

BUILDING A STRONGER MARICOPA COUNTY



FY 2021
DELIVERING SERVICE
& TRACKING
PERFORMANCE

Parks and Recreation

INCREASE VISITATION TO MARICOPA COUNTY PARKS

Target: Increase park visitation annually by an average of 3.5% over the next 5 years.

ABOUT THIS MEASURE:

The Parks and Recreation Department's Vision Statement revolves around connecting more County residents with our natural open spaces and trails.

WHY IS IT IMPORTANT:

Providing quality of life opportunities in parks allows for improved mental and physical health along with family bonding opportunities.

WHAT IS BEING DONE:

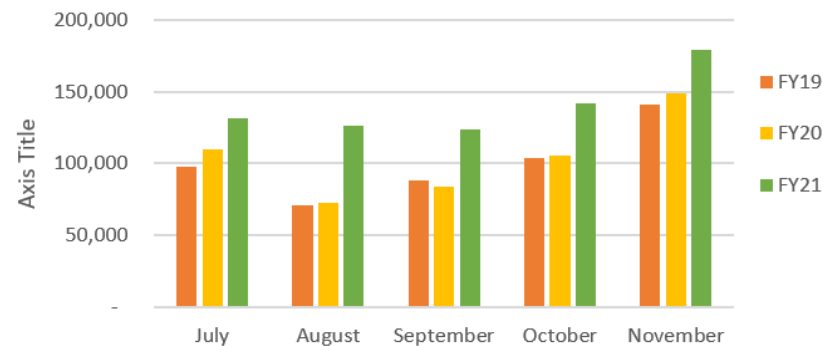
To expand interest and increase awareness, park interpretive rangers provide innovative outdoor recreational, environmental, and educational programs and self-directed park opportunities. The parks have also become a leader in developing and partnering with non-profit and private concessionaires in developing special events. Social media, including Facebook and Twitter, has become a staple for increasing awareness and promoting new opportunities.

Current Performance: 35% increase over same period in FY20



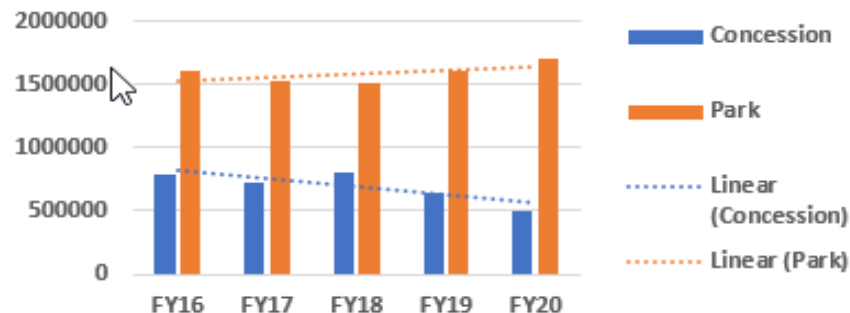
CURRENT PERFORMANCE

Park Attendance
FY19, FY20, FY21



HISTORICAL DATA

Park and Concession Attendance
FY16 to FY20



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MAINTAIN HIGH STANDARD OF PARKLANDS AVAILABLE

Target: Maintain for residents and guests regional open space park land acreage in top 3 for most comparable park systems in Arizona.

ABOUT THIS MEASURE:

The County Park System is comprised of over 120,000 acres of park land. This ranks in the top quartile of a national study on open space parks for counties and in line with other Arizona Counties with park systems, Arizona State Parks, and City of Phoenix.

WHY IS IT IMPORTANT:

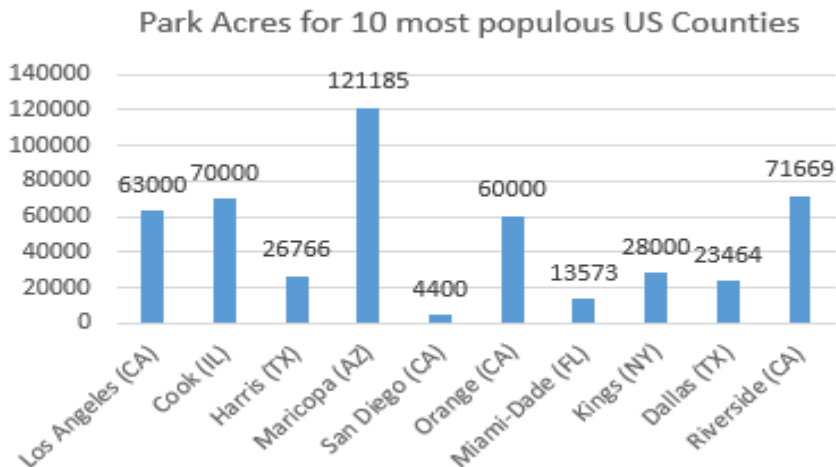
A 2017 poll of 800 residents conducted by Arizona State University's Morrison Institute indicated that they overwhelmingly agreed "Arizona's parks preserves, forests and open spaces are important." Only 3% disagreed, while 72% said they were very important and 25% described them as somewhat important.

WHAT IS BEING DONE:

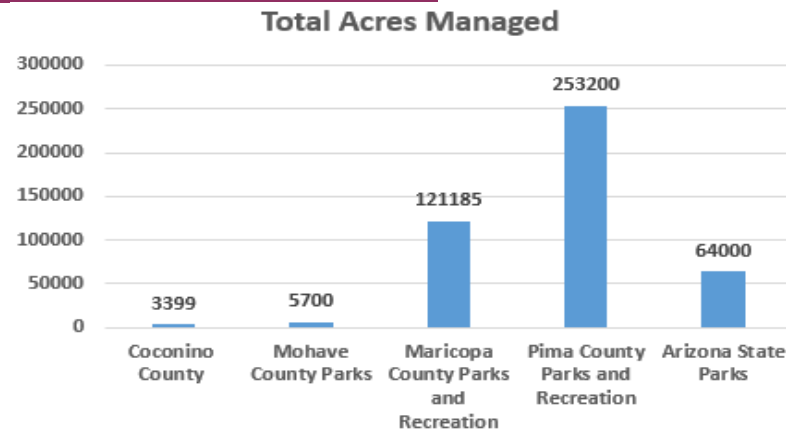
As population grows, Maricopa County will need to continue adding open space to maintain our high level of service. The County acquired the Hassayampa River Preserve in April 2017 from The Nature Conservancy and in 2019, received management authority for 1,046 acres known as the Vulture Mountain Cooperative Recreation Area.

#2 in Arizona

CURRENT PERFORMANCE



ARIZONA COUNTY COMPARISON



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INCREASE REGIONAL TRAIL OPPORTUNITIES

Target: Increase regional trail miles for residents and visitors by an average of 2.5% per year over the next 5 years.

ABOUT THIS MEASURE:

Over the last 5 years, trail miles in the county regional trail system have increased by 30%, primarily through the development of the 315-mile Maricopa Trail and Lake Pleasant trail network. Over the next 5 years, the County should continue to add new trails in existing parks and provide greater connectivity onto the Maricopa Trail.

WHY IS IT IMPORTANT:

According to the 2017 Arizona Statewide Comprehensive Outdoor Recreation Plan, trail related recreation is the most desired outdoor recreation activity in the state and future projections indicate a continued growing demand. The vast majority of County Park visitors (71%) participate in trail related recreation activities.

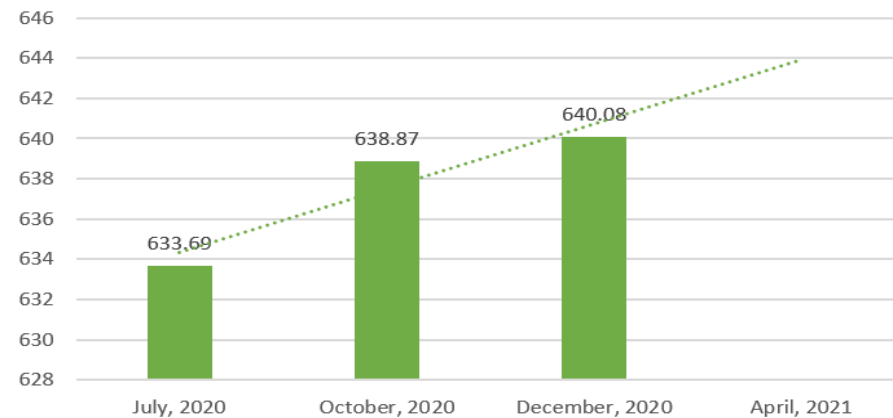
WHAT IS BEING DONE:

Every County Park has a trail plan that includes opportunities for additional trail miles. Efforts continue to complete the Maricopa Trail and in 2018, the Parks Department, in cooperation with the County Transportation Department, will begin planning for greater regional connectivity with the Maricopa Trail (Phase II).

 Average 5%/year
INCREASE AVAILABLE TRAIL MILES

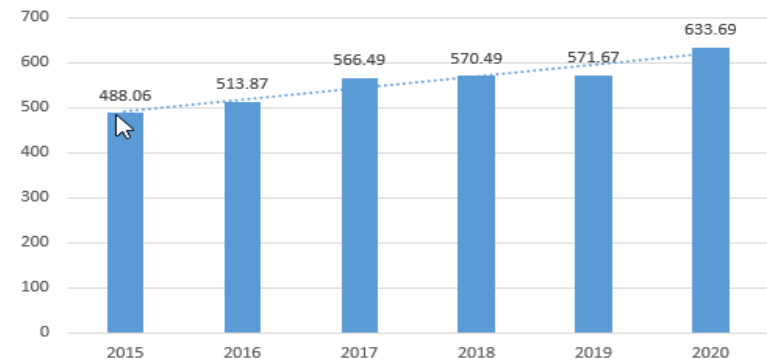
CURRENT PERFORMANCE

2021 Trail Miles by Quarter



HISTORICAL DATA

Total Trail Miles - FY15 to FY20



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INCREASE VOLUNTEER ENGAGEMENT IN COUNTY PARKS

Target: Increase volunteer hours in County Parks and on County Trails by an average of 3.5% annually over the next 5 years.

ABOUT THIS MEASURE:

During the past 10 years, volunteerism in County Parks has shown a significant growth that has helped keep park operating costs low while providing quality services. A sustained growth in the program will allow for continued quality parks and trails as the County expands services in a fiscally responsible manner.

WHY IS IT IMPORTANT:

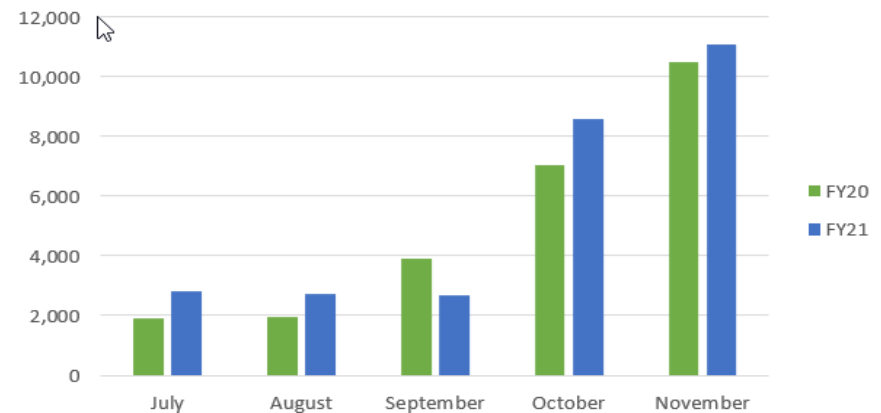
Park volunteers not only significantly supplement staffing in the parks and on the regional trails, but also provides value added services that enhance the park visitor experience. Engaged volunteers are also strong supporters and advocates for the County and the services provided.

WHAT IS BEING DONE:

In FY19, Parks Volunteer Program was revamped to use volunteers in more specific and impactful ways while also redefining what volunteer service actually means. FY20 demonstrated the impact of the FY19 changes with an overall increase in volunteer hours using the new day of service method while also retaining and even increasing our core volunteer staffing. Overall increase in volunteer hours FY19 to FY20 was 17% and would have been higher had COVID-19 not caused group clean-up events to be cancelled during the final quarter of the fiscal year.

CURRENT PERFORMANCE

Volunteer Hours, FY20/FY21



HISTORICAL DATA

Total Volunteer Hours FY16 to FY20

