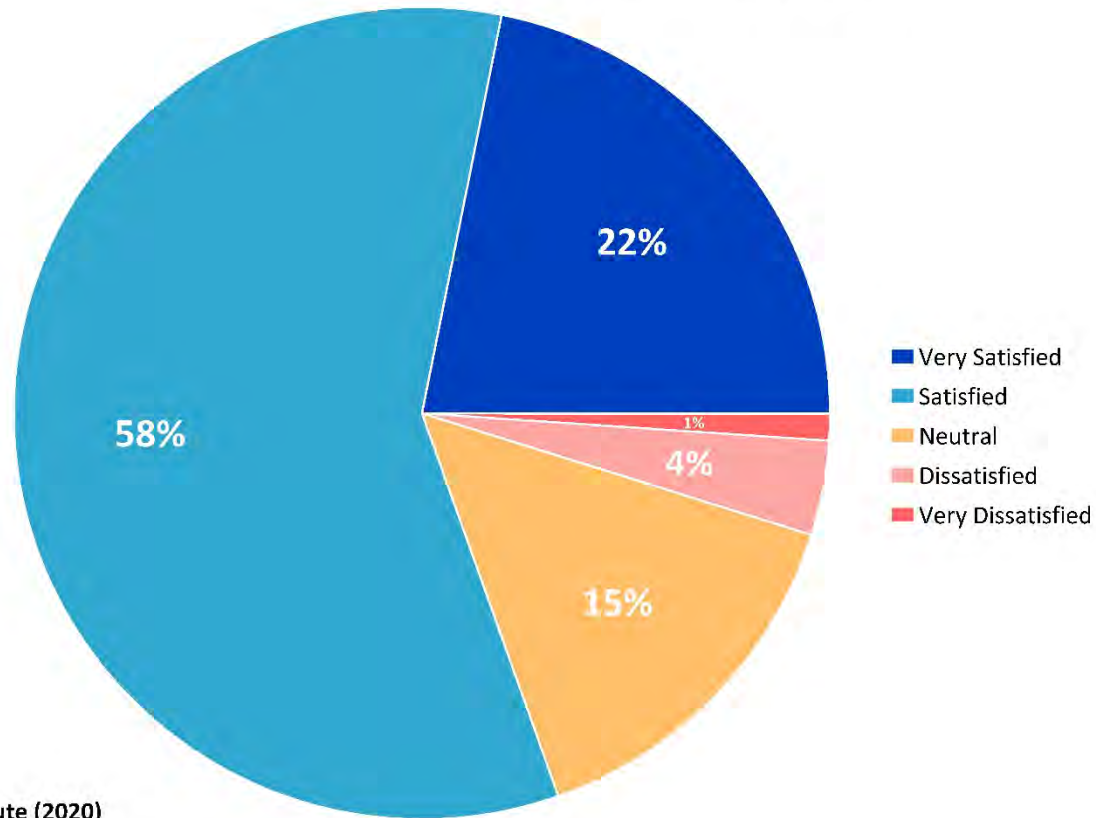


Source: ETC Institute (2020)

The national benchmark for excellent is 29%.

Q2. Overall, how would you rate your satisfaction with the physical condition of ALL the park and trail experiences offered by the City of Chandler Community Services Department that you have utilized in the past year?

by percentage of respondents (without "don't know")



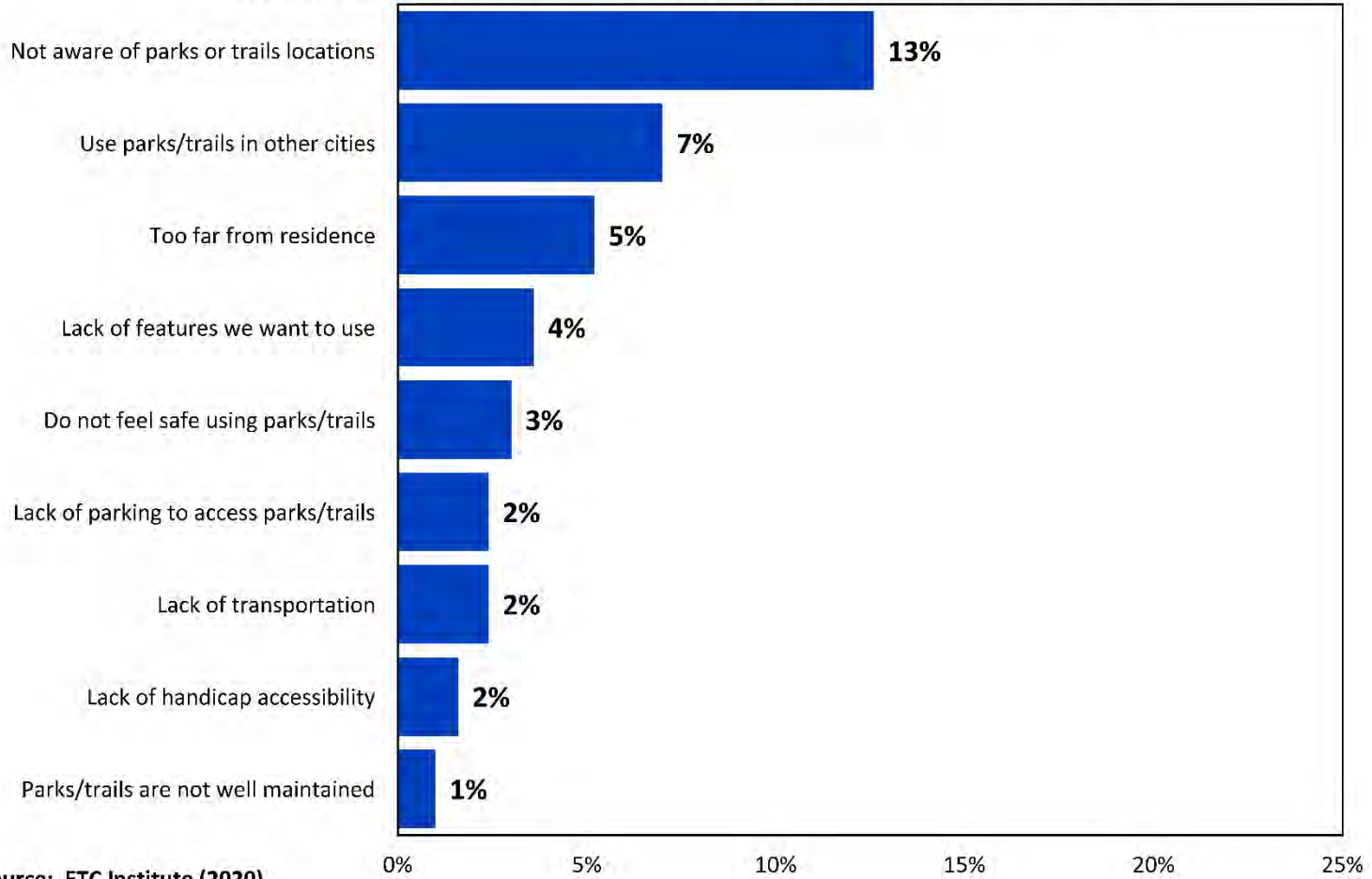
Source: ETC Institute (2020)

Awareness and Marketing



Q3a. If your household has NOT visited any City of Chandler parks or trails in the past 12 months, please CHECK ALL of the following reasons you have NOT visited.

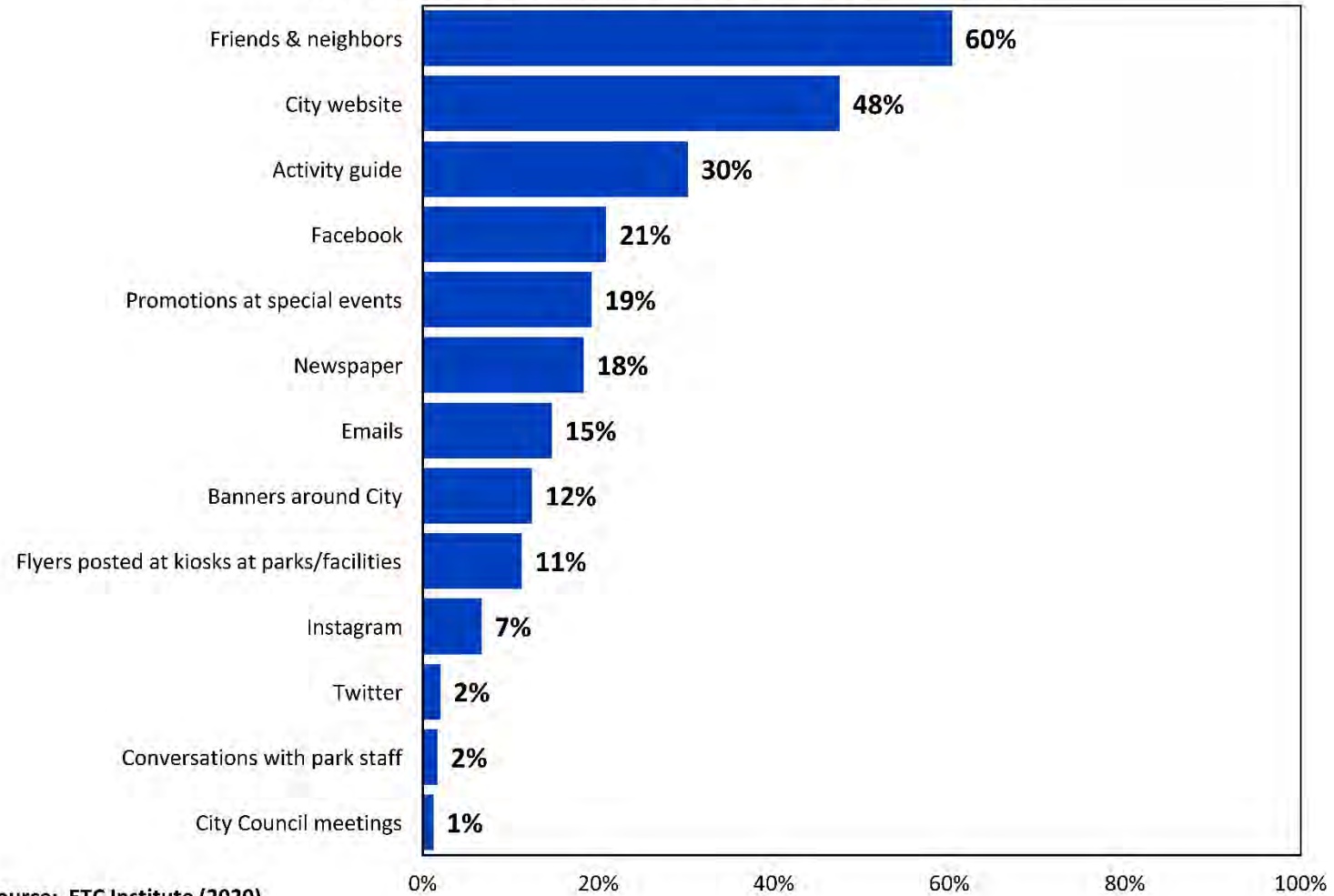
by percentage of respondents (multiple responses could be selected) (without "none")



Source: ETC Institute (2020)

Q4. From the following list, please CHECK ALL of the following ways you learn about Chandler Parks and Trails.

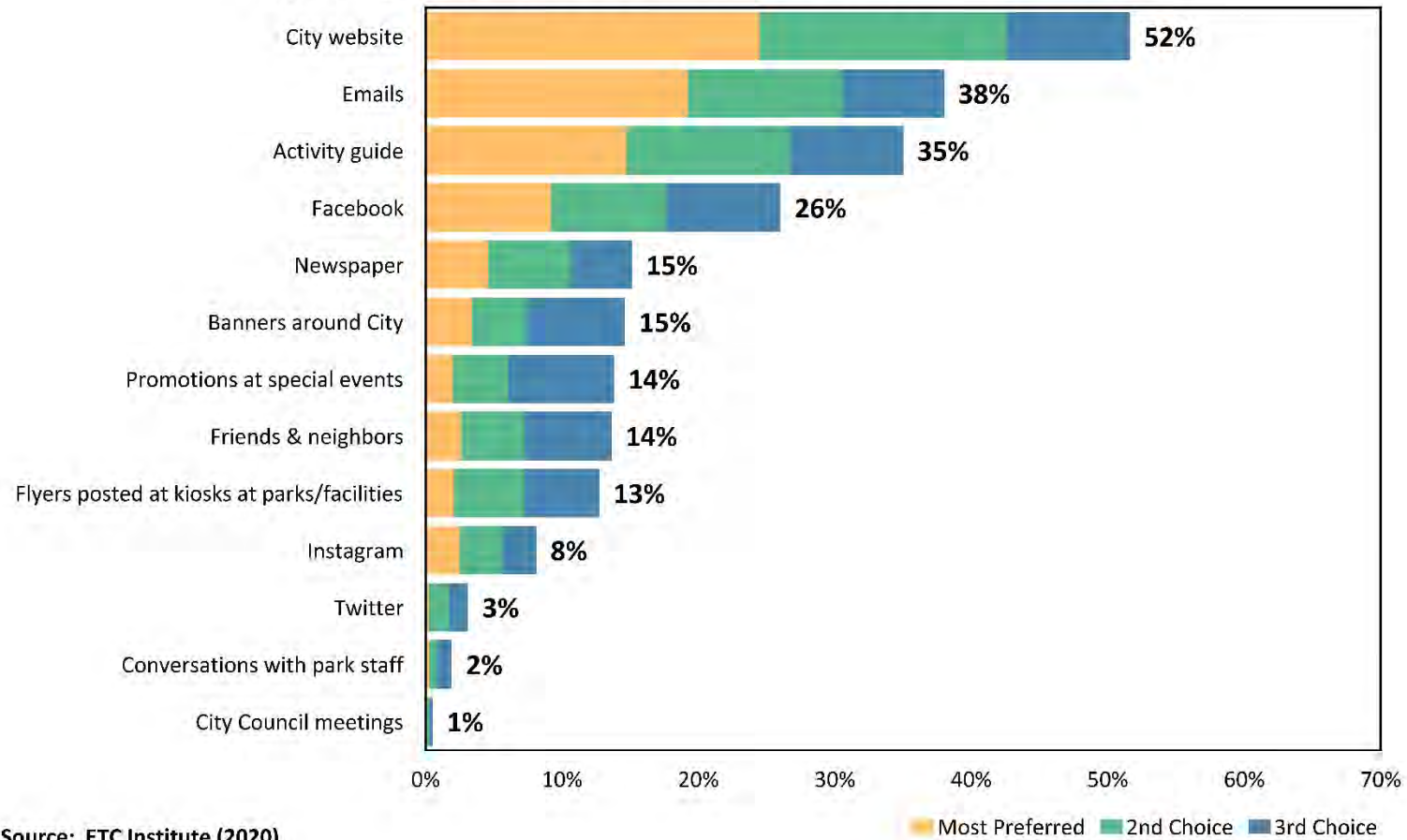
by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City to use to communicate with you about parks and trails?

by percentage of respondents who selected the items as one of their top three choices

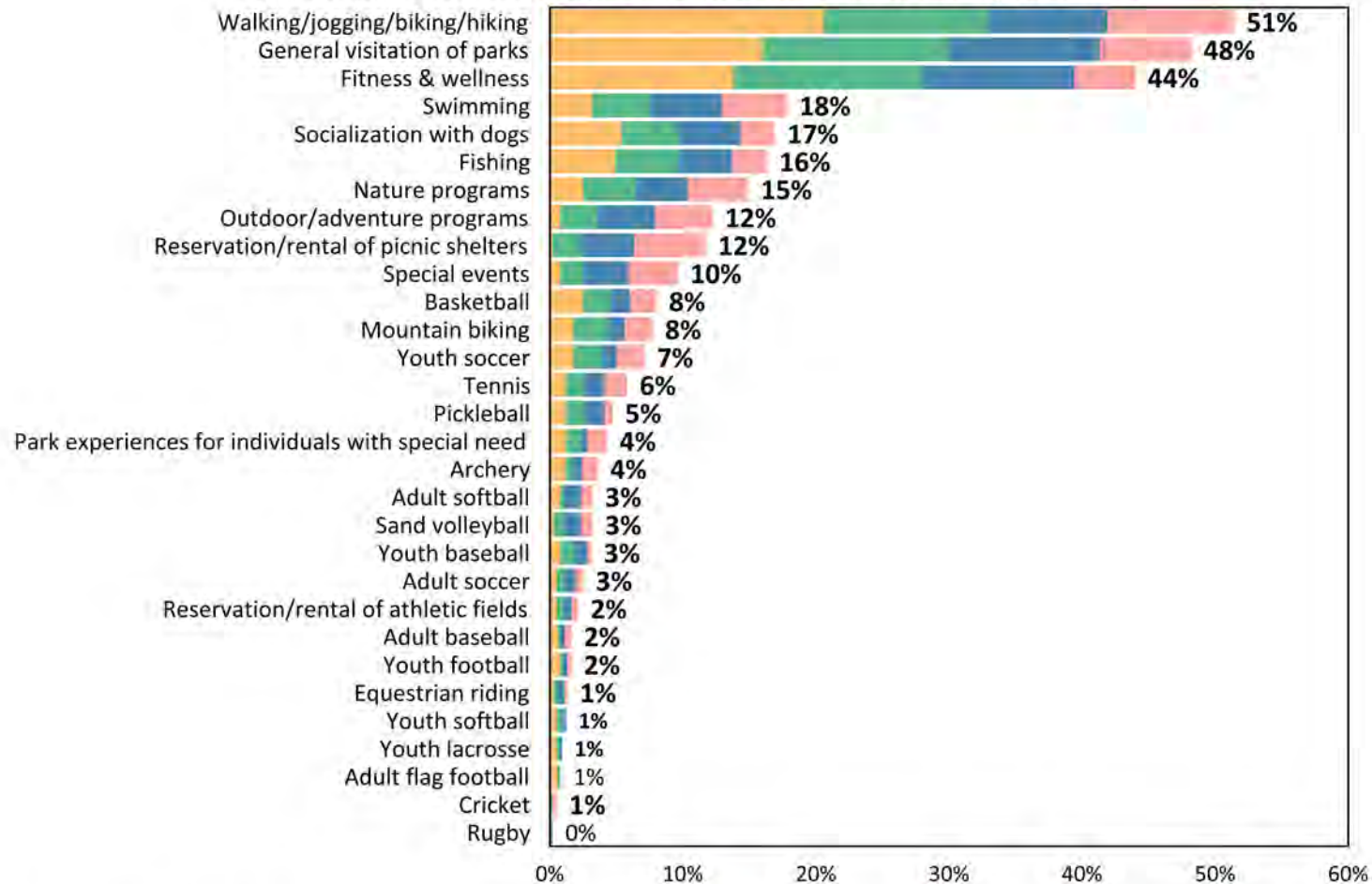


Program and Service Needs



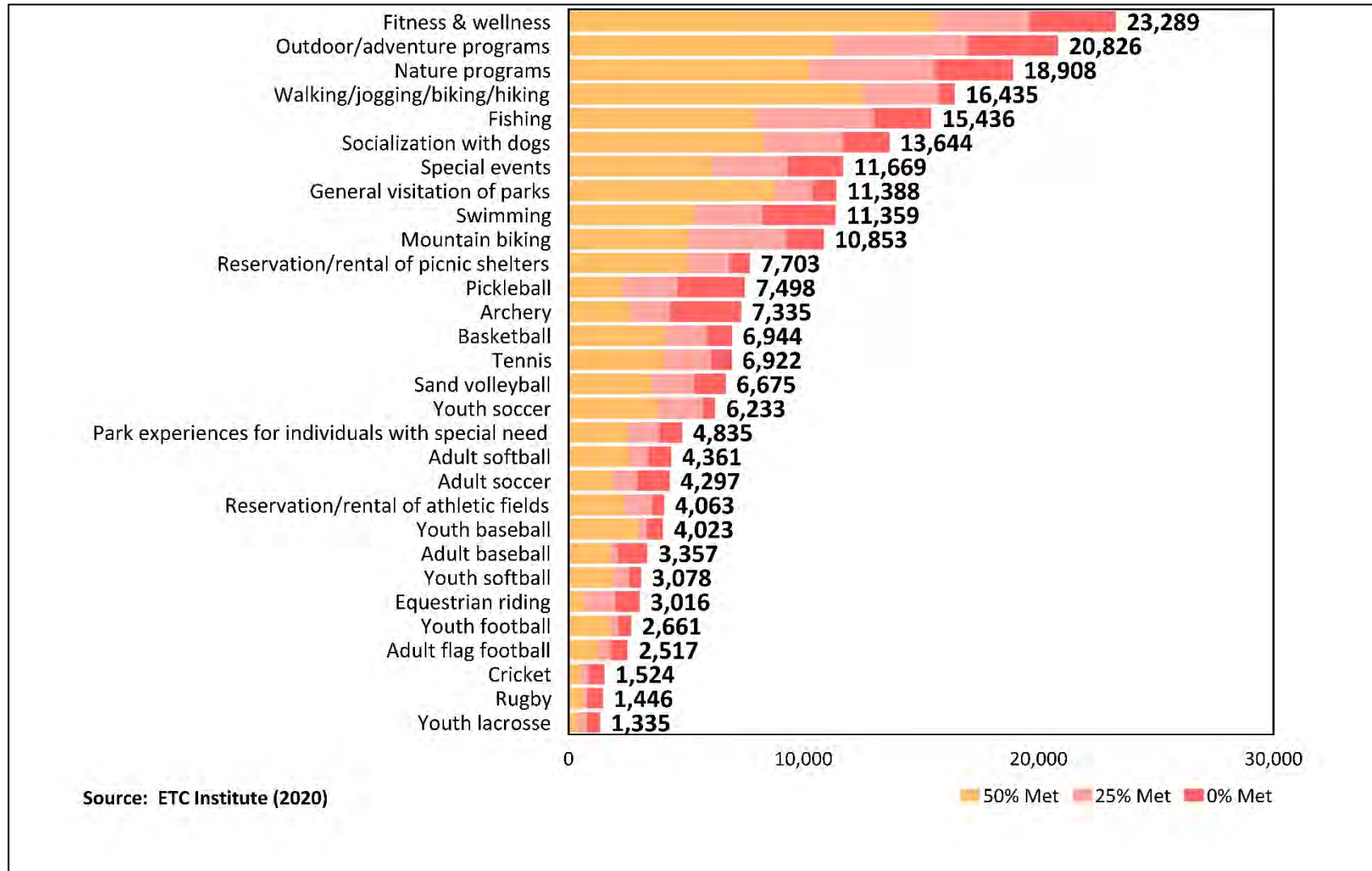
Q12. Programs Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2020)

Estimated Number of Households Whose Needs for Programs Are Met 50% or Less

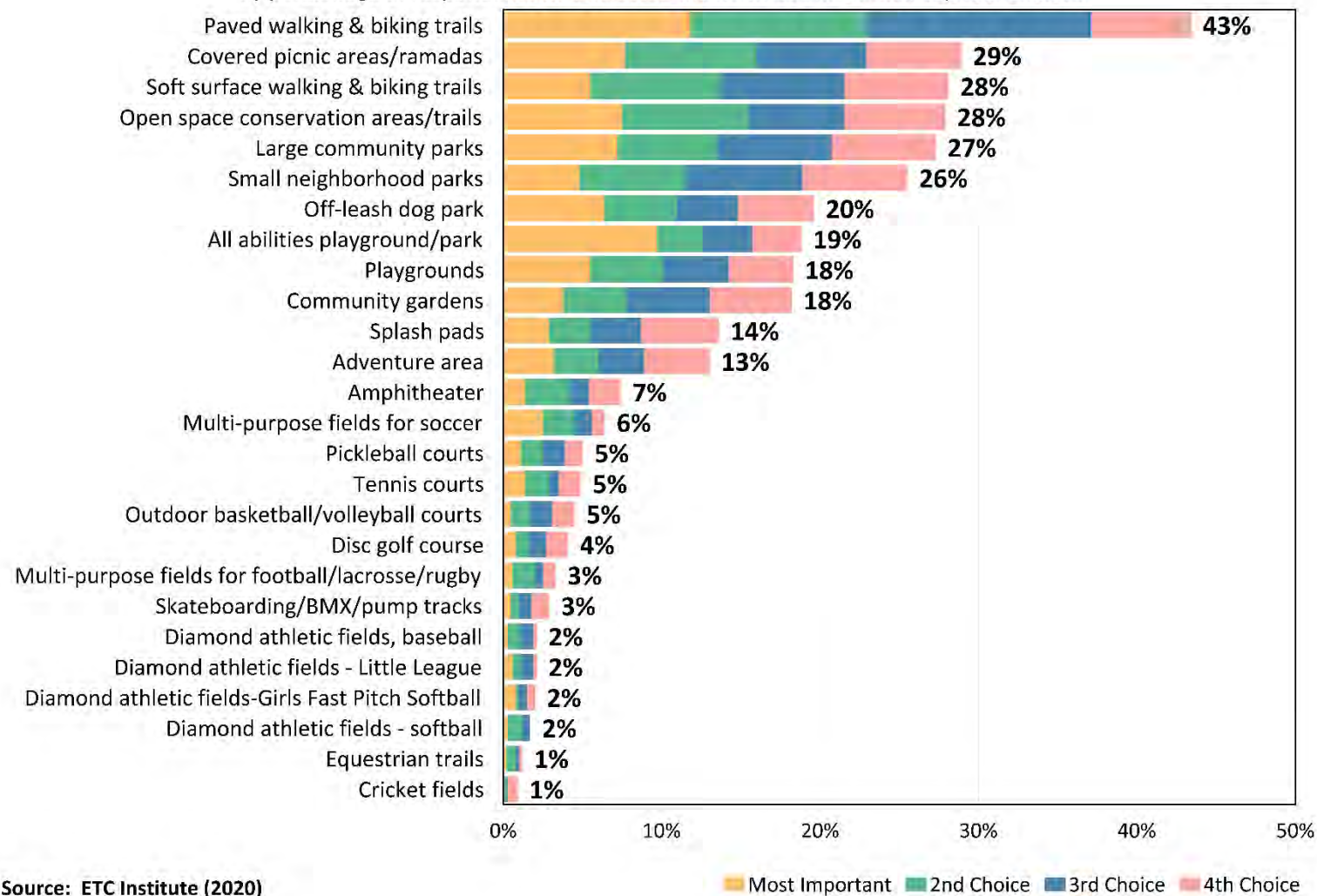


Park, Facility and Amenity Needs



Q9. Facilities Most Important to Households

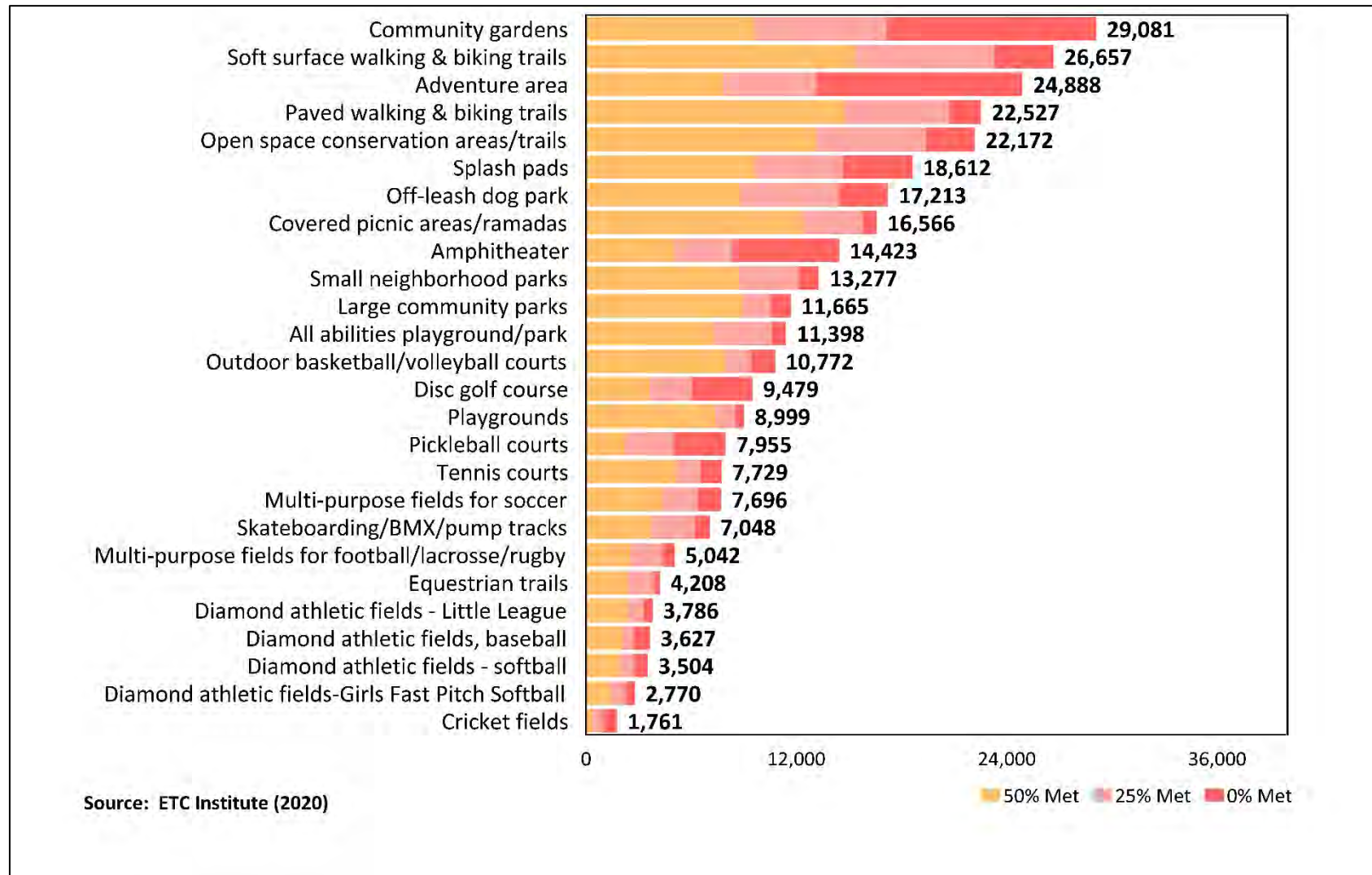
by percentage of respondents who selected the items as one of their top four choices



National Benchmarks

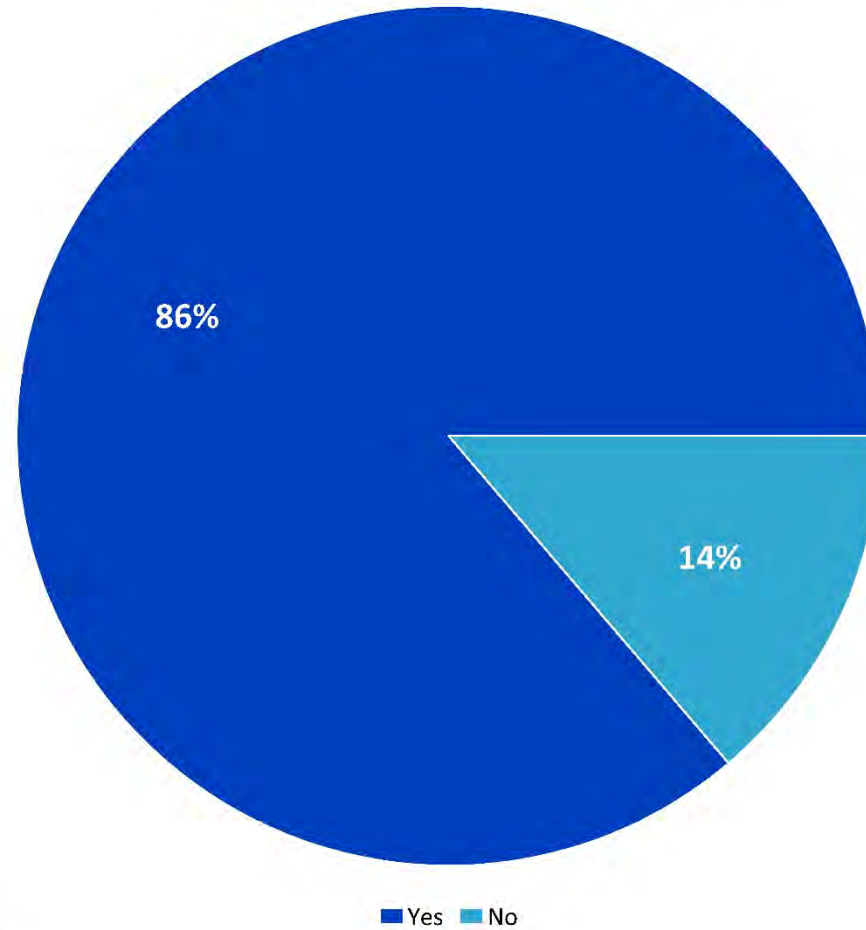
- Walking and biking trails (multi-use paved) 45%
- Walking & hiking trails (natural surface) 33%
- Open Space Conservation Areas/Trails – 24%
- Picnic Shelters - 14%

Estimated Number of Households Whose Needs for Facilities Are Being Met 50% or Less



Q10. Do you feel the athletic fields at current locations are easily accessible?

by percentage of respondents (without "not provided")



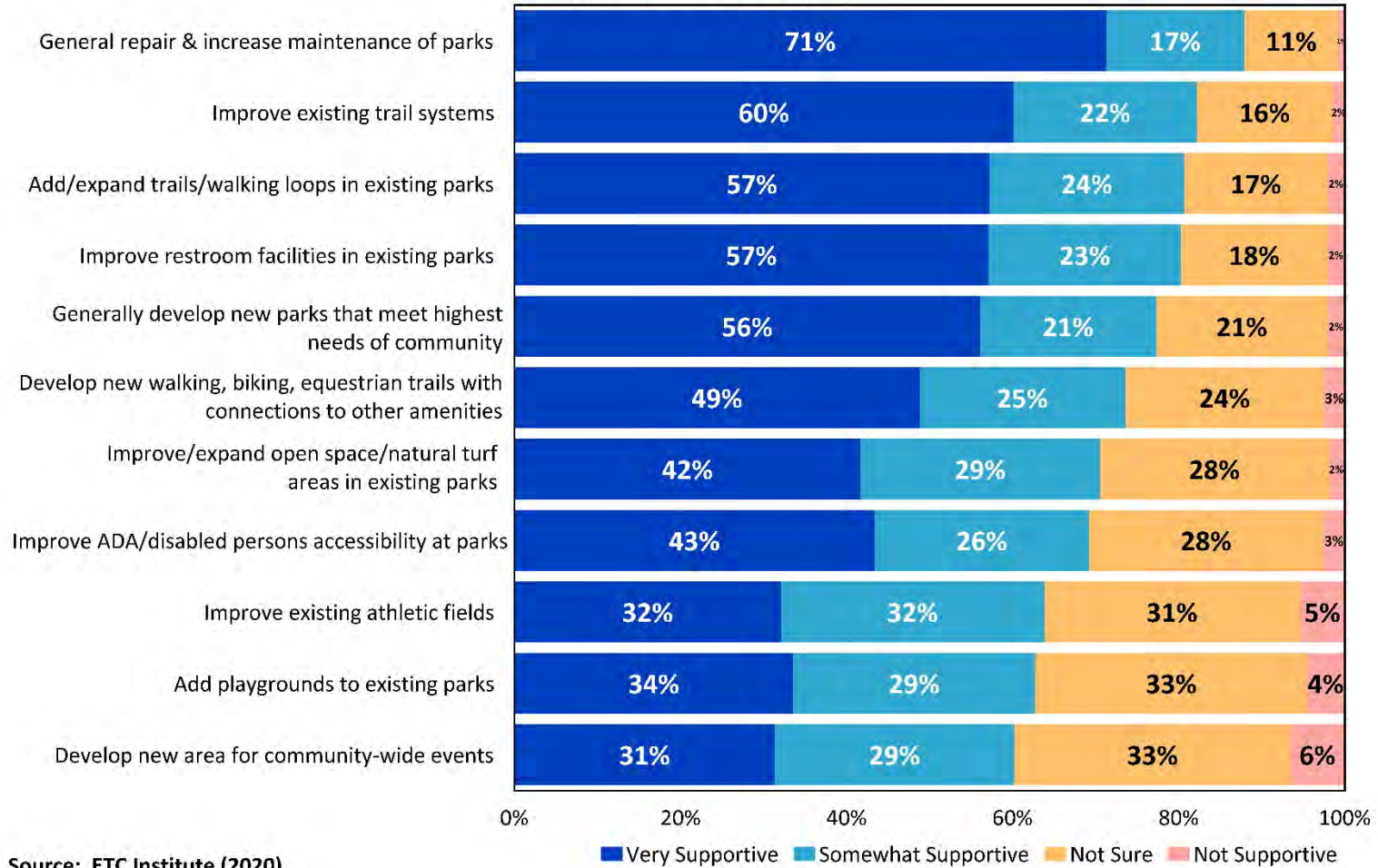
Source: ETC Institute (2020)

Public Support



Q13. The following is a list of actions the City of Chandler could take to improve the park and trail system. Please indicate your support for each potential action.

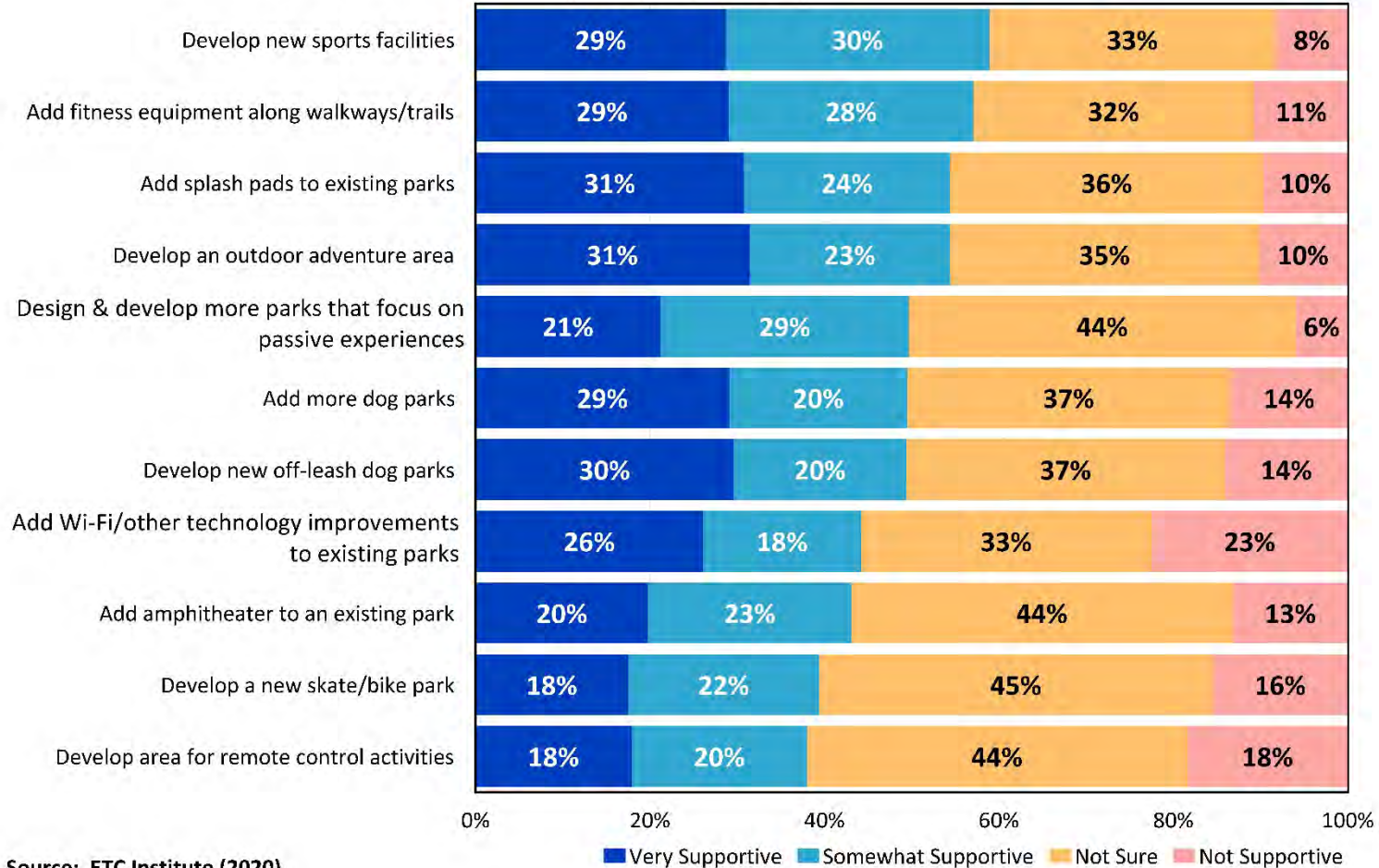
by percentage of respondents using a scale of 1 to 4, where 4 means “very supportive” and 1 means “not supportive” (without “don’t know”)



Source: ETC Institute (2020)

Cont'Q13. The following is a list of actions the City of Chandler could take to improve the park and trail system. Please indicate your support for each potential action.

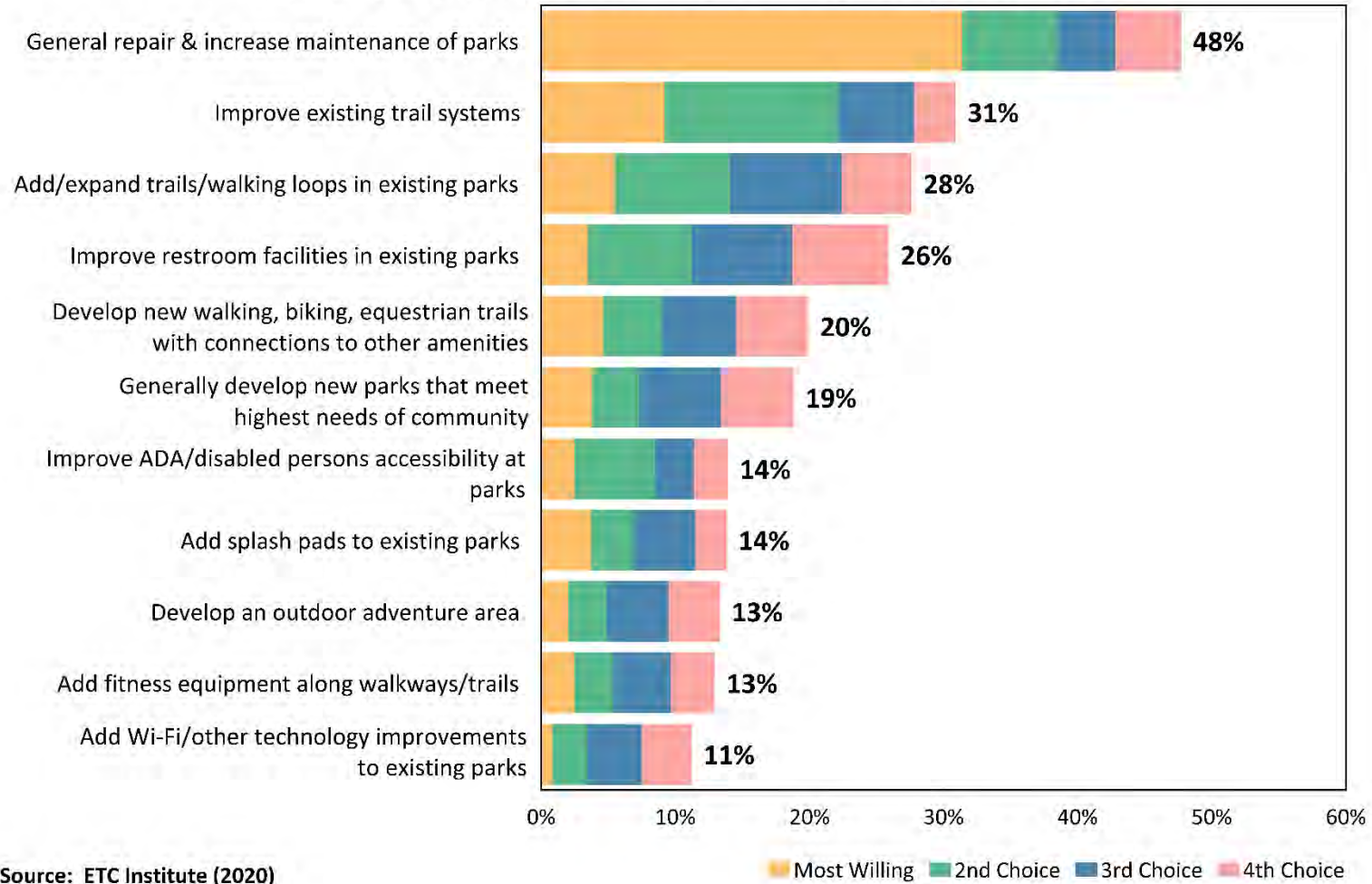
by percentage of respondents using a scale of 1 to 4, where 4 means "very supportive" and 1 means "not supportive" (without "don't know")



Source: ETC Institute (2020)

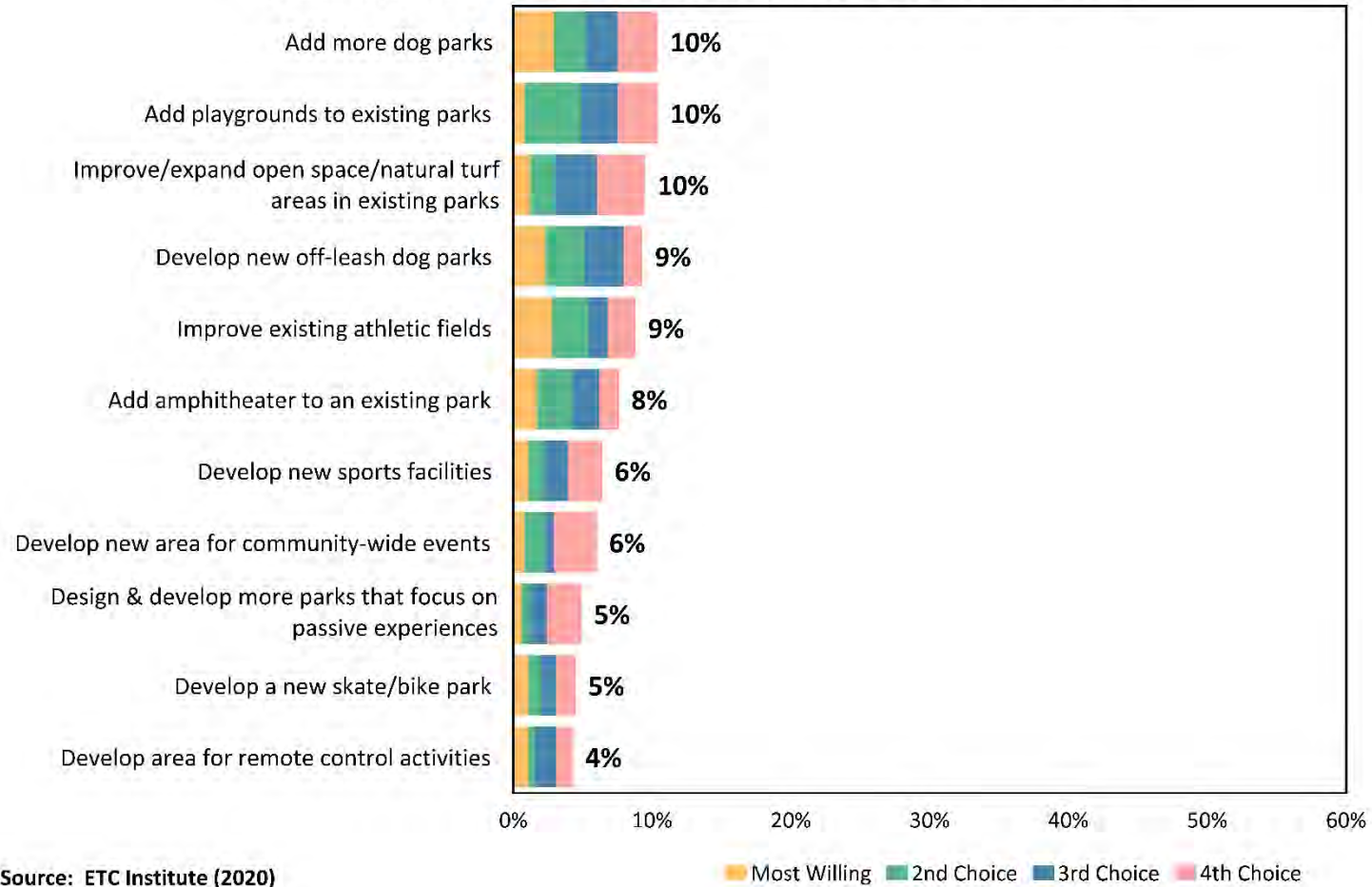
Q14. Which FOUR of the items listed in Question 13 would you be MOST WILLING to fund?

by percentage of respondents who selected the items as one of their top four choices



Cont'Q14. Which FOUR of the items listed in Question 13 would you be MOST WILLING to fund?

by percentage of respondents who selected the items as one of their top four choices

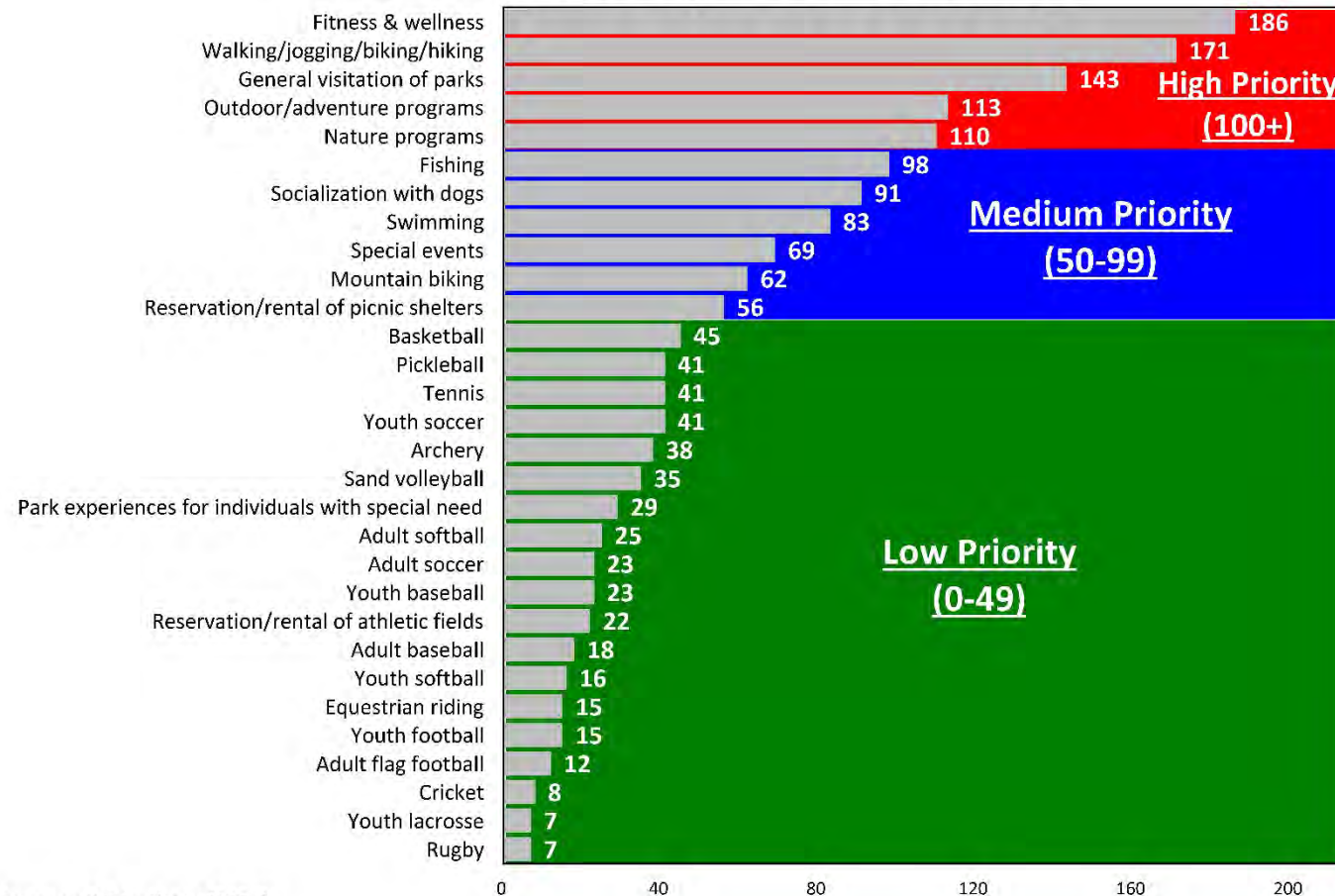




Community Needs

Recreation Programs and Services Prioritized Needs

Top Priorities for Investment for Programs Based on the Priority Investment Rating



Source: ETC Institute (2020)

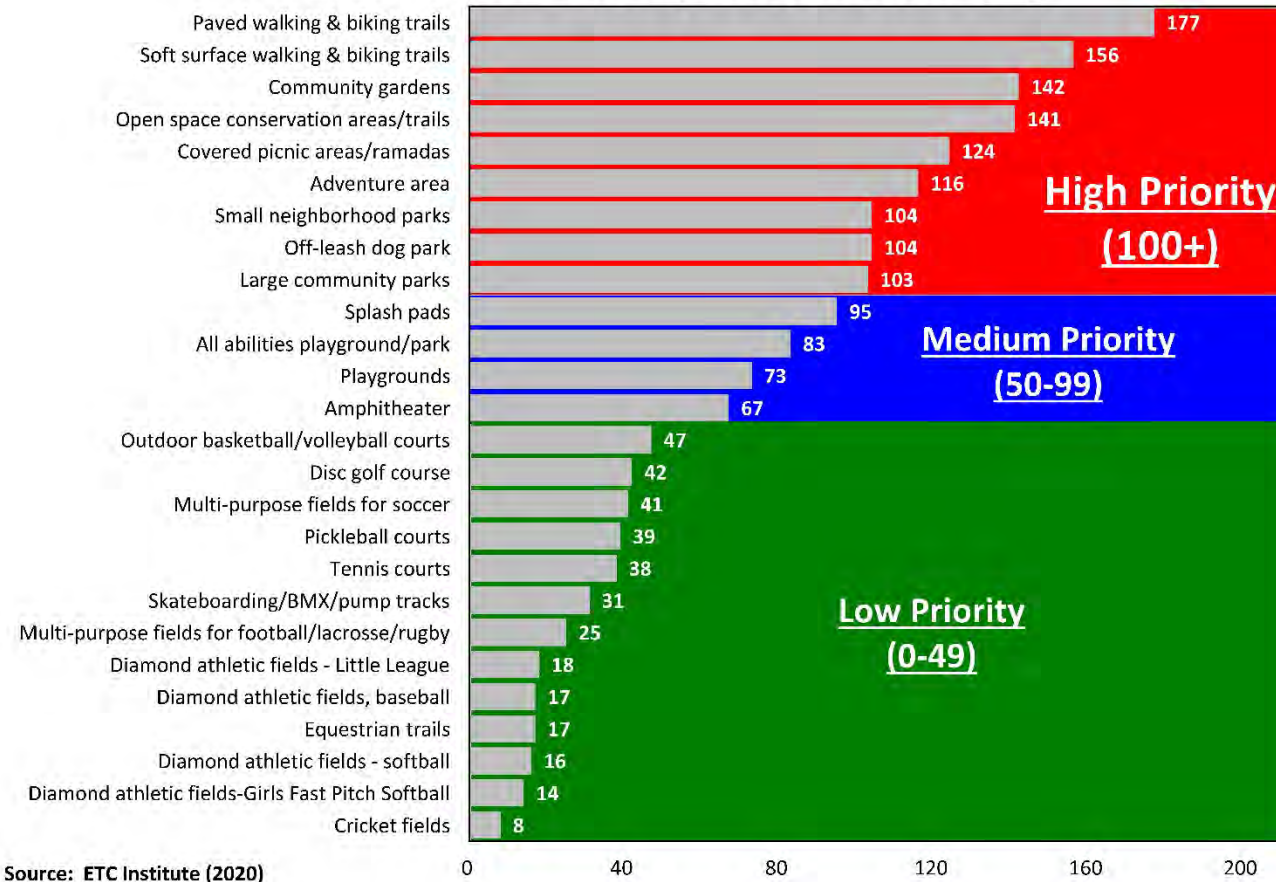
Recreation Programs and Services Prioritized Needs

Program and Service Prioritization by Park Planning Area

High Priority Programs and Services	City-Wide	North	Southeast	Southwest	West
Fitness & wellness	●	●	●	●	●
Walking/jogging/biking/hiking	●	●	●	●	●
General visitation of parks	●	●	●	●	●
Outdoor/adventure programs	●	●	●	●	○
Nature programs	●	●	○	●	○
Swimming	○	○	●	○	○
Fishing	○	○	●	●	○
Socialization with dogs	○	○	●	○	○

Park, Facility, and Amenity Prioritized Needs

Top Priorities for Investment for Facilities Based on the Priority Investment Rating



Source: ETC Institute (2020)

Park, Facility, and Amenity Prioritized Needs

Facility and Amenity Prioritization by Park Planning Area

High Priority Facilities and Amenities	City-Wide	North	Southeast	Southwest	West
Paved walking & biking trails	●	●	●	●	●
Soft surface walking & biking trails	●	●	●	●	●
Community gardens	●	●	●	●	●
Open space conservation areas/trails	●	●	●	●	●
Covered picnic areas/ramadas	●	●	○	●	●
Adventure area	●	●	●	○	●
Small neighborhood parks	●	●	●	○	●
Off-leash dog park	●	●	○	○	●
Large community parks	●	○	●	○	●
Splash Pads	○	●	●	○	○



Next Steps

Next Steps September – January

- **Virtual Community Meetings (next one Sept. 15th at 6pm)**
- **Park Level of Service Standards and Geographical Analysis through Mapping**
- **Capital Improvement Plan**
- **Funding and Revenue Strategies for Capital Improvement Plan**
- **Asset Management Plan**
- **Strategic Action Plan Development**
- **Final Master Plan Development**

A person's hands are visible at the bottom, holding a white rectangular sign. The sign has the word "QUESTIONS?" written in a large, bold, dark blue font. The background behind the sign is a dark blue, slightly out-of-focus surface.

QUESTIONS?