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MEMORANDUM

To: Tempe Project Management Team

From: Design Workshop

Project Name: Tempe Parks & Recreation Equity Study

Project #: 6938

Subject: Pop-up Event Key Takeaways

Meeting Date: January 28-29, 2023

Location: Tempe Unity Walk and Arts in the Park at Optimist Park

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☐ Meeting ☐ Telephone ☐ Conference Call

Pop-up Event Engagement Objectives:

The City of Tempe's Parks and Recreation department held two Community Engagement Pop-up events at local parks in January 2023. The events were chosen based on their high attendance by community members and likelihood for participation from a diverse segment of the population. The pop-up events were led by City staff, Design Workshop team members, and members of the project Technical Advisory Committee (TAC).

Pop Up events provide the opportunity for in-person engagement with a diverse cross-section of audiences that might not participate digitally or attend an in-person meeting by capturing them for brief input engagement at a public event or popular location. This outdoor format also enables engagement while respecting social distancing needs/preferences. The objectives of the pop-up events were as follows:

- Meet people where they are, rather than ask them to come to a meeting.
- Inform community members about the project.
- Enhance the project understanding with insight into a variety of concerns, opportunities, values and needs.
- Gain input from a diversity of population.
- Gather initial information to help formulate questions for public surveys and future community workshops.

About the Pop-up Events

The first pop-up was held on January 28th from 4-7pm during the regional annual Unity Walk. This regional event is attended by hundreds of community members from surrounding municipalities and showcases that as a regional community they support unity, mutual respect, and understanding. The second pop-up was held in Optimist Park during an Arts in the Parks event on January 29th from 1-3pm. Arts in the Parks is a regularly occurring City event that rotates between neighborhood parks and allows participants to connect with other community members and local artists while contributing to the beautification and celebration of Tempe's Parks and Recreation spaces.

Approximately 80 people participated in pop-up event activities and provided input on the questions asked via exhibit boards. The below table shows the events and the total number of participants.

Event Time	Place	Event	Participants
4 – 7pm	Tempe Beach Park / Tempe Town Lake	Pop-up Event 1	~50 people
1 – 3pm	Optimist Park	Pop-up Event 2	~30 people
Total			~80 people

Pop-up materials consisted of two engagement exercises on interactive exhibit boards. In the first exercise participants were encouraged to place dots in any of the following options that resonated with questions asked. Respondents were then able to provide additional commentary in regard to the question asked (see Exercise 1 below). In the second exercise, participants were encouraged to place dots on a parks and recreation system map to show which locations respondents believe deserved focus from city staff when developing DEI (Diversity, Equity, and Inclusion) efforts (see Exercise 2 below).

Pop-up Event Results: Exercise 1

The results of the Pop-Up Event Summary are below and correspond with the engagement boards in the following order:

1. Where do you live?
2. What does equity mean to you?
3. What is the biggest challenge to equity?
4. What would a more equitable parks and recreation system look like in the future?
5. What is the biggest challenge for equity in parks and recreation?
6. Additional Comments

Q1. Where do you live? Question results

Respondents from Optimist Park only represented three of the five zip code options provided. The majority of respondents are spread most evenly amongst 85288 (10 people), 85281 (38 people), 85282 (13 people), and 85283 (8 people). There is less representation of those residing in zip code 85284- with only two people of that area participating in the two pop-up events. The largest portion of Tempe community members present at pop-up events live within the zip code 85281- 30 from the Optimist Park Pop-up and eight from the Unity Walk Pop-up; this data may overrepresent the ideas and challenges brought forward by this section of the city.

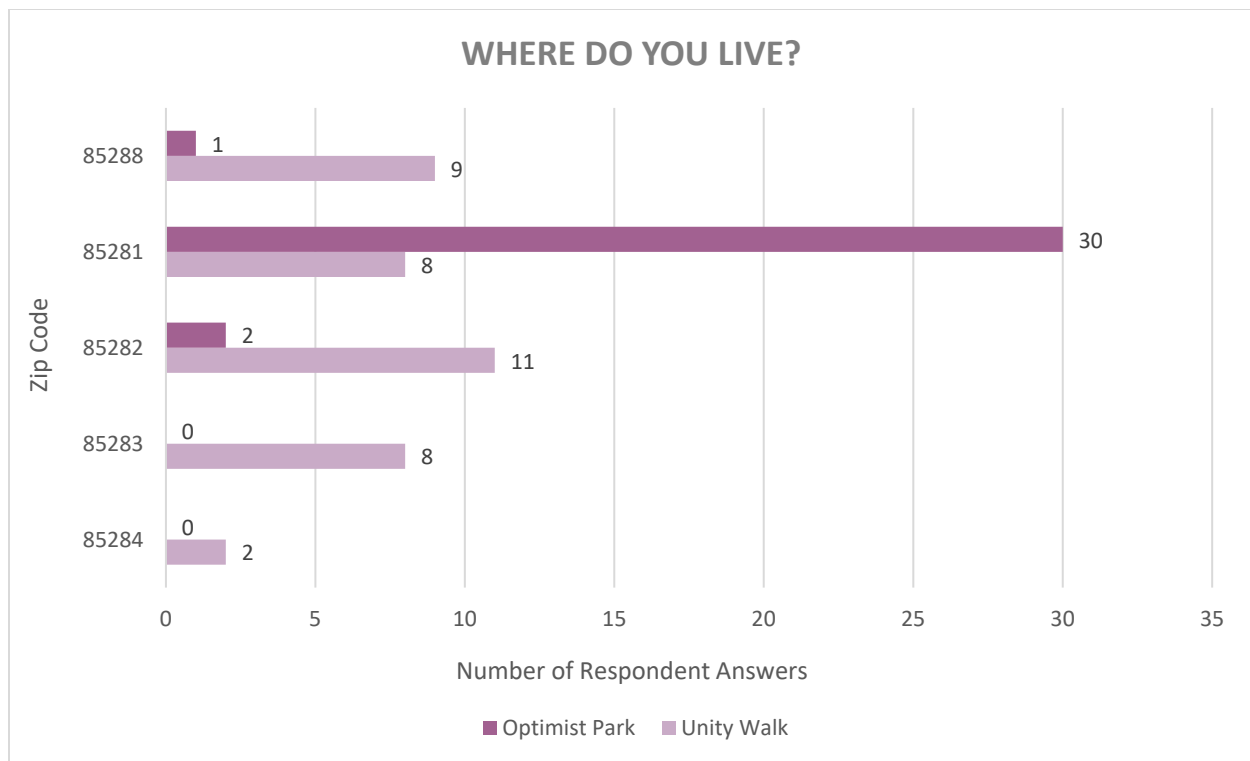


Figure 1 Where Do You Live? Responses Collected

Open Ended Board Comments were encouraged at Pop-up events and included the following written responses (reported verbatim):

- Alegre Tempe

Q2: What does equity mean to you? Question results

Participants were encouraged to place dots in any of the following options that resonated with the question “What does equity mean to you?” In Optimist Park, the top answer to this question was a tie between ‘removing barriers’ and ‘welcoming of all’. The top answer from respondents at the Unity Walk was ‘welcoming of all’.

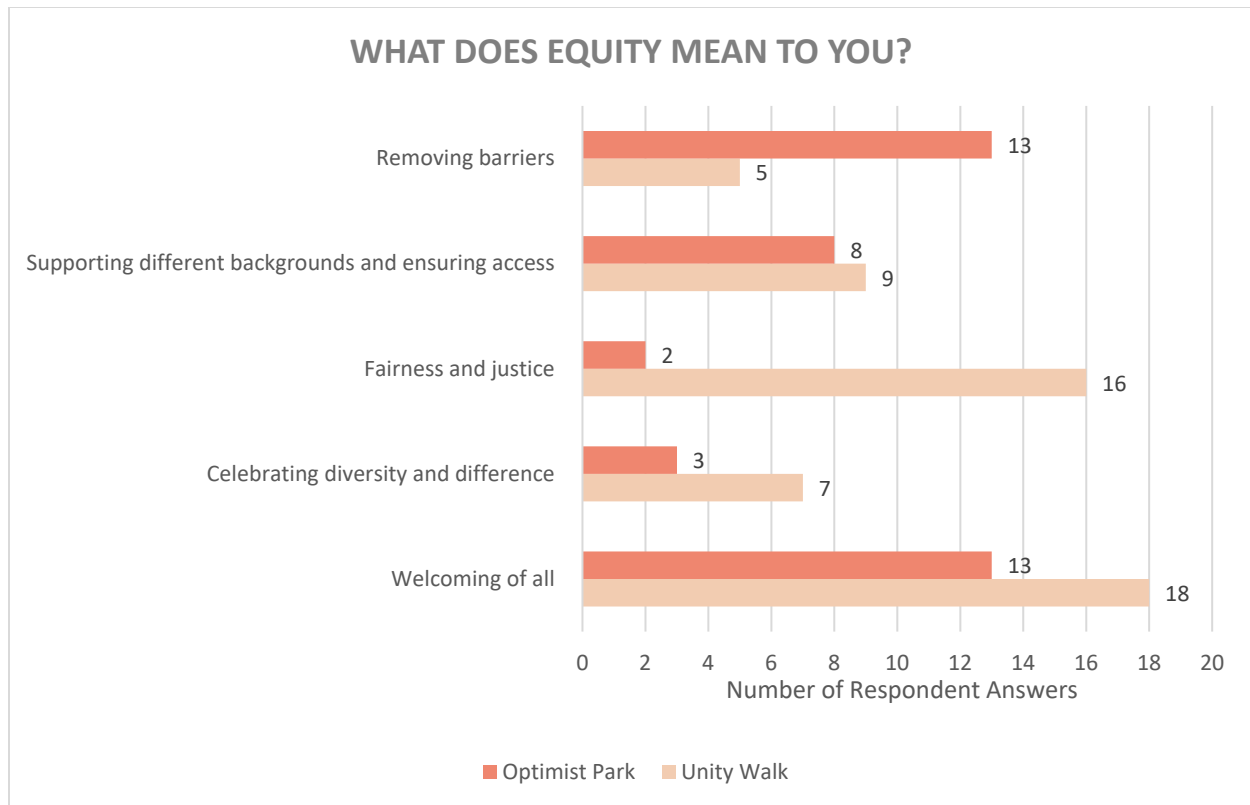


Figure 2 What Does Equity Mean to You? Responses Collected

Participants were also encouraged to write their own response on post-it notes if the options presented did not reflect their point of view. Open Ended Board Comments included the following written responses (reported verbatim):

- Need restrooms in poorer neighborhood parks
- Equity 4 ALL

Q3: What is the biggest challenge to equity? Question results

Participants were encouraged to place dots in any of the following options that resonated with the question “What is the biggest challenge to equity?” For Optimist Park respondents, the answer most chosen is ‘assumption that everyone has the same access and background.’ For Unity Walk respondents, the answer most chosen is ‘poverty and homelessness,’ followed closely by ‘public or mental health’ and ‘assumption that everyone has the same access and background.’ ‘Lack of representation’ and ‘discrimination’ received fewer responses from both outreach events.

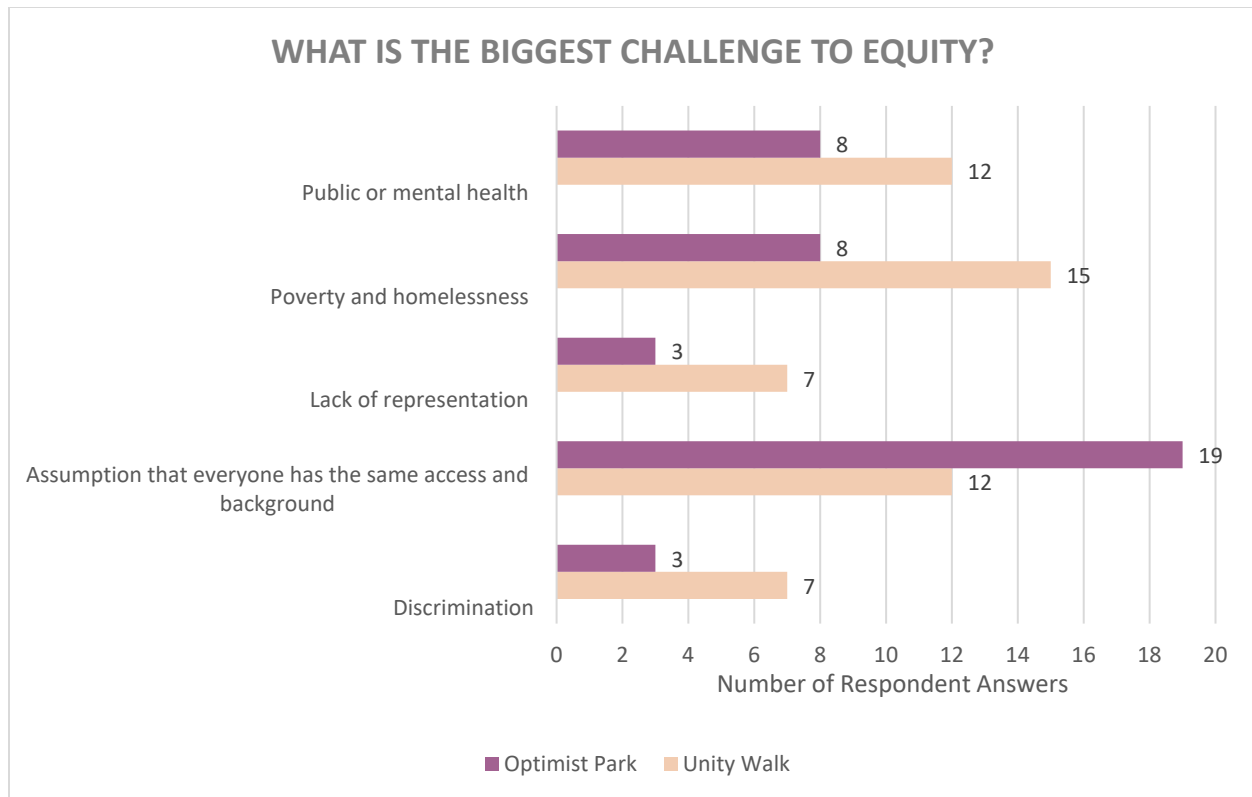


Figure 3 What is the Biggest Challenge to Equity? Responses Collected

Open Ended Board Comments included the following written responses (reported verbatim):

- Capitalism
- Public health = social determinants of health include many factors affecting equity
- Disability accessibility for kids and enjoying the parks

Q4: What would a more equitable parks and recreation system look like in the future? Question results

The most popular response to the question “What would a more equitable parks and recreation system look like in the future” is ‘amenities like shade, seating, restrooms, lighting, and paths.’ Nineteen Unity Walk respondents and twenty Optimist Park respondents believe that this is what is needed in order to provide a more equitable parks and recreation system in the future. The second and third most popular answers of Unity Walk respondents are, ‘security’ and ‘flexible programs and activities.’ For Optimist Park respondents, the second and third most popular responses were ‘flexible program and activities and a tie between ‘easy access to and within park’ and ‘well-maintained spaces.’

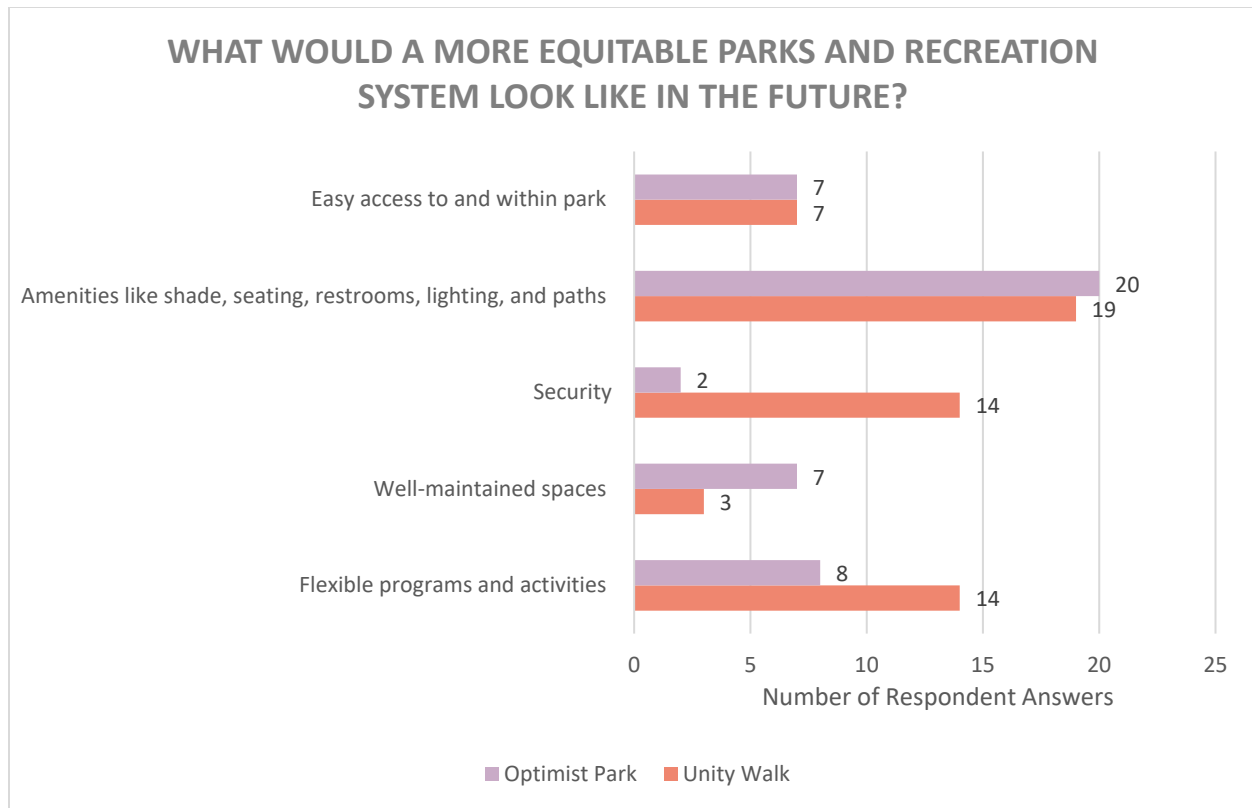


Figure 4 What Would a More Equitable Parks and Recreation System Look Like in the Future? Responses Collected

Open Ended Board Comments included the following written responses (reported verbatim):

- Temporary housing 4 at risk
- More resources for mental health and youth criminal justice (heart)

Q5: What is the biggest challenge for equity in parks and recreation? Question results

The final question yielded different responses between the two events.; For Optimist Park the most popular answer is 'not enough programs or activities for certain groups' (13 Optimist Park respondents and 7 Unity Walk respondents), for Unity Walk respondents the most popular answer was 'behaviors that threaten safety and sense of welcome' (20 Unity Walk respondents and 8 Optimist Park respondents). The second most popular answer for both groups is, 'lack of well-maintained facilities' (15 total selections).

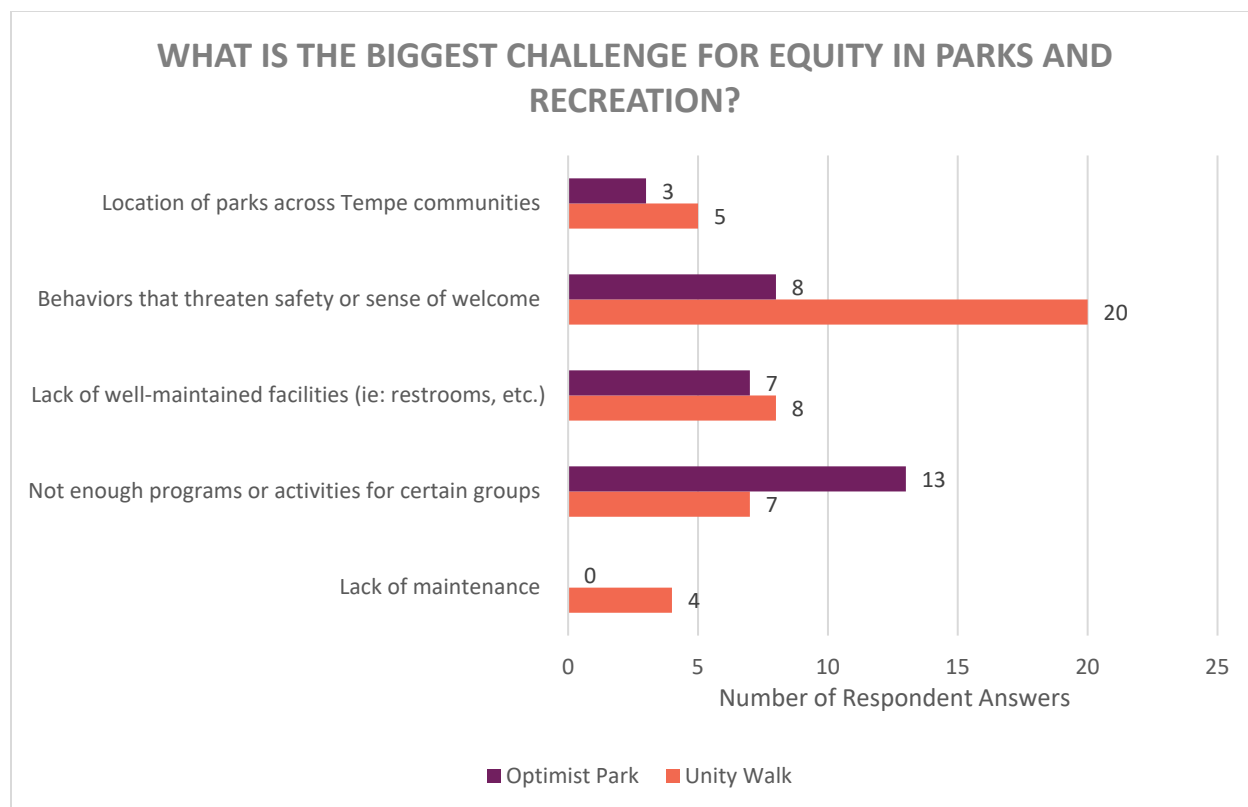


Figure 5 What is the Biggest Challenge for Equity in Parks and Recreation? Responses Collected

Open Ended Board Comments included the following written responses (reported verbatim):

- Don't want cops greeting at boys and girls clubs on 5th street
- Haves and have-not's
- Park supervisor does a poor job and need training so they do more than chase people away. Second comment is related to the issue of how people experiencing homelessness in Tempe are treated.

Participants were asked to place a dot on locations in response to “what should be the focus for the City of Tempe’s parks and recreation diversity, equity, and inclusion efforts” or fill in a comment card with non-location based answer.

Areas identified as needing improvement from Unity Walk participants are largely concentrated in the northern half of the city. Parks mentioned most frequently are Celaya and Kiwanis parks.

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- This map of the City of Tempe, Arizona, displays the locations of 60 parks and recreation centers, each marked with a numbered green dot. The map includes major roads such as Salt River, San River, and various highways (10, 60, 101, 143). Key locations labeled include Westside Multi-Gen Center, North Tempe Multi-Gen Center, University Heights, Clark Park Community Center, Broadmor, Pyle Recreation Center, Cyprus Southwest, South Tempe, and various residential areas like Westside, University Heights, Broadmor, and South Tempe. The map is color-coded with green for parks and blue for water bodies.

Figure 6: Map-based responses from Unity Walk

Equity Zone Opportunities- Optimist Park

Areas identified as needing improvement are largely concentrated in the northern half of the city again. Parks mentioned most frequently are Hudson and Kiwanis parks.

- Dots were placed in parks most in need of improvement (the numbers in parenthesis correspond with numbers on the map as seen at right)
 - 1= Alegre Park (23)
 - 1= Daley Park (9)
 - 1= Gaicki Park (33)
 - 2= Hudson Park (15)
 - 1= Indian Bend Wash Habitat (63)
 - 2 = Kiwanis Park (1)
 - 1= Optimist Park (36)
 - 1= Papago Preserve (65)

Parks mentioned at both events include Alegre Park, Daley Park, parts of Indian Bend Park, Kiwanis Park, and Papago Preserve. The park mentioned most frequently was Kiwanis Park- which was identified by 5 respondents.

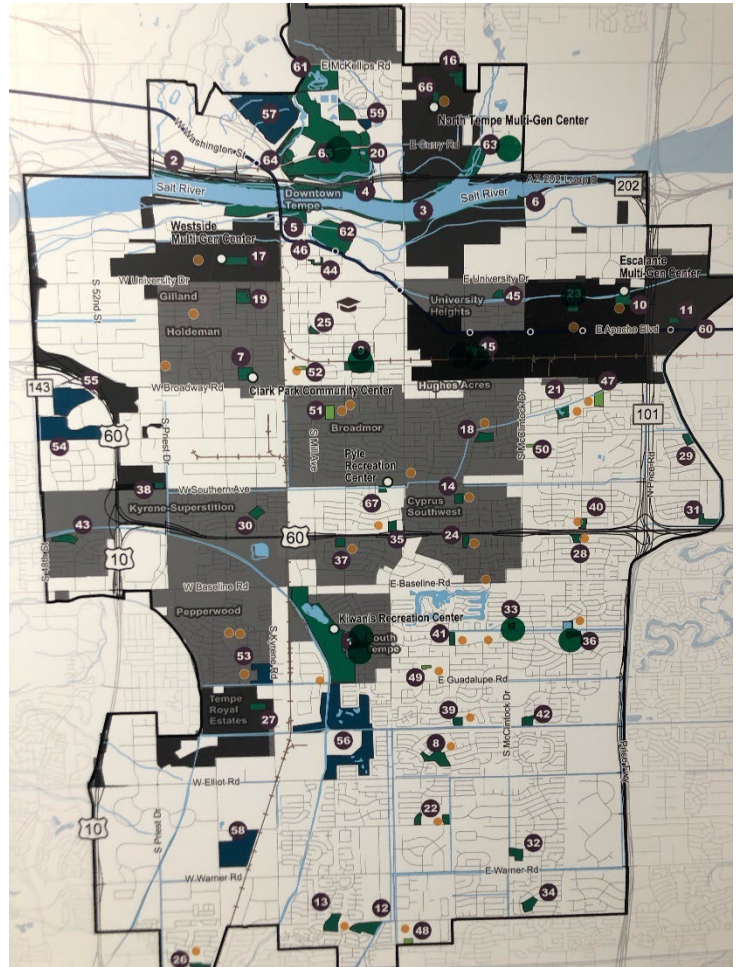


Figure 7: Map-based responses from Optimist Park

6. Additional Comments:

Post-it notes were offered so that respondents could provide additional responses that they believed to be outside of the scope of the five curated questions presented. All comments below are reported verbatim. Some of these include comments are from parks operations staff.

Jill Moore Paralympian spoke about accessibility at Kiwanis Park
Advocates at the churches and school near parks
More restrooms: Mitchell, Dwight, Hanger, Harrelson, Optimist, Celaya
Dogs on leashes
Daley park- limit homeless urban camping, especially the debris they leave behind
Birchett park- Add seating and shade Ramada, small scale is free
Work on Kiwanis splash pad
Corbell is arts and crafts for families in need, family resource center
Conflicts between scooters, bikes, peds in Tempe Beach Park and along Broadway and 64-67
Papago park- no restroom safety for kids (especially girls), have to go under Curry Rd. bridge.
27 Allegra needs lighting, restrooms, tables, especially for Hispanic events.
Drug use in bathrooms. Men in women's restroom in Rio Salado
More equipment at Nevit Park for play all ages.
Papago park- constant encampments, never ending trash, piled up debris and stolen bikes all over the washes
Kiwanis- permanent shade structures, new backstops
Ehrhardt park- harassment
Upgrade Kiwanis shelters by lake
Sports fields outside of community zones- have to drive. Kiwanis is good but ADA accessibility, kids in wheelchair.
Excited for Mayers Park playground, make sure it's cared for
Hayden water fountain needs to be on
Phones in parks for overdoses
Women groups to walk and bike use TikTok to advertise
More dog stuff.
Braille signage
High contrast sidewalks and area markings open sightlines.
Disc golf course in optimist park
Huge dog control in walkway and park and people's yards
Events and sports programs in neighborhood parks
(Rover?) is the handicap school in area- about 6 kids in chairs in neighborhood.
Accessibility for those with developmental and physical disabilities
Porta potties along canal paths (like gilbert)
More benches on El Paso path
Don't put the rubber bits in the playground. It will smell in the heat and harden over time. Leave sand at least some of it, optimist park.
Swings for adults (i.e., adults with disabilities like Autism)
Sidewalks from north to south in Optimist Park
Can't pigeonhole challenges
Varied walking experience- resistance training- exercise for seniors (optimist)
Dogs off of leashes in Optimist Park (can't tell if this is a want or a complaint)
No problem with diversity but maybe more co-mixing
Richard Adkins urban forestry tree equity mapping
Area II East of 101/151 archaeological conflicts with planting trees and structures
Parks to the south some residents are territorial and kick out non-neighborhood out

Figure 8: Additional Responses Collected at Pop-Up Events

Pop-up Event Photos

The crowd at both events provided vital feedback from community members' perspectives of the definition of equity, opinions on sites that are in most need of equitable benefit, what sites they want to see improved and how to improve those spaces, and how the City's parks and recreation spaces have played a role in their lives.



Image 1 Interactive children's activity during Pop-up at Optimist Park



Image 2 Pop-up at Optimist Park

