



Parks & Recreation Master Plan

An Executive Summary

The City of Sedona Parks & Recreation Master Plan approved by the City Council on 3-26-13 consists of four sections. References to specific pages in the main document are superscripted.

"This Executive Summary was created by the City's Parks and Recreation Commission as a summary reference to the Parks & Recreation Master Plan."

Section 1: Where We Are Today

1.1 Introduction:

The Introduction provides an inventory of existing park resources with descriptions of all seven properties managed by the Department of Parks and Recreation ^(p.7). The parks are found to be "Generally Well Maintained," though they lacked pedestrian/bicycle connectivity between park areas ^(p.9). The existing recreation programs ^(p.12) are listed and found to have increased during the last 5-7 years.

Concerns are expressed regarding the lack of Community Connectivity ^(p.14) provided by current urban trails and pedestrian access. It is recommended that a separate "City Urban Trails Master Plan" could be developed and aligned with the goals/objectives of this plan.

Section 2: Demographics and Trends

This sections looks at the overall makeup of Sedona's population. The total population has decreased slightly (-0.24) during the last decade and the median age is older (56) compared to other cities ^(p.16). The total of "year around households has grown by approximately 0.91%" while the numbers of families has decreased by -4.8 %. Women outnumber males 53.3% to 46.7%. Ninety one percent of the population is considered "White" which includes persons of Hispanic origin; however, Hispanics constitute approximately 14.3% of the total population ^(p.16).

Conclusions and Recommendations ^(pgs. 20 & 21)

- "Sedona has a diverse population, but is heavily dominated by older and active adults with recreational and leisure preferences leaning toward adult fitness, self-guided experiences and low-intensity athletic skill building."
- "The growth in middle income families and working class in Sedona indicates a growing need to provide family programming, youth programs and team sports."

Conclusions and Recommendations (pgs. 20 & 21) *continued*

- “The household income distributions of Sedona residents suggest programs and services should range from free to fee-for-service, based on exclusivity of the experience and market appropriateness.”
- “The prevalence of recreation-based household expenditures indicates Sedona residents are dedicated to recreational experiences in their personal lives and that of their families.”

2.2 Community Involvement and Participation

On August 22nd and 23rd, 2011 the Consulting Team met with the Mayor, City Council, key staff members and stakeholders from 30 different interest groups (p. 27). Two Public Meetings (p. 28) were also held in October, 2011 and April 2012.

A Community Survey was conducted via mail and electronically in November 2011. A total of 2,500 surveys were sent randomly to selected households and all citizens were allowed an opportunity to respond to the survey which was posted on the City's Website. A total of 563 surveys were completed (p. 29).

Over all, the parks were found in “very good” or excellent condition; the respondents favored the development of an “Oak Creek Park” and “developing more walking/hiking trails within the City Limits.” There was support for more performance venues, acquiring more “open spaces” and more “Community Events.” The full results of the public participation process are found on pages 30 through 39 and Appendix 107 through 187.

2.3 Community Values Model

This section discusses five Community Values: Community Mandates, Service Standards, Program & Services, Business Practices, and Community Outreach & Partnerships. It also provides a strategy to meet the basic needs of each of those Community Values (pgs. 40-42).

2.4 Community Benchmarking Analysis

“This master plan process included the evaluation and comparison of Sedona with a limited set of similar communities in the United States.” Based upon a review of community characteristics, City staff approved the following communities to be reviewed in this comparison: Telluride, Colorado; Park City, Utah; and Crested Butte, Colorado.

The study looked at the number of parks, acreage, number of employees, budget and revenues (pgs. 43-44).

The National Recreation and Park Associations (NRPA) “Operational Report” (2009) is used to provide a comparative analysis of cities similar in size and vision (pgs 45-46).

2.5 Park Classification and Level of Service Standards

Using the NRPA classification of parks (Pocket Parks, Neighborhood Parks, Community Parks, Regional Parks, etc) (pgs. 47-50) the study provides an inventory of all of Sedona's park resources and provides “Recommended Level of Service Standards” guidelines (pgs 55-56) for future management operations and planning.

Section 3: How We Plan to Get There

3.1 Policies and Practices

The "Policy Recommendation," (p.57) examines the need to codify procedures for identifying park resource standards; developing "Acquisition Criteria;" developing "Contractual Agreements;" identifying "Trail Right-of-Way" resources; assure "Disable Access;" creating procedures for "Naming Parks;" "Recognizing Donors;" "Placing Memorials;" "Leasing City Parks;" "Feasibility Studies" and "Future Site Operation Plans." (pgs. 58-65).

The "Procedural Recommendations" (p.65) discusses the needs to develop standards for partnerships, maintenance, and a Communications Plan (pgs. 65-66).

3.2 Organization Recommendations

This section provides recommendations for Parks & Recreation staffing needs, provides a possible future organizational chart and discusses training needs (pgs. 67-69). It also makes recommendation on how "Technology" can facilitate Registration Databases, Communications Systems and streamline Maintenance Management programs (pgs. 69-70).

3.3 Partnership Plan

The need to establish partnerships with both private and for-profit entities is emphasized coupled with the importance of creating a standard policy for treating partners in a fair and equitable manner. A matrix illustrates the type of partners that could contribute and benefit the City's Parks & Recreation organization and suggest that a "Resource Development Partner" such as a "Foundation" or "Conservancy" be formed (pgs.72-76).

3.4 Programs and Services

Broken out in four categories, this section discusses:

- General recreational programming including existing programs and suggestions for future improvement (pg. 77)
- "Age Segment Distribution" (pgs. 78-79)
- "Identify Community Interests" and "Core Programs" with references to the survey (pgs 80 -84)
- "Finding Program Sponsorship" and "Volunteer Support" (pgs 85-89)

3.5 Recommended Maintenance Standards

Using five basic maintenance functions: Mowing and Detailing; Landscape; Irrigation System; Roads, Trail and Parking Lot Maintenance/General Maintenance; and Support Services it suggests basic standards and priorities for each category of park resources which include "Developed Areas, Heavy Public Traffic, High Visitor Density;" "Semi-developed Areas;" and "Undeveloped/Natural Areas" (pgs. 90-92).

3.6 Capital Maintenance and Development Plan

This section makes general recommendations for Capital Projects: Including the identification of parks and trails acquisition project standards; upgrading the diversity of existing parks; developing maintenance standards and the recruitment of “a dedicated fund development partner” (93).

Capital Maintenance Priorities include: “Upgrading existing park and recreation amenities”; (pg. 96)) and “Capital Development Priorities” include the “development of an Arts & Cultural Trail;” Development of a “Creek Access Park” and improving “Trail/Pathway Connectivity in Sedona” (pgs. 96-102).

3.7 Funding and Revenue Plan (pgs. 104-114)

In addition to funding Parks & Recreation through the City's General Fund, this section explores a variety of external funding and revenue sources. It also looks at non-traditional internal funding sources and revenue generation.

3.8 Pricing Philosophy and Plan (pgs. 112-114)

Offsetting program costs with fee collection revenues is discussed and pricing policies are suggested.

3.9 Strategic Action Plan (pgs 115-122)

Based on the “Parks & Recreation Core Values” (p.40) five categories of action (Community Mandates, Service Standards, Program & Services, Business Practices, and Community Outreach & Partnerships) are established. Under each category implementation strategies are listed. On charts (pgs. 119-122) action items were listed by “Short Term,” “Mid-Term” and “Long Term” with both “Responsible Parties” and “Funding Sources” listed.

Section 4: Conclusion (p.123)

4.1 A Vision for the Future

The intent of the Master Plan is to provide Parks & Recreation a vision for the next 1 to 7 years.