

City of Prescott

City Council - Study Session



April 28, 2026 | 1:00 PM
201 N Montezuma Street
City Council Chambers, 1st Floor
Prescott, AZ 86301

AGENDA

The following Agenda will be considered by the **Prescott City Council** at its **Study Session** pursuant to the Prescott City Charter, Article II, Section 13. Notice of the meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02. One or more members of the Council may be attending the meeting through the use of a technological device.

Viewing & Participation

This meeting may be viewed on Channel 64, Facebook Live or on the City's website: [City of Prescott Live Meeting Feed](#)

Public comments for Council may be submitted through the City website: [Public Comment Form](#)

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **DISCUSSION**
 - A. Presentation & Discussion Regarding the Parks and Recreation Master Plan Survey Results.
4. **ADJOURNMENT**

Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));
- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));
- (5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));

(6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));

(7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 4/23/26 at 11:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Thornhill

Sarah M. Thornhill, City Clerk



TO: MAYOR AND CITY COUNCIL
AGENDA: April 28 Study Session
DATE: April 28, 2026
DEPT: Recreation Services
ITEM #: 3.A
SUBJECT: Presentation & Discussion Regarding the Parks and Recreation Master Plan Survey Results.

ITEM SUMMARY

This item is a presentation and discussion on the Parks and Recreation Master Plan, community engagement findings. The project brand, *Connecting People, Parks, and Possibilities*, is designed to create a consistent look, feel, and message across engagement activities and materials.

Engagement activities included:

- Four interest group meetings
- Two public workshops
- Four community events
- A statistically valid survey
- A project website and digital engagement portal

BACKGROUND

The current Parks and Recreation Master Plan was adopted in 2007. Funding a Master Plan update was included in Councils approval of the FY25/26 budget. BerryDunn was selected to lead the Maser Plan update effort. The project work plan is organized in five phases:

1. Discovery
 1. Project workplan and schedule
 2. Data review
 3. Demographics
2. Engagement
 1. Website
 2. Statistically valid survey
 3. Meet the people
3. Analysis
 1. Parks and facilities inventory and assessment
 2. Park classifications and level of service standards
 3. Recreation assessment
 4. Operational assessment and benchmarking
4. Visioning
 1. Mission/vision
 2. Goals, objectives and action items
5. Finalization
 1. Community engagement
 2. Draft plan to Council
 3. Final presentation and adoption

Today's report is the foundation to building the Master Plan. It is a reflection of what Prescott residents told us what they want the future of Paks and Recreation to look like and feel like.

Engagement stats

- Project website: 1,300 visits and 490 contributions as of April 15
- In-person engagement (event booths, open house, focus group sessions): 400 as of April 15
- Statistically valid survey: 437

Next steps

Behind the scenes work regarding analysis, level of service and benchmarking, developing goals and objectives.

Preliminary report/findings will be presented to the community in September. This will allow us to learn what we got right, what needs to change, and/or is anything missing.

- Draft plan to council in an October study session
- Final plan and adoption in November

FINANCIAL IMPACT

There is no fiscal impact associated with this item at this time.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

1. Master Plan Survey Results Presentation



City of Prescott

Recreation Services Department



Parks and Recreation Master Plan



Agenda

1

Project Goals, Approach,
Schedule and Engagement
Strategy

2

Engagement Findings

3

Questions and Open
Discussion





Project Goals, Approach, Schelde & Engagement Strategy



Project Goals

Develop a Strategic Vision

- Create a roadmap to guide parks, amenities, and programming over the next 10 years.

Incorporate Community Feedback

- Use a resident-driven approach to ensure the Master Plan reflects collective needs and aspirations.

Identify Strengths and Needs

- Highlight what's working, uncover areas for improvement, and refine strategies for effectiveness.

Support Future Growth

- Establish a foundation to adapt to changing needs and trends while driving meaningful progress.

Deliver Lasting Success

- Create a Master Plan that enhances recreation opportunities and aligns with community goals.

Approach & Schedule



**Guide the future
of parks and
recreation**



bit.ly/prescottparksplan

Scan the QR code to visit the project website, tell us your ideas, and drive the vision of parks and recreation for the City of Prescott.



Phase 1: Discovery

- January - February

Phase 2: Engagement

- February - April

Phase 3: Analysis

- March – July

Phase 4: Visioning

- August - September

Phase 5: Finalization

- October - November

Engagement Strategy

Engagement Booths (5)

Focus Group Sessions (4)

Public Workshops (2)

Project Website

Statistical Survey

Guide the future of parks and recreation

CITY OF PRESCOTT ARIZONA

Prescott is developing a 10-year Parks and Recreation Master Plan focused on connecting people, parks, and possibilities—and we want your input.

bit.ly/prescottparksplan

Scan the QR code to learn more, find meeting dates, and take the survey to help shape the future of Prescott's parks and recreation system.

Connecting PEOPLE + PARKS + POSSIBILITIES

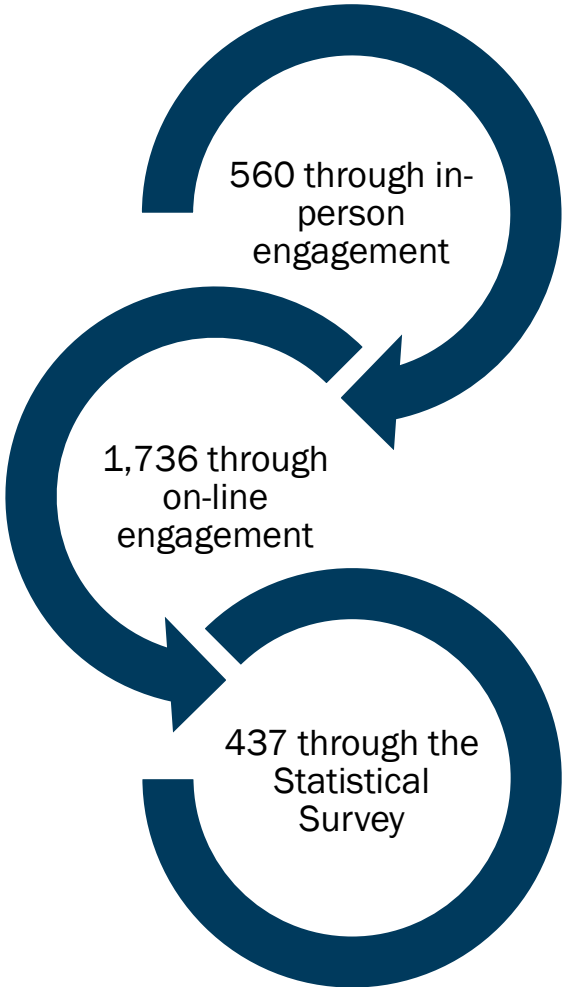
Engagement Strategy

- Prescott Disc Golf Club
- Highlands Center for Natural History
- Central Arizona Wildlife Alliance (CAWA)
- Prescott Unified School District
- OJB Football Club
- Prescott Youth Football and Cheer
- Prescott Mountain Bike Alliance
- Yavapai Trails Association
- Granite Mountain Archers / Youth Archery
- Prescott Little League
- AYSO Soccer
- Prescott Pickleball Association
- Prescott Pine Sox
- Yavapai Exploration and Science

User Groups



Events



Total Touch Points:
2,733

Engagement Strategy

Welcome to Prescott Parks & Recreation Master Plan Project Page

Prescott is creating a 10-year Parks & Recreation Plan to shape the future of recreation and community life by connecting people, parks, and possibilities.

Connecting

PEOPLE + PARKS

+ POSSIBILITIES



Tell us Your Vision for Prescott: I wish Prescott had _____ so I can _____.

For example: I wish Prescott had more shaded indoor courts so I can play basketball in the summer. (max 140 characters).

Tell us your idea

You have **140** characters left

[Moderation Policy](#)

[Submit](#)

Be Part of the Plan

Take the Survey

Prescott is conducting its official Parks & Recreation Master Plan survey through ETC Institute.

Your feedback will guide decisions about:

- Parks and open space
- Trails and outdoor recreation
- Youth and adult programs
- Community events and facilities
- Future recreation investments

The survey takes just a few minutes and is confidential.

[Take the Survey](#)

Chat with us at an Event

Saturday April 04, 2026
 Prescott Farmers Market
 7:30 AM – 12:00 PM
 Dignity Health, YRMC

Trails & Connections Feedback
Park Facilities & Amenities Fe...
Maintenance & Safety Feedback

Your comment	Build more for kids in this area.. splash pad and playground and multi purpose sports complex with turf along with Kayla's Hands..its a great location
Date Submitted	Apr 10, 2026, 01:29 PM
Screen name	Lhoyt
Address	1171 Commerce Drive, Prescott, Arizona 86305, United States
Upvotes	0

690 on-line Contributions



CITY OF PRESCOTT
ARIZONA

Engagement Findings

*Facility Priorities

494
Contributions

**Connecting
PEOPLE + PARKS
+ POSSIBILITIES**
bit.ly/prescottparksplan

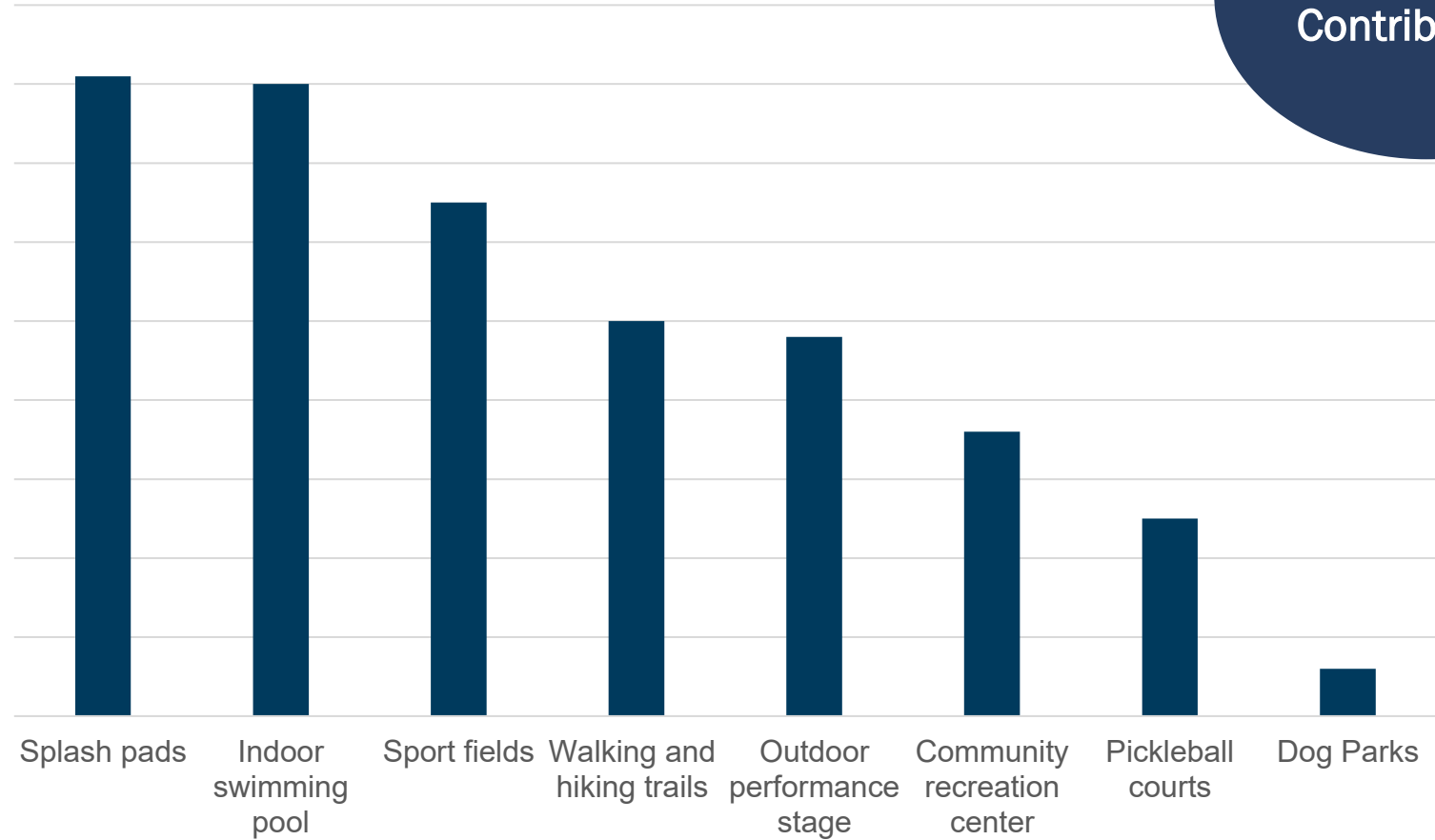


Community recreation center	Pickleball courts
Walking and hiking trails	Sport fields
Outdoor performance stage	Dog Parks
Indoor swimming pool	Splash pads

Tell us Your Vision for Prescott:

I wish Prescott had _____
so I can _____

For example: I wish Prescott had more shaded indoor courts so I can play basketball in the summer.

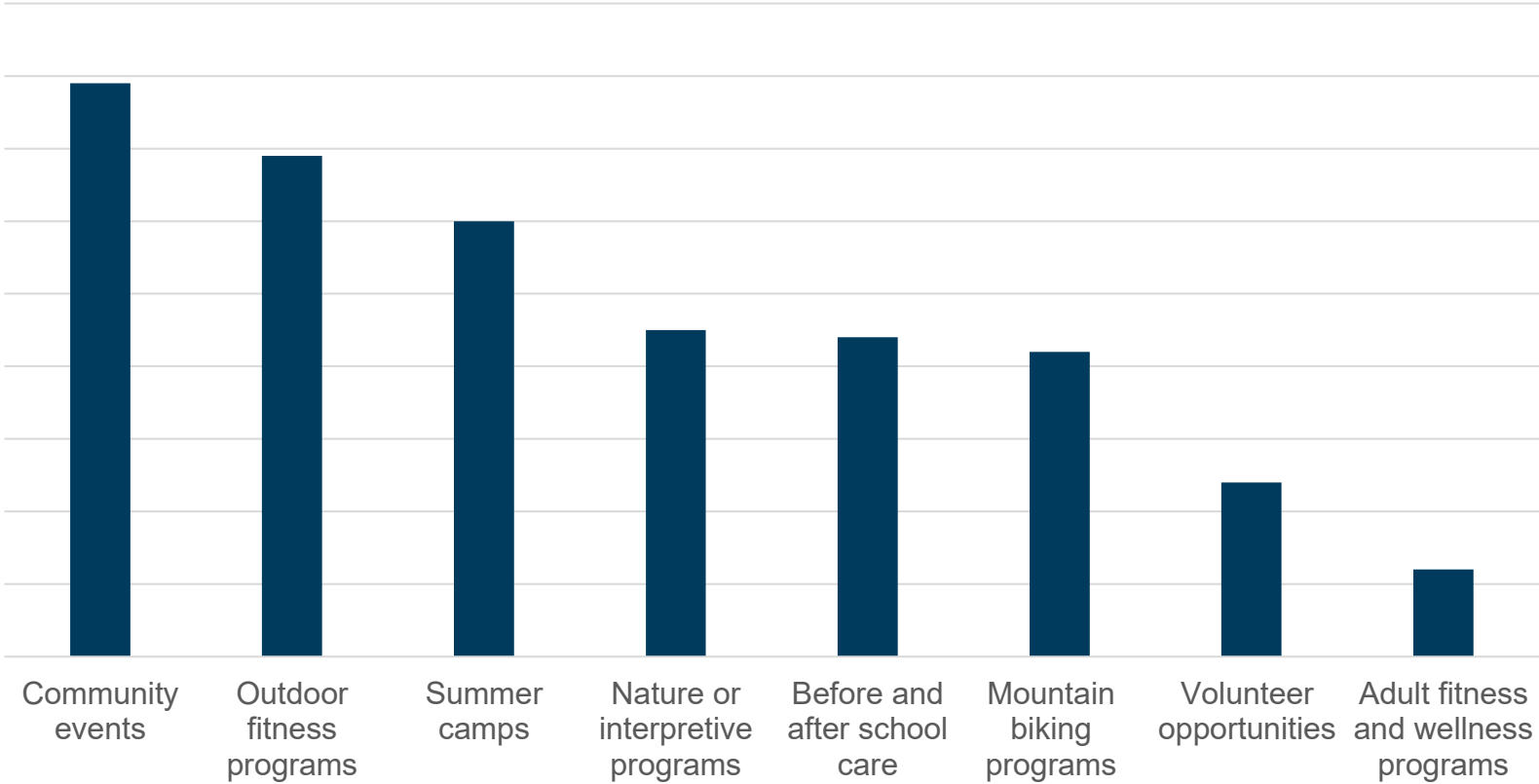


*Program Priorities

CITY OF PRESCOTT *Connecting PEOPLE + PARKS + POSSIBILITIES*

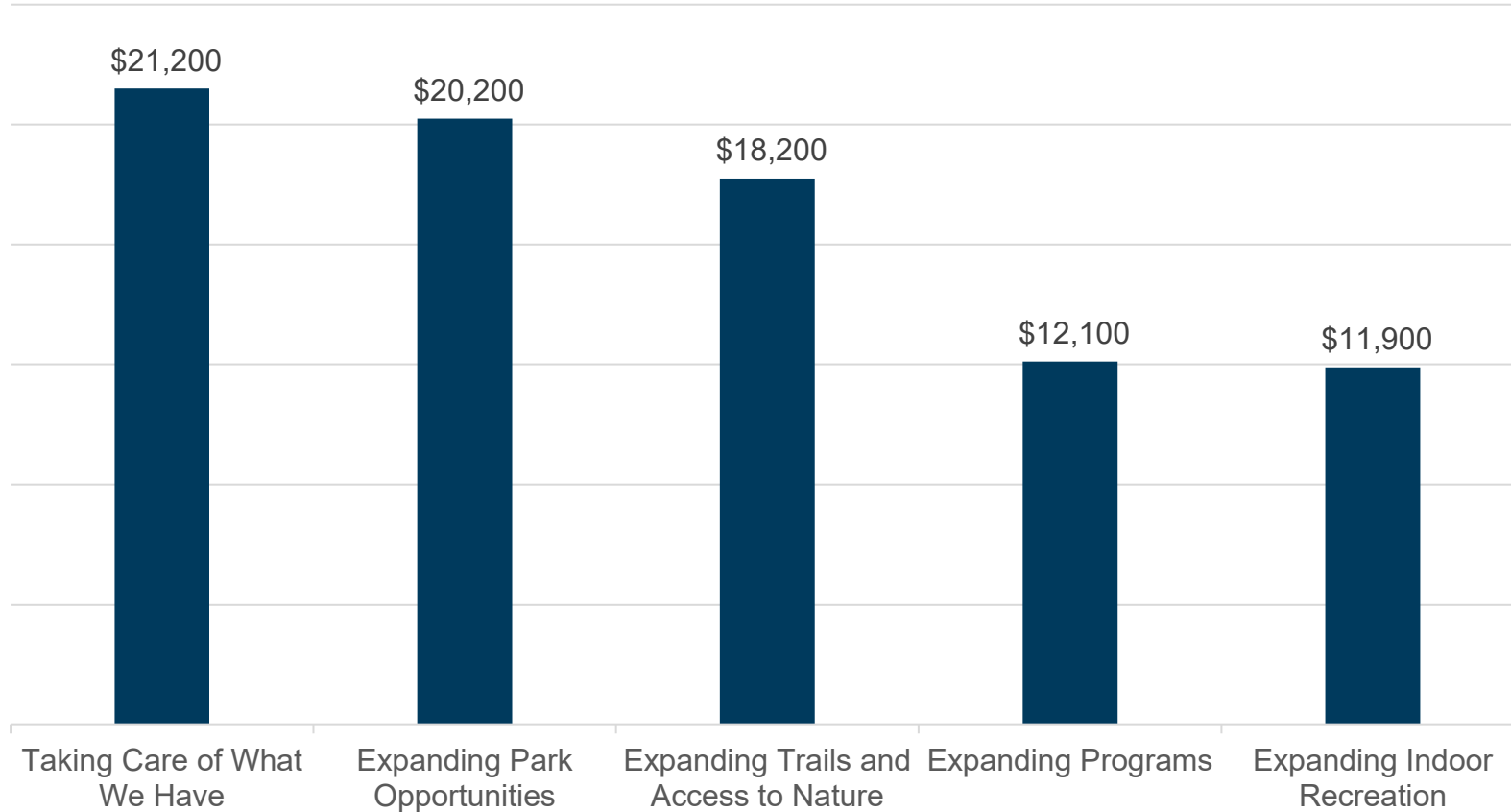
Adult fitness and wellness programs	Community events
Outdoor fitness programs	Summer camps
Before and after school care	Nature or interpretive programs
Mountain biking programs	Volunteer opportunities

Do you have any additional comments or ideas about parks and recreation programs or facilities?



Investment Priorities

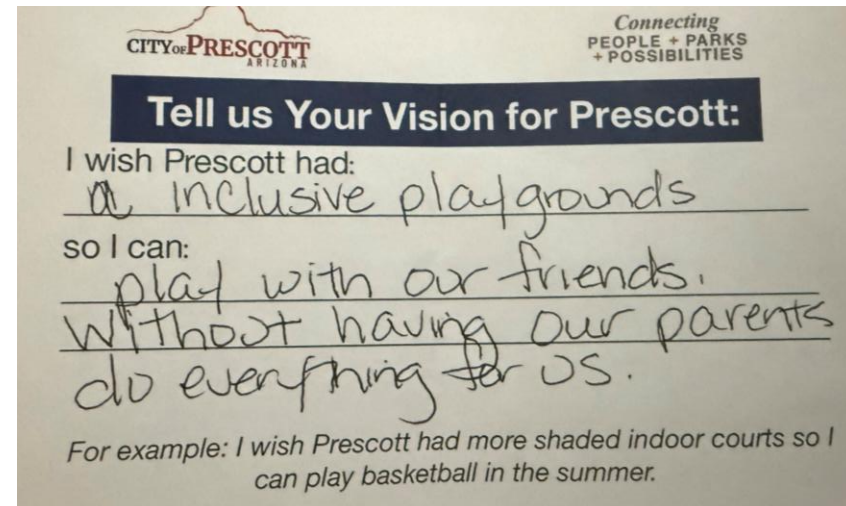
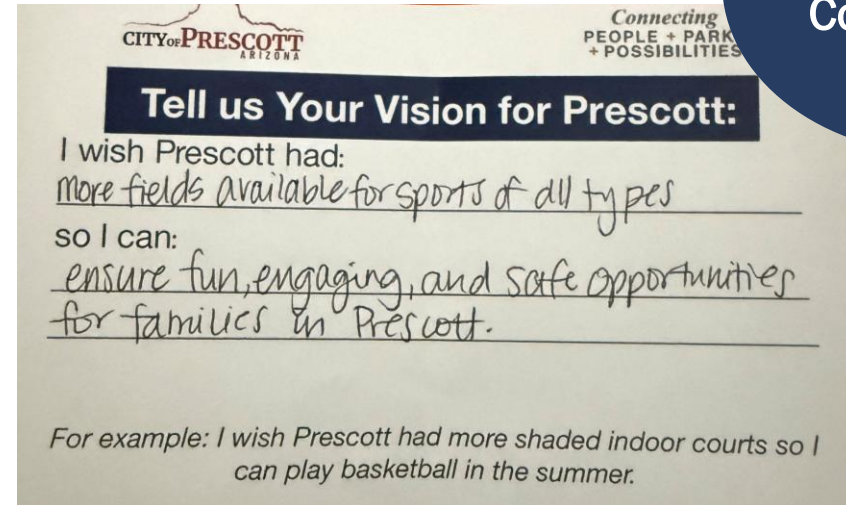
316
Contributions



*Tell us Your Vision for Prescott: I wish Prescott had _____ so I can _____.

430 Contributions

Theme	Share of total
Trails & Trailheads	23.8%
Parks, Playgrounds & Family Spaces	15.9%
Sports Facilities	15.0%
Aquatics & Swim Access	11.7%
Bike/Pedestrian Mobility	10.3%
Indoor Recreation & Community Programs	7.5%
Open Space, Preservation & Wildlife	3.7%
Dog/Pet Access & Rules	3.7%
Community Life & Entertainment	3.3%
Amenities, Access & Operations	2.8%
Policy & Miscellaneous	1.9%



Focus Group Meetings

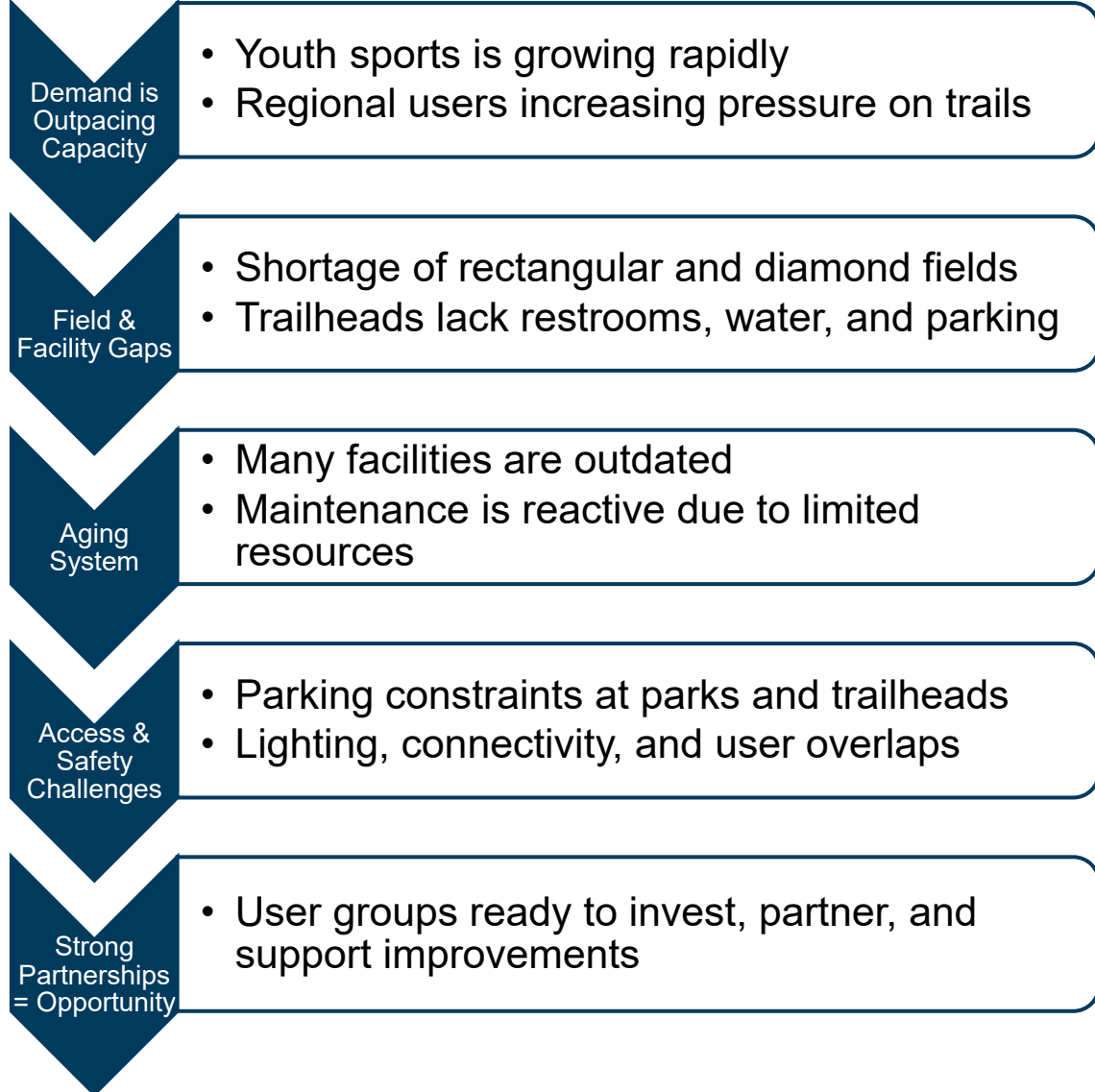
Facility and Program Needs

Access, Scheduling, and Capacity

Barriers to Participation

Partnership and Collaboration Opportunities

Long-Term Needs and Investment Priorities





Prescott Parks and Recreation Master Plan Survey Findings

Presented by ETC Institute

April 28, 2026



Who We Are

ETC Institute is the Nation's leading provider of market research for local governments

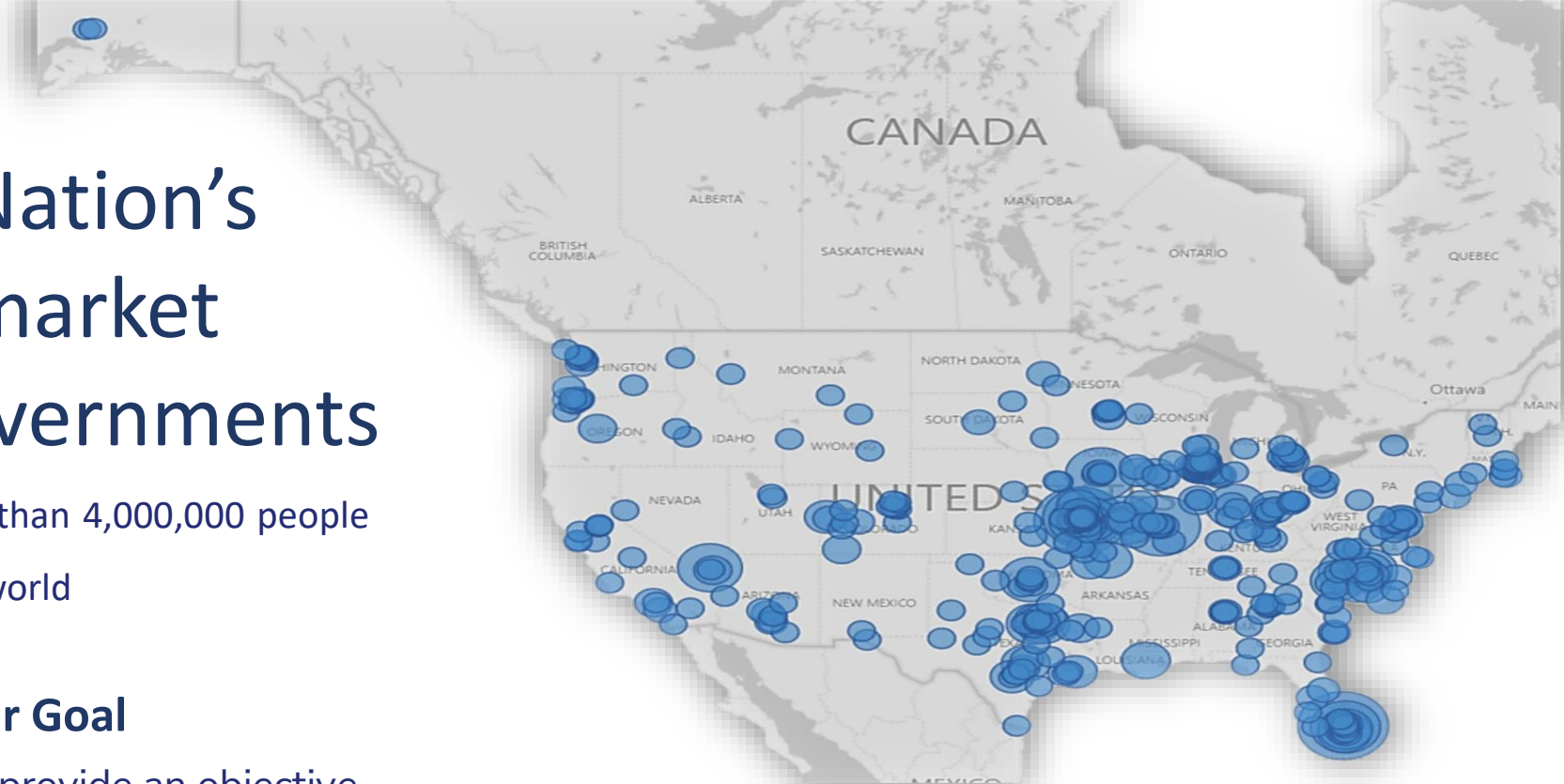
Since 2012, ETC Institute has surveyed more than 4,000,000 people in more than 1,200 communities around the world

Our Mission

For more than 40 years, our mission has been to help local governments gather and use survey data to make better decisions

Our Goal

To provide an objective assessment that community leaders can depend on to make data-driven decisions to improve the lives of residents





Agenda

01. Usage and Ratings
02. Trail Priorities
03. Facility Priorities
04. Program Priorities
05. Additional Findings
06. Summary & Conclusions

Master Plan Survey Results

Purpose

- To gather input that will be used to help the City of Prescott update their 10-Year Parks and Recreation Master Plan
- To assist in the City taking a resident-driven approach to planning
- To develop priorities for investment based on our Priority Investment Ratings Analysis

Methodology

- First survey conducted for Prescott by ETC Institute
- Administered by mail, phone, and online with follow-ups by text, email, and social media
- Sample designed to ensure 400 completed surveys that are statistically valid based on the City's population according to the U.S. Census
- 437 completed surveys were collected
- MOE: +/-4.6% at 95% level of confidence

What to Know

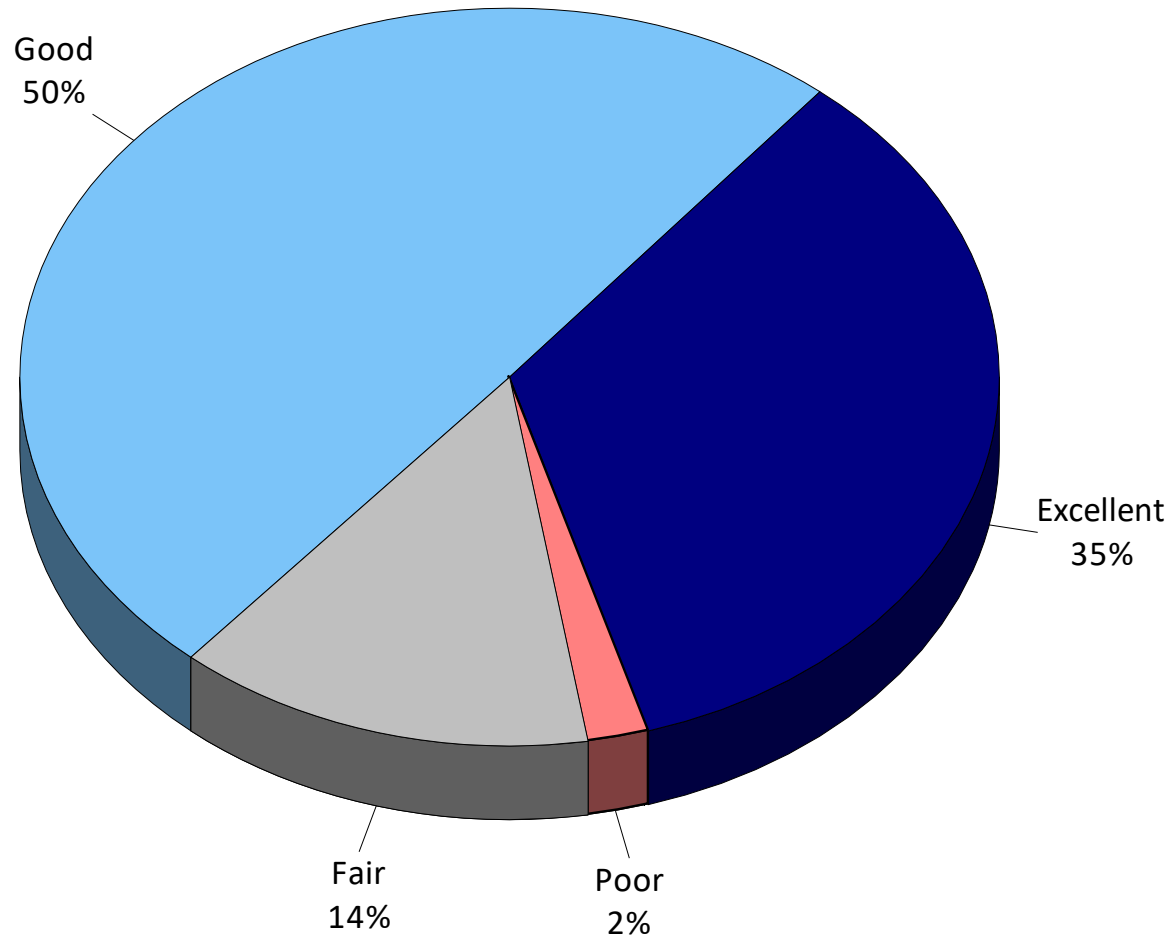
- 92% of respondents visited a City of Prescott park during the last year, 86% have used trails
 - *National Average: 81%*
- 25% of respondents have participated in a recreation program offered by the City in the last year
 - *National Average: 36%*
- Overall, respondents made it clear that the parks, trails, and programs provided to them are of exceptional quality and vitally important to their quality of life

Usage and Ratings

How respondents use and rate the parks and recreation system in Prescott

Q2a. How would you rate the overall quality of the PARKS offered by the City of Prescott that you and the members of your household have visited?

by percentage of respondents who answered "Yes" to Q2 (excluding "not provided")



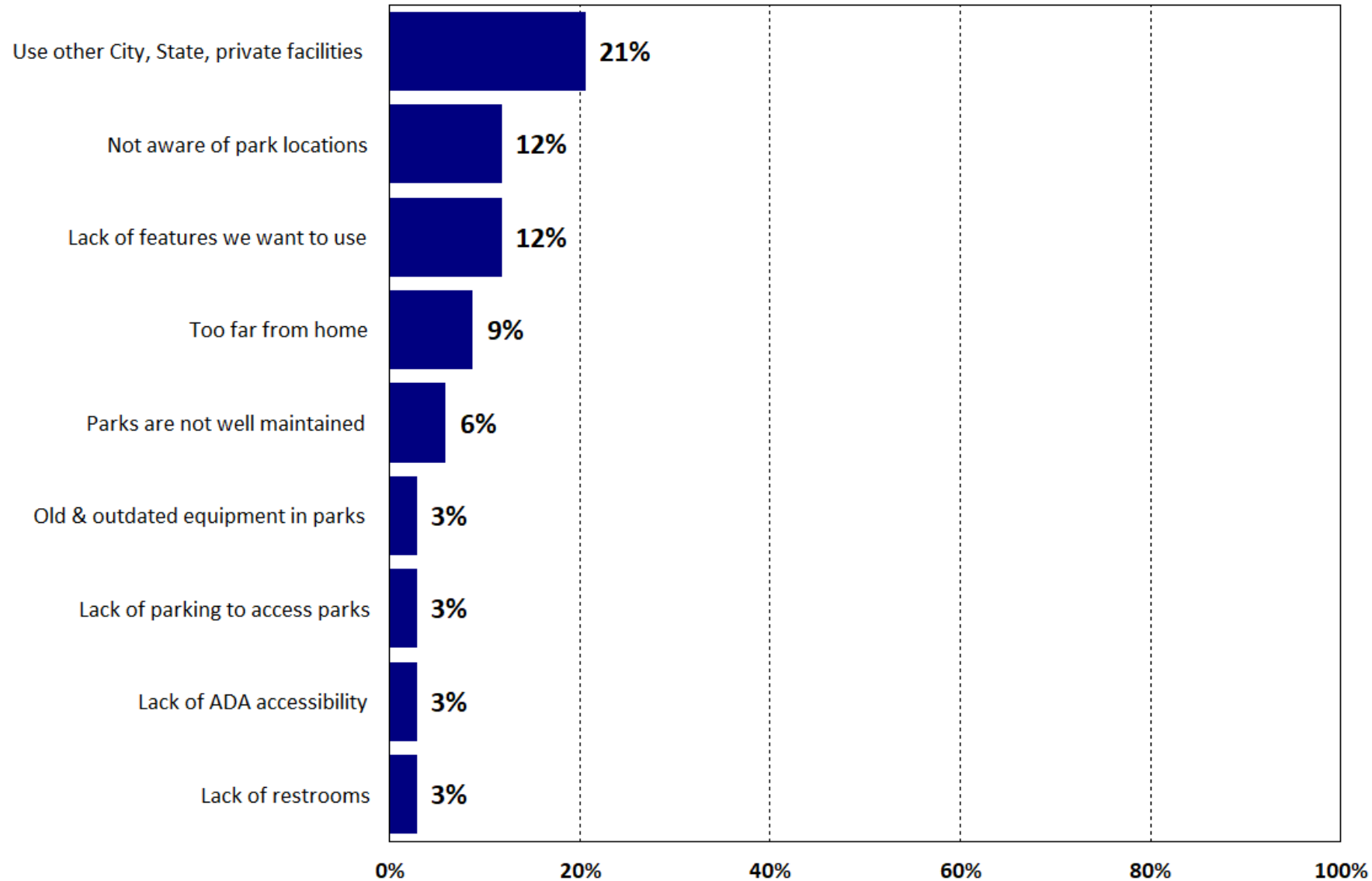
**National
Average:
Excellent: 35%
Good: 47%**

**Prescott is at
85% combined**

92% of respondents indicated they used a park offered by the City of Prescott in the last year

Q2b. If your household has NOT visited any PARKS offered by the City of Prescott in the last year, please CHECK ALL of the following reasons why you did NOT visit.

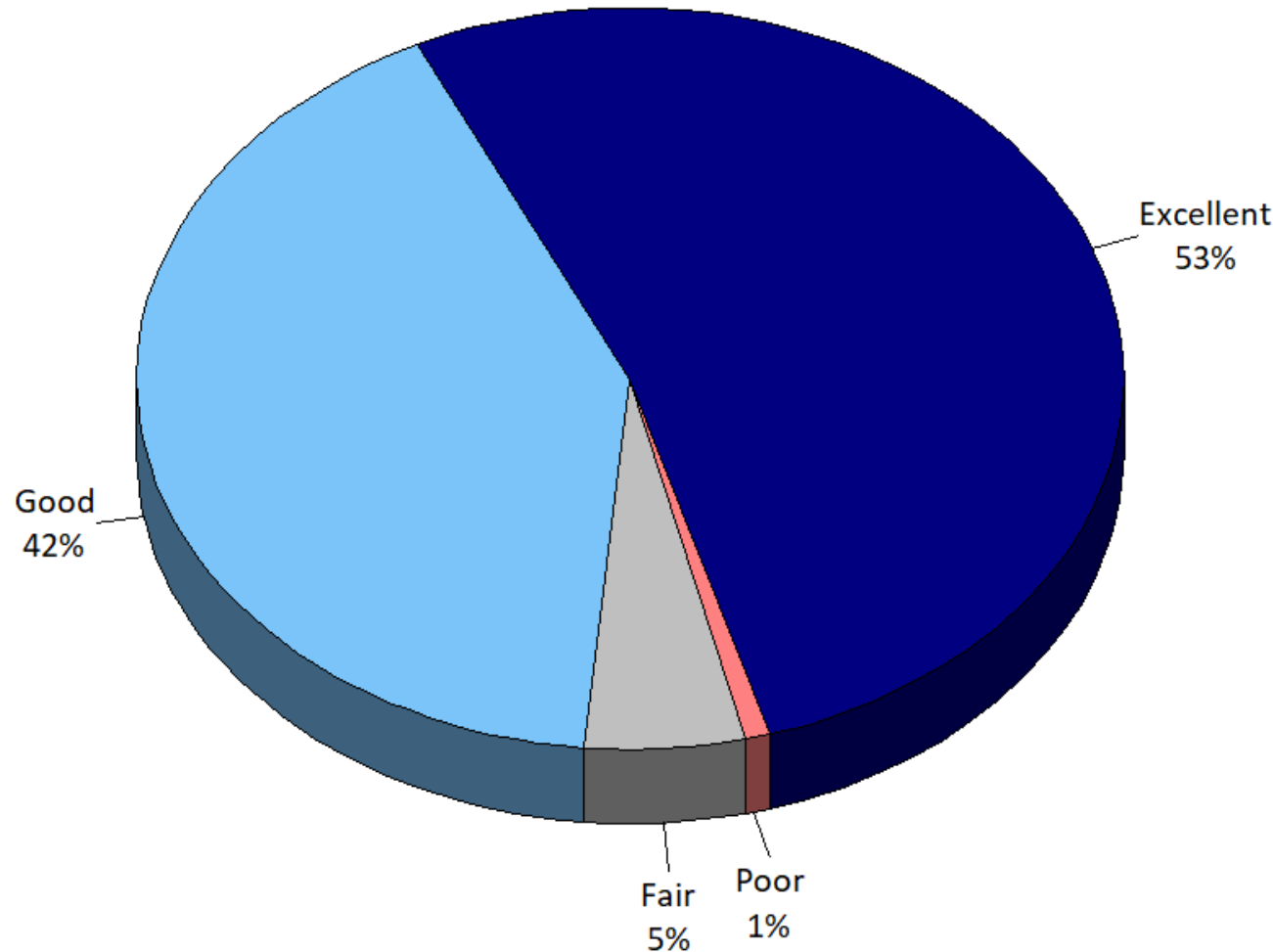
by percentage of respondents (multiple selections could be made)



**Barriers exist,
but are minor
and the City
uses
parks/facilities
at a very high
rate**

Q3a. How would you rate the overall quality of the TRAILS offered by the City of Prescott that you and the members of your household have used?

by percentage of respondents who answered "Yes" to Q3 (excluding "not provided")

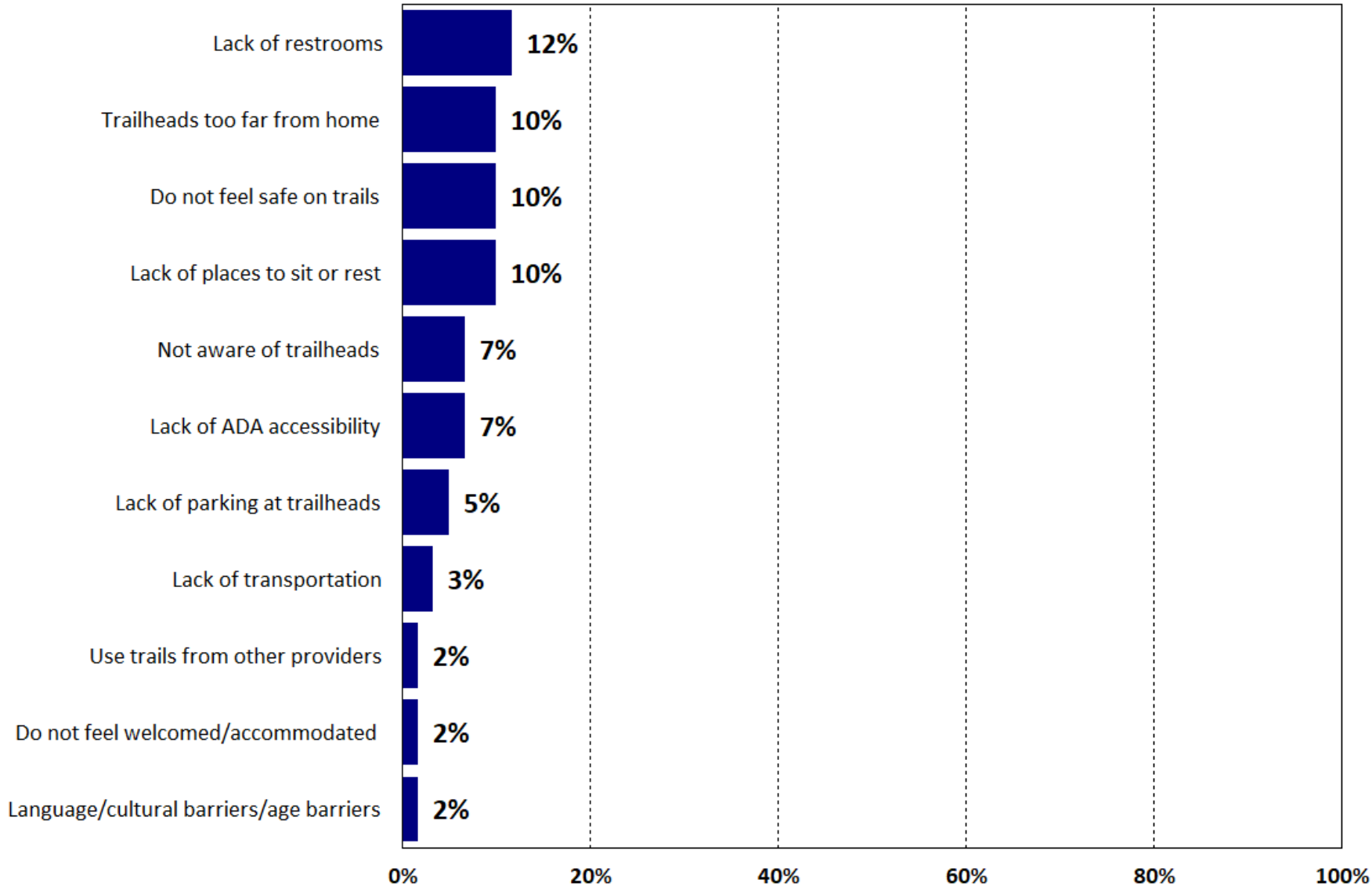


Although ETC Institute does not keep trail benchmarks, the City performed extremely well

86% of respondents indicated they used a trail offered by the City of Prescott in the last year

Q3b. If your household has NOT used any TRAILS offered by the City of Prescott in the last year, CHECK ALL of the following reasons why you did NOT use them.

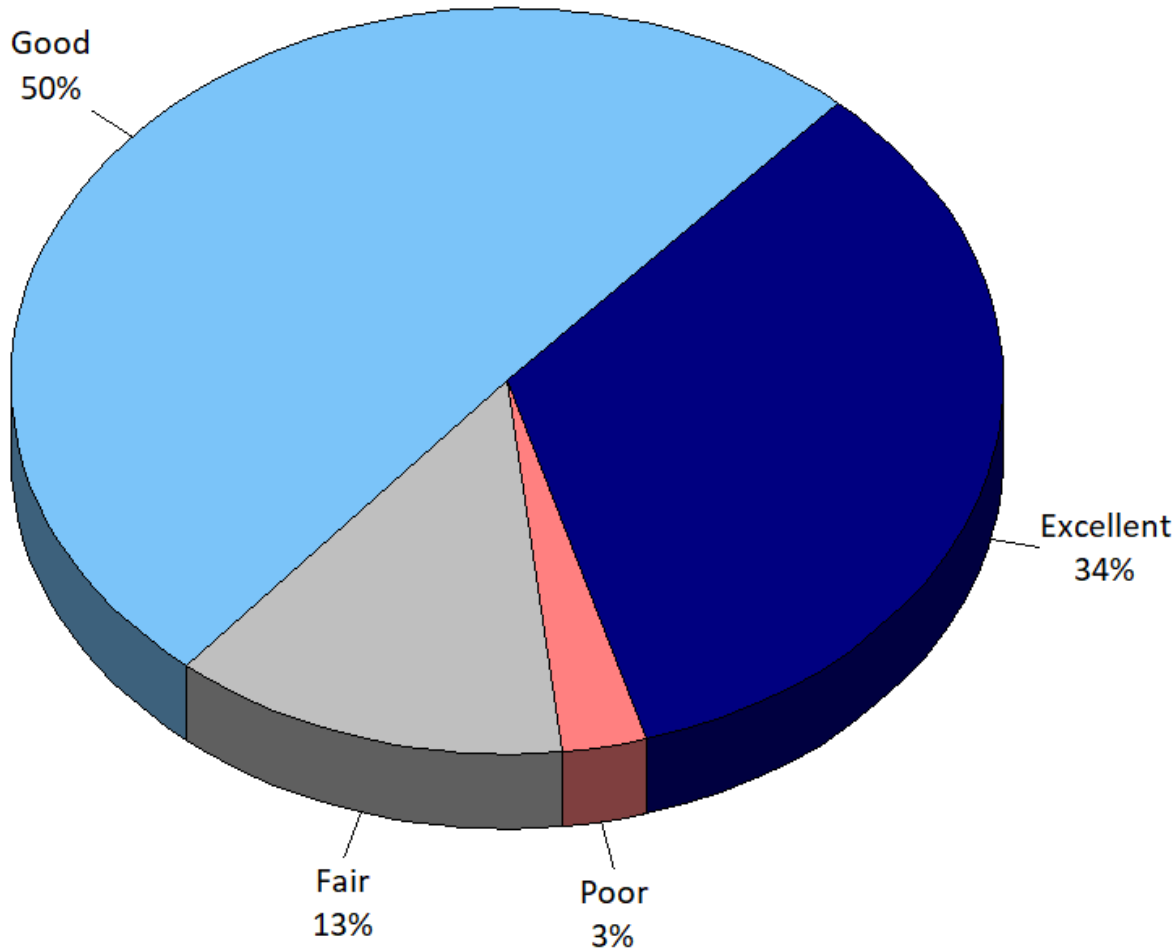
by percentage of respondents (multiple selections could be made)



Trail barriers are primarily related to convenience and length of time spent

Q6a. How would you rate the overall quality of the City of Prescott RECREATION PROGRAMS that you and the members of your household have participated in?

by percentage of respondents (excluding "not provided")



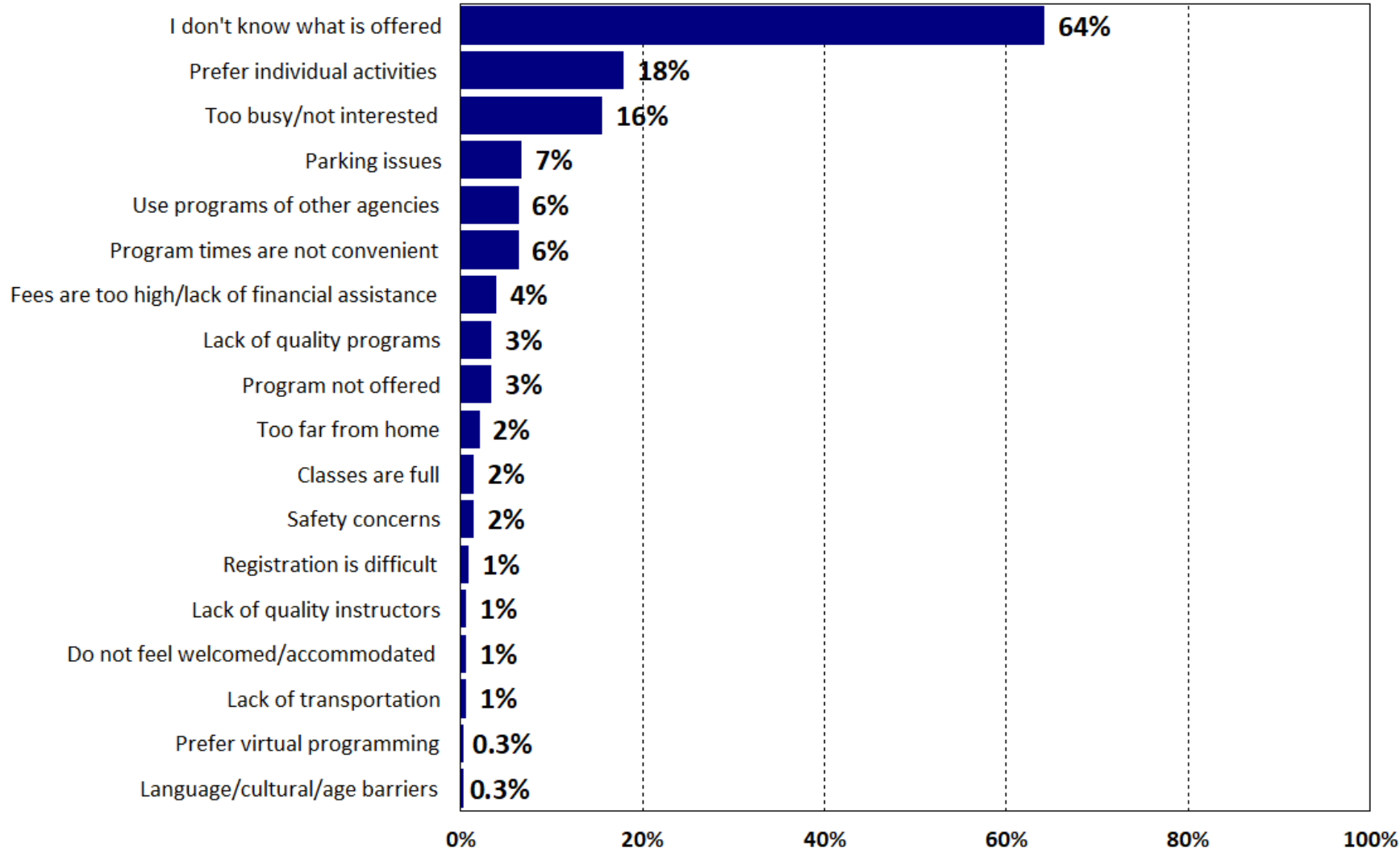
**National
Average:
Excellent: 36%
Good: 49%**

**Prescott is at
84% combined**

25% of respondents indicated they participated in a City recreation program in the past year

Q6b. If your household has NOT participated in any parks and recreation PROGRAMS during the past year, please CHECK ALL of the following reasons why you have NOT participated.

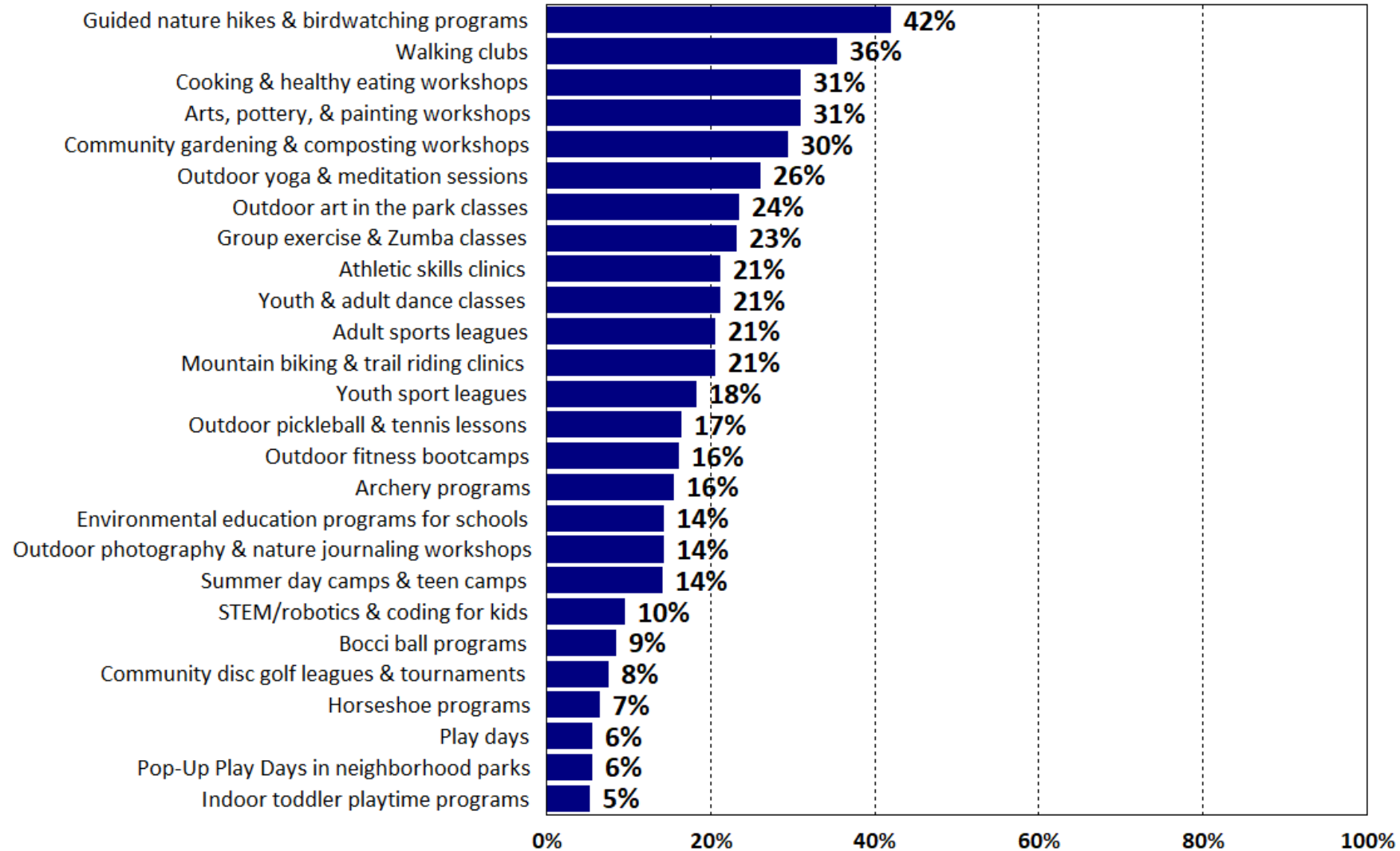
by percentage of respondents (multiple selections could be made)



Programs typically have more barriers selected than facilities, parks or trails and awareness is always a top item

Q7. As the City of Prescott explores additional program offerings, please CHECK ALL the program concepts listed below that you and/or the members of your household would like to participate in.

by percentage of respondents (multiple selections could be made)



Trail Priorities

Which trail service areas should be top priorities based on the Importance-Satisfaction Analysis

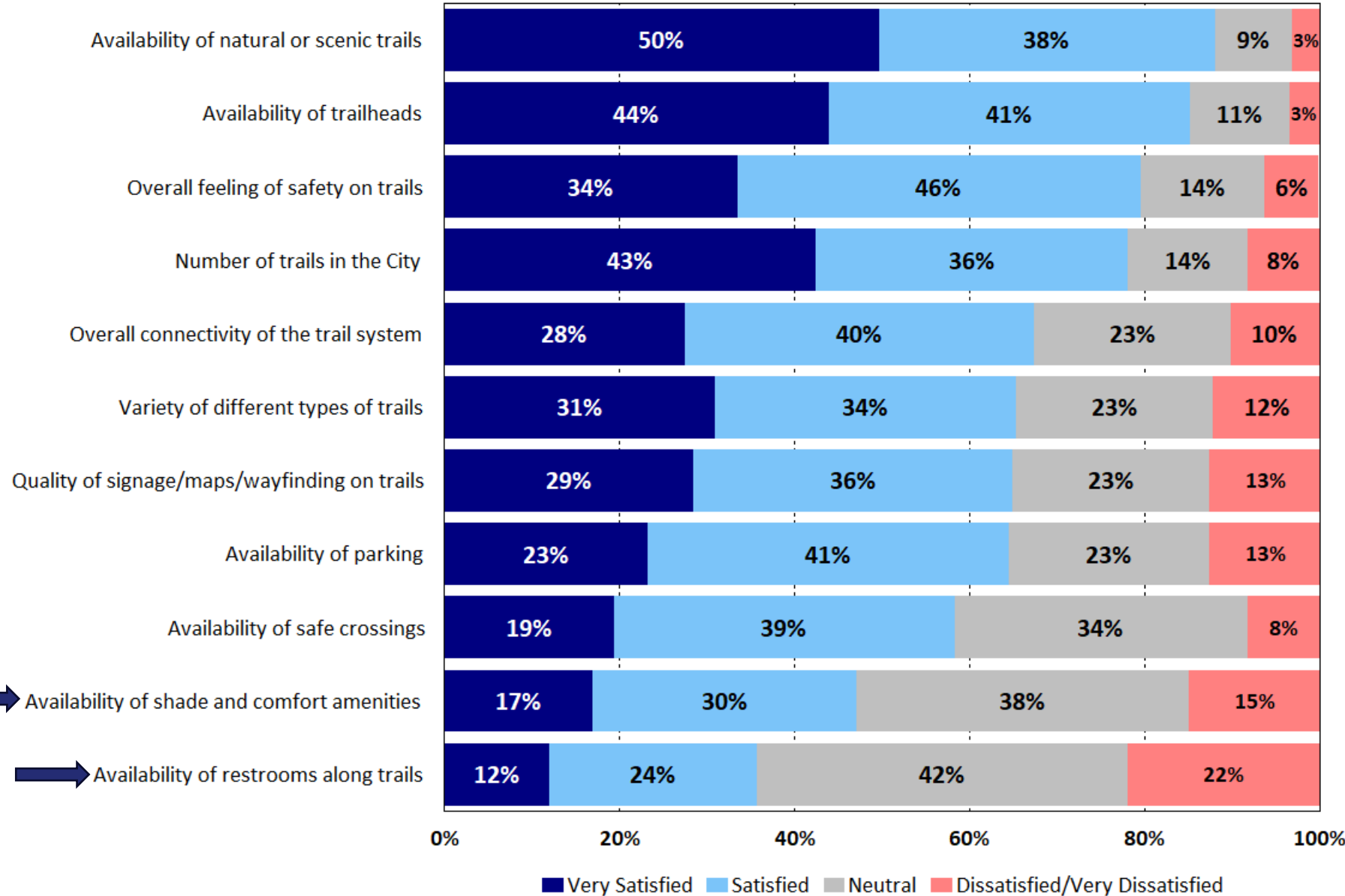


Q10. Satisfaction with Trail Services Provided by City of Prescott

by percentage of respondents (excluding "don't know/not applicable")

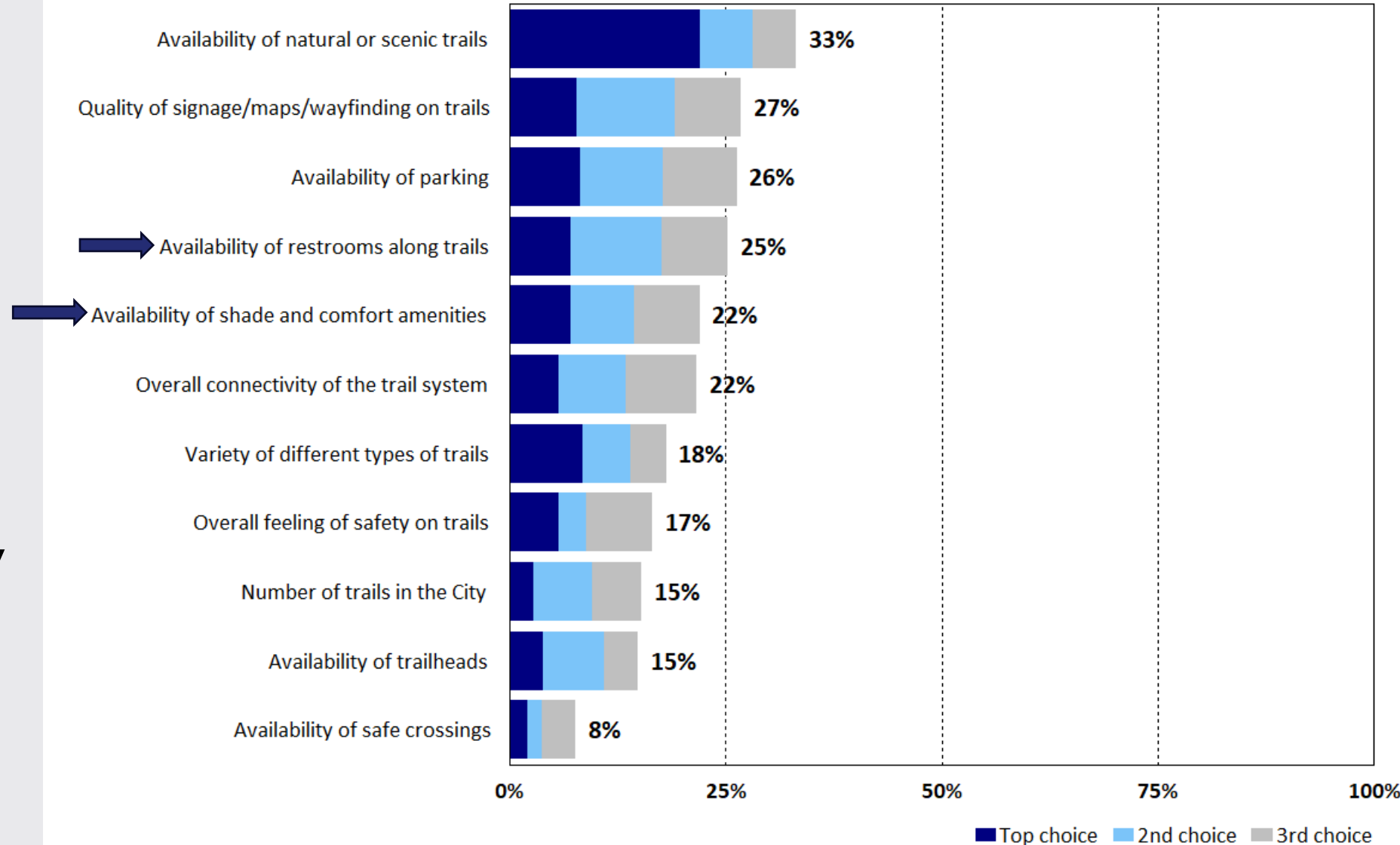
Importance-Satisfaction Analysis:

First, respondents are asked to rate their overall satisfaction with a variety of services



Q11. Which THREE items from the list in Question 10 should receive the MOST EMPHASIS over the next five years?

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



Importance-Satisfaction Analysis:

Next, respondents are asked to prioritize which three areas should receive the most emphasis from City leaders over the next five years

2026 Importance-Satisfaction Rating

City of Prescott

Trail Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Availability of restrooms along trails	25%	4	36%	11	0.1620	1
Availability of shade and comfort amenities	22%	5	47%	10	0.1164	2
Quality of signage/maps/wayfinding on trails	27%	2	65%	7	0.0941	3
Availability of parking	26%	3	65%	8	0.0934	4
Overall connectivity of the trail system	22%	6	67%	5	0.0707	5
Variety of different types of trails	18%	7	65%	6	0.0628	6
Availability of natural or scenic trails	33%	1	88%	1	0.0395	7
Overall feeling of safety on trails	17%	8	80%	3	0.0337	8
Number of trails in the City	15%	9	78%	4	0.0335	9
Availability of safe crossings	8%	11	58%	9	0.0317	10
Availability of trailheads	15%	10	85%	2	0.0221	11

Areas with a rating of .1000 or more are considered higher priorities for improvement

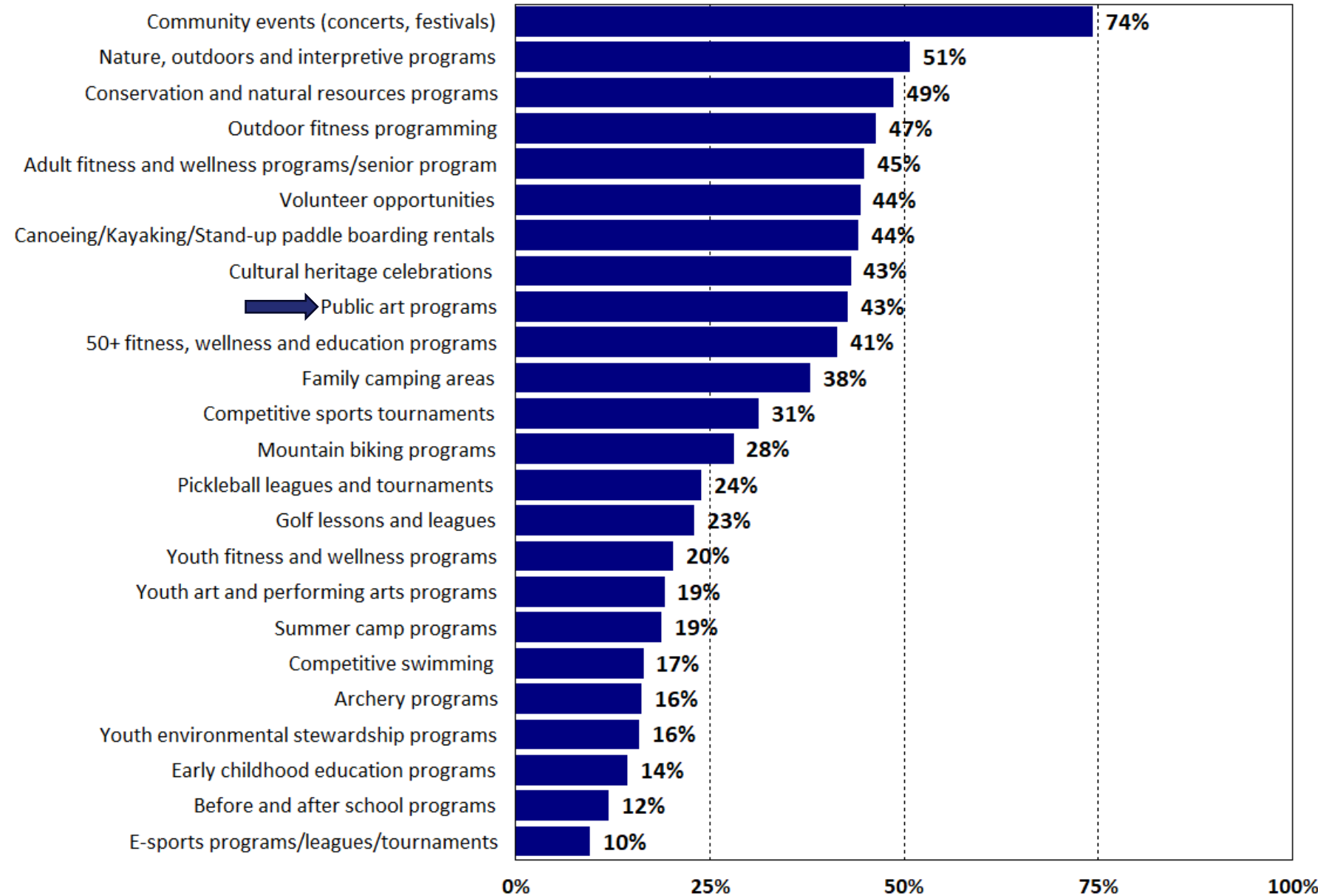
Program Priorities

*Unmet needs and priorities for programs and activities
based on the Priority Investment Ratings*

Priority Investment Ratings:
 First, we need to determine the overall level of need for each of the items listed

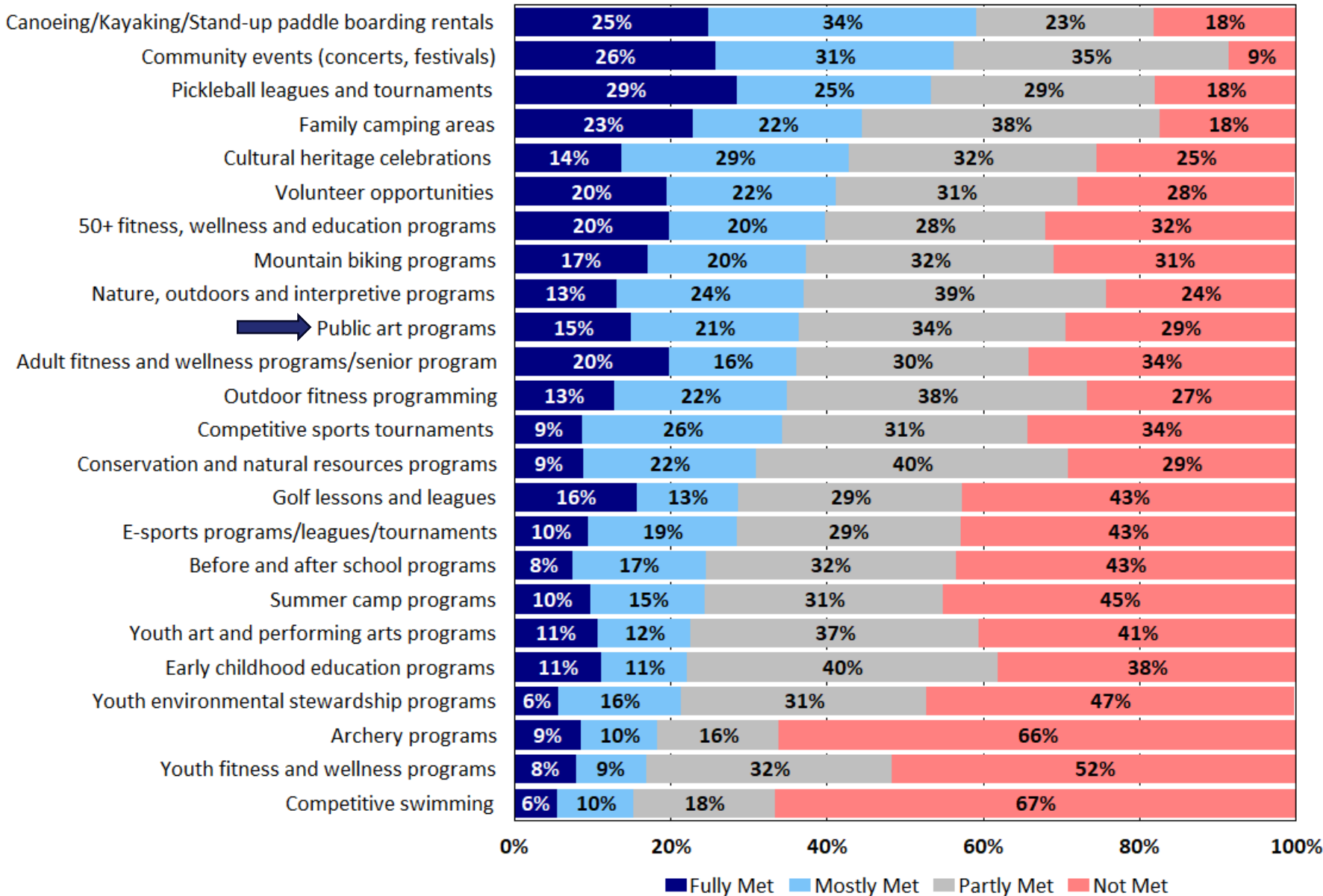
Q8. Need for Programs/Activities

by percentage of respondents who indicated need



Q8c. Please indicate how well your needs are met for programs/activities

by percentage of respondents (excluding "no need")



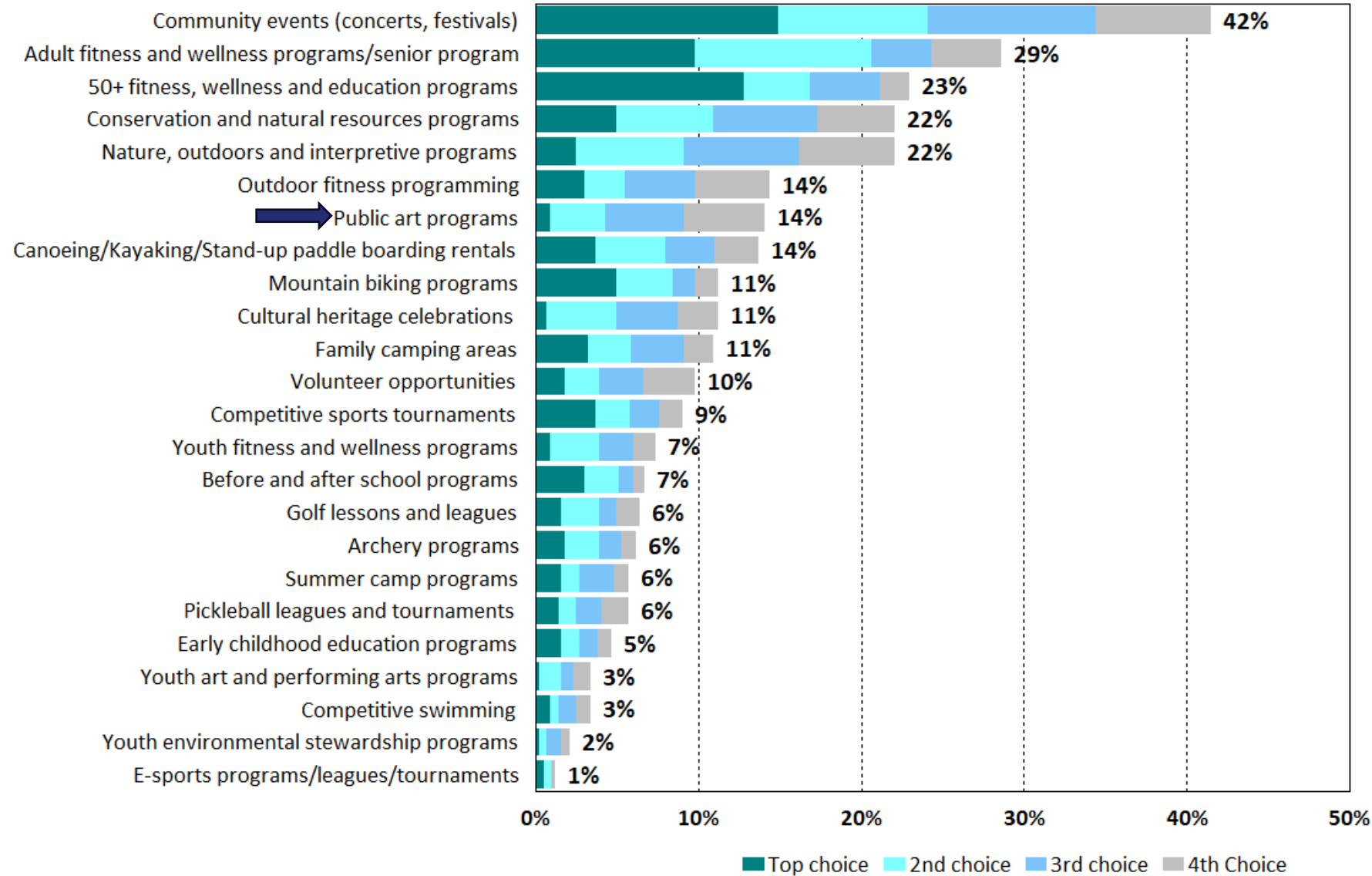
Priority Investment Ratings:

Those respondents who indicated their household has a need are asked to indicate how well their needs are currently being met, regardless of the provider

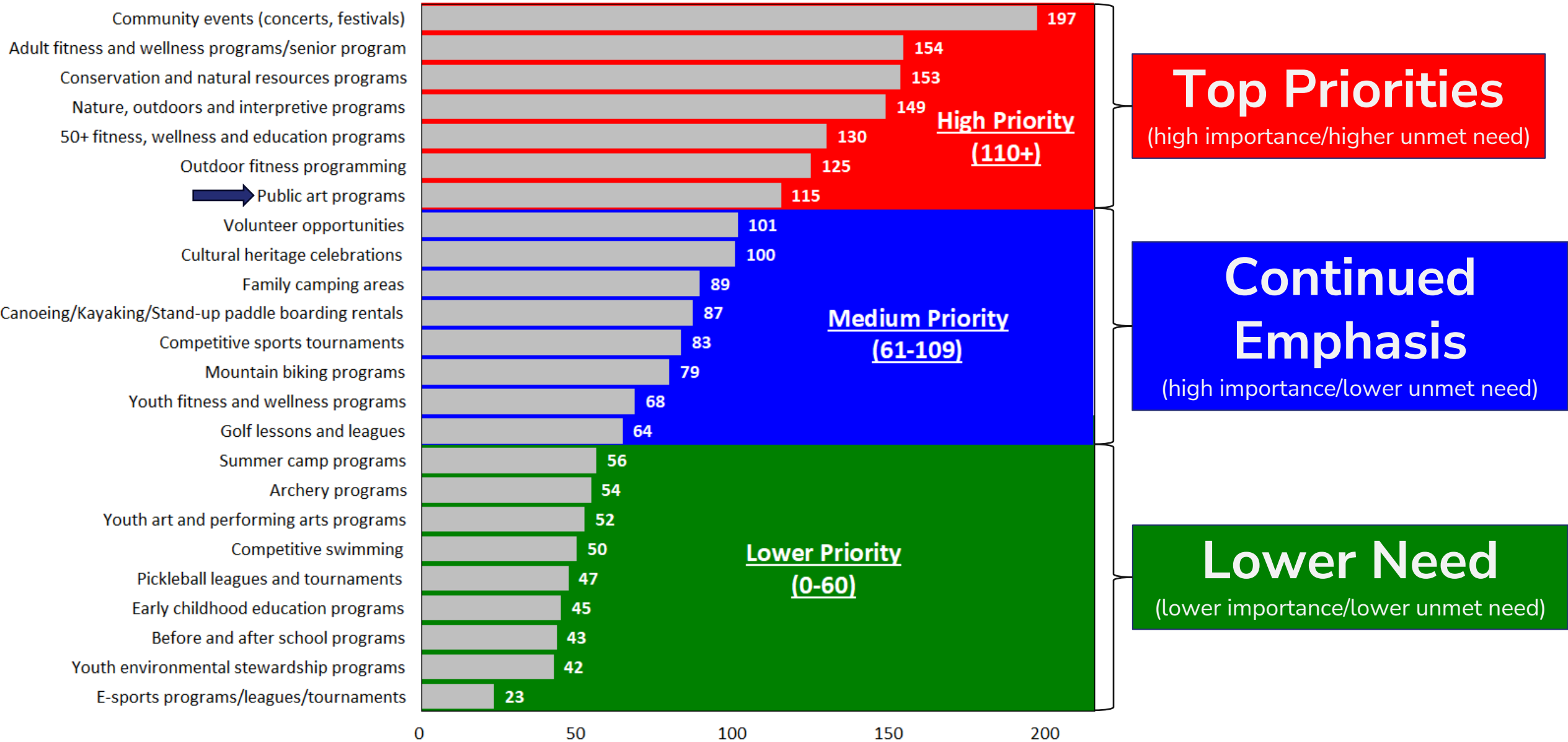
Priority Investment Ratings:
 The final piece of the Priority Investment Ratings is the importance of the items to households based on a forced ranking question

Q9. Which FOUR programs/activities from the list in Question 8 are MOST IMPORTANT to your household?

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



Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



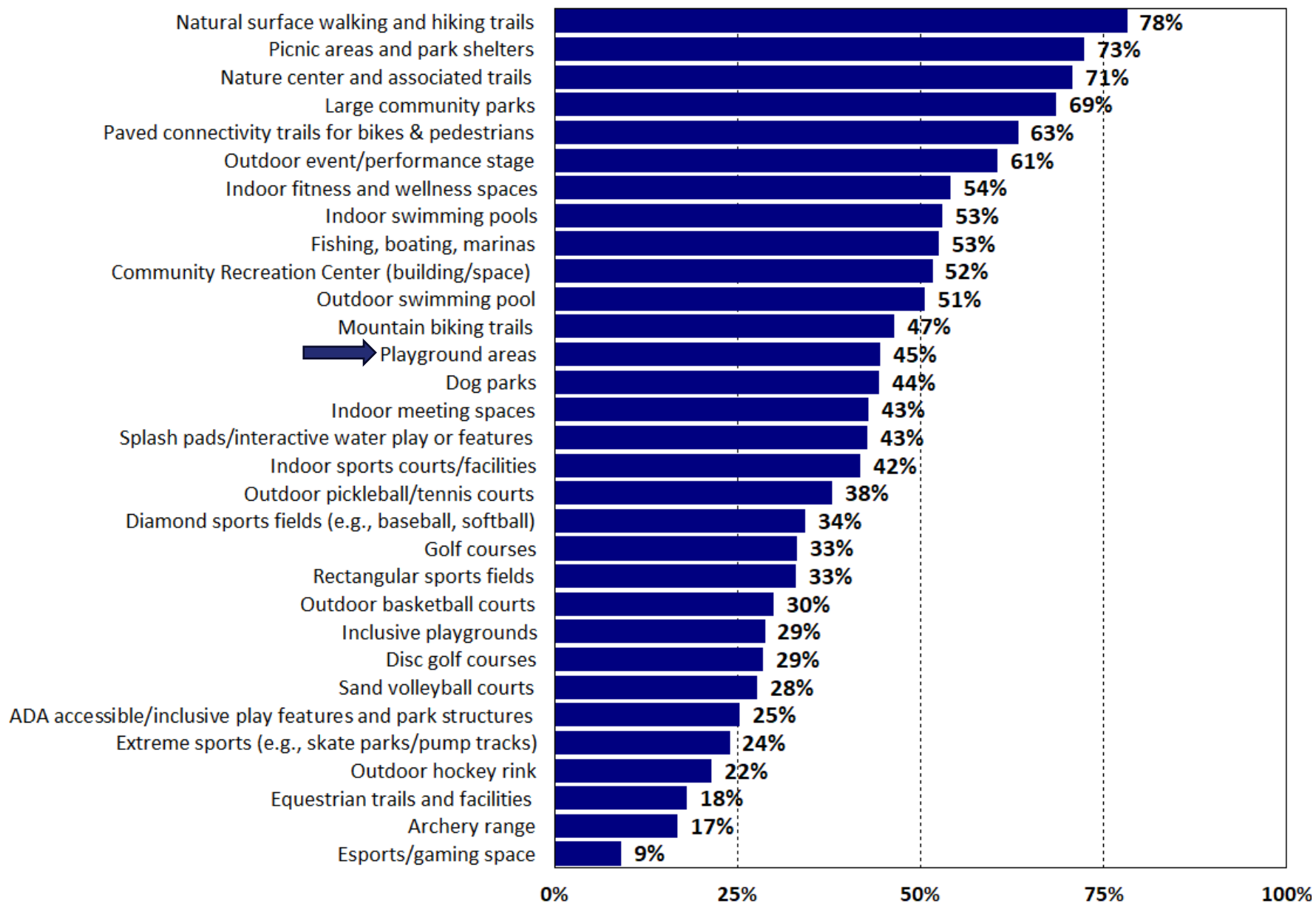
Facility Priorities

*Unmet needs and priorities for facilities and amenities
based on the Priority Investment Ratings*

Priority Investment Ratings:
 First, we need to determine the overall level of need for each of the items listed

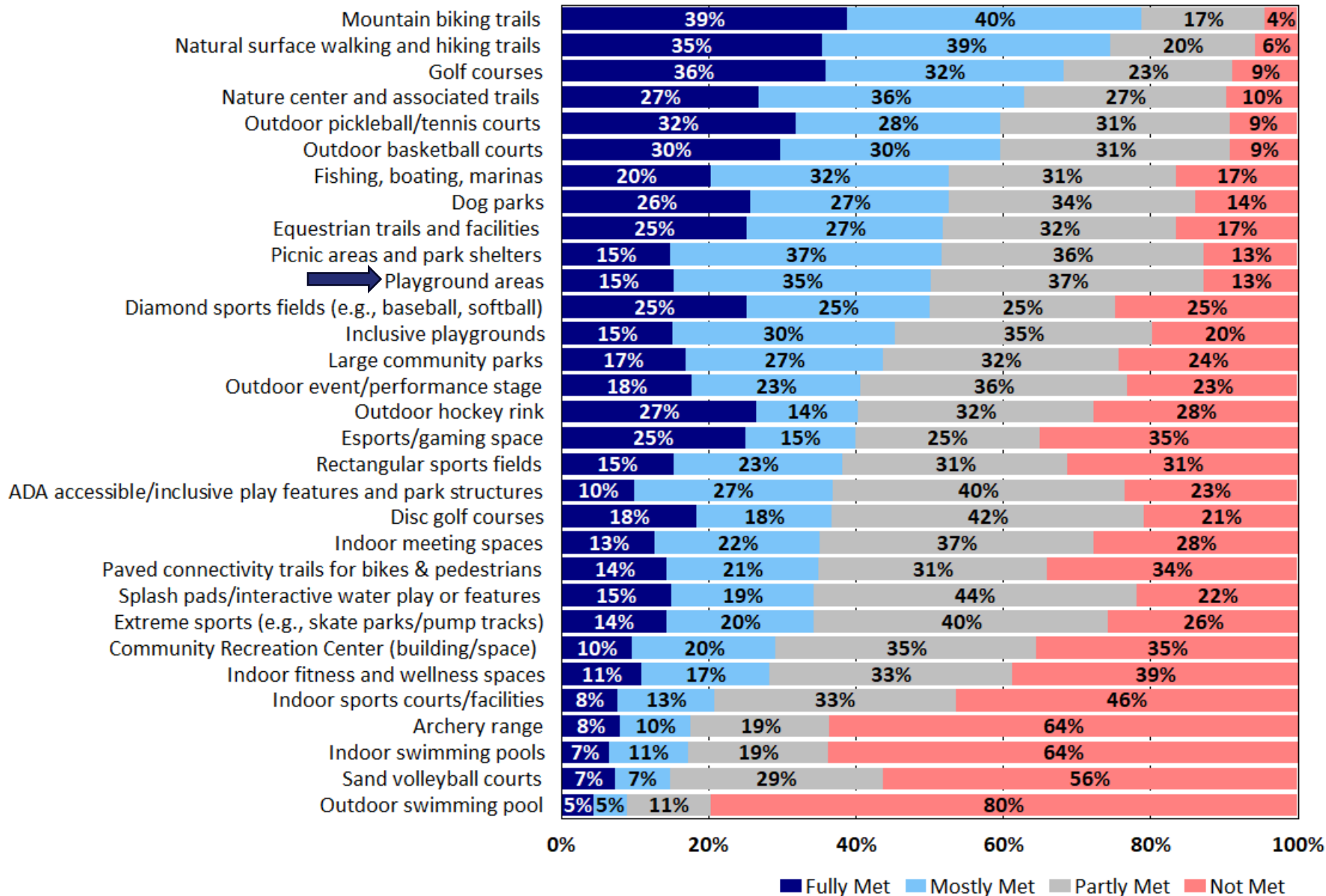
Q12. Need for Facility/Amenity

by percentage of respondents who indicated need



Q12c. Please indicate how well your needs are met for facilities/amenities

by percentage of respondents (excluding "no need")



Priority Investment Ratings:

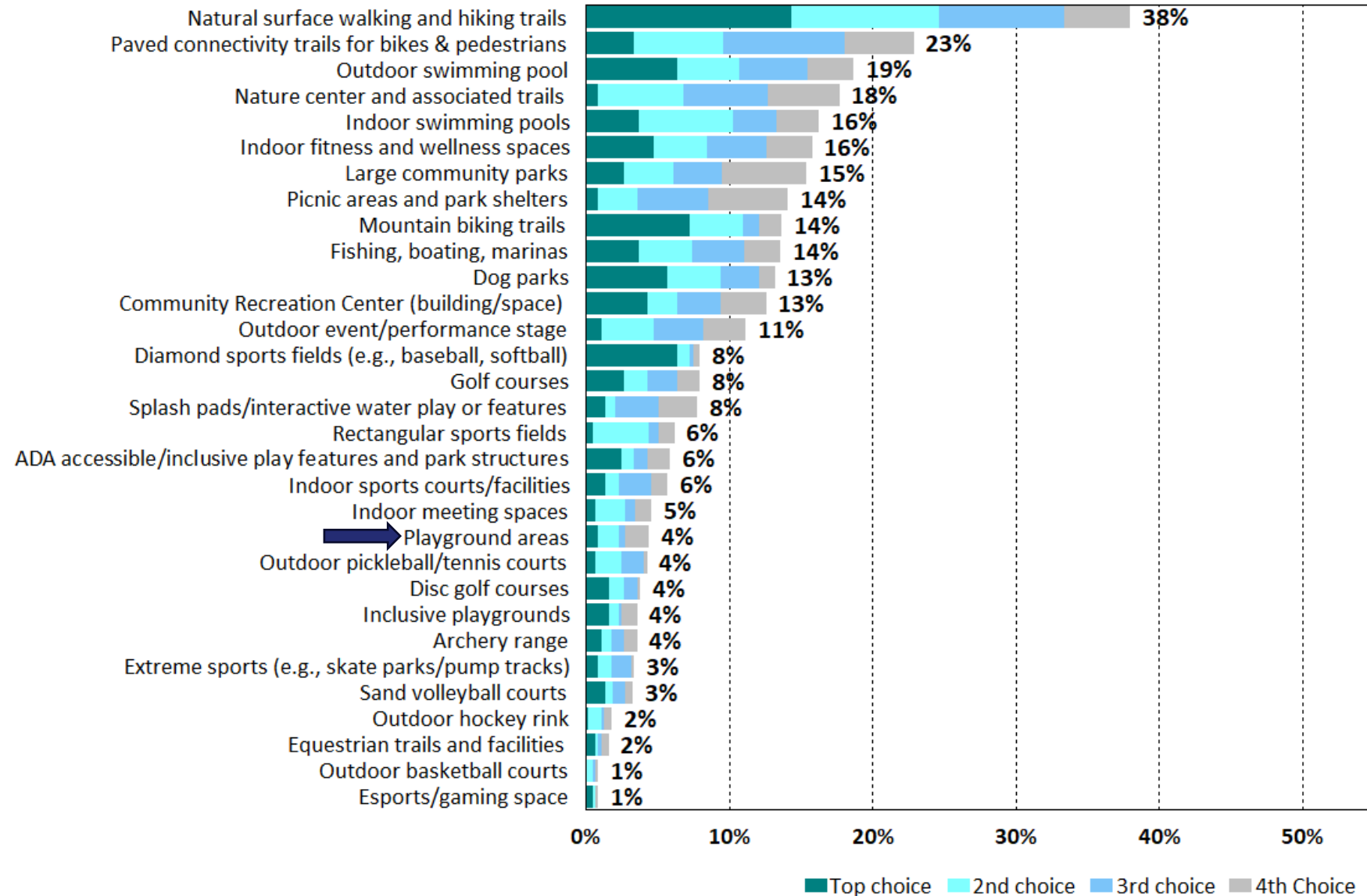
Those respondents who indicated their household has a need are asked to indicate how well their needs are currently being met, regardless of the provider

Priority Investment Ratings:

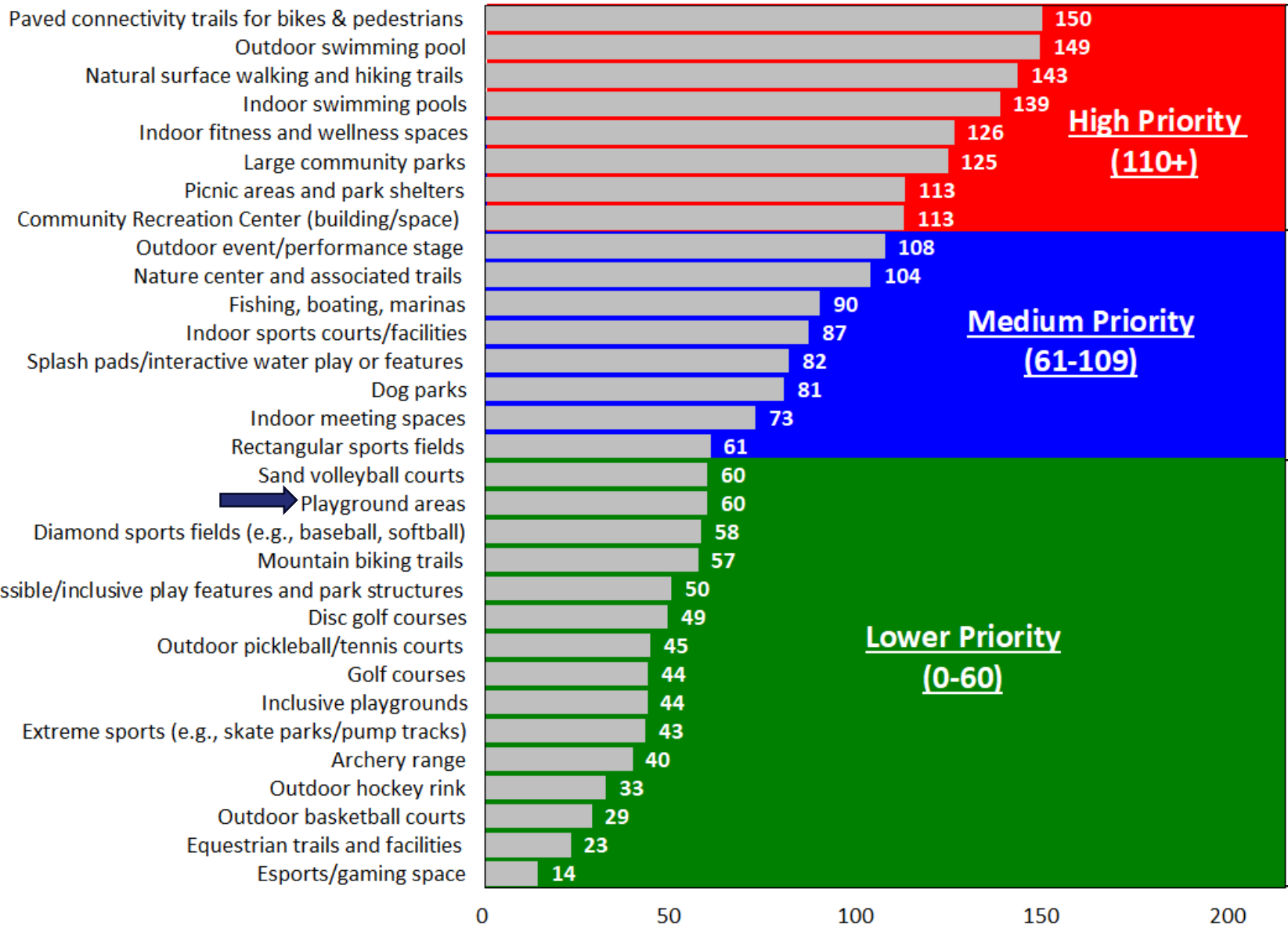
The final piece of the Priority Investment Ratings is the importance of the items to households based on a forced ranking question

Q13. Which FOUR facilities/amenities from the list in Question 12 are MOST IMPORTANT to your household?

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



Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



Top Priorities
(high importance/higher unmet need)

Continued Emphasis
(high importance/lower unmet need)

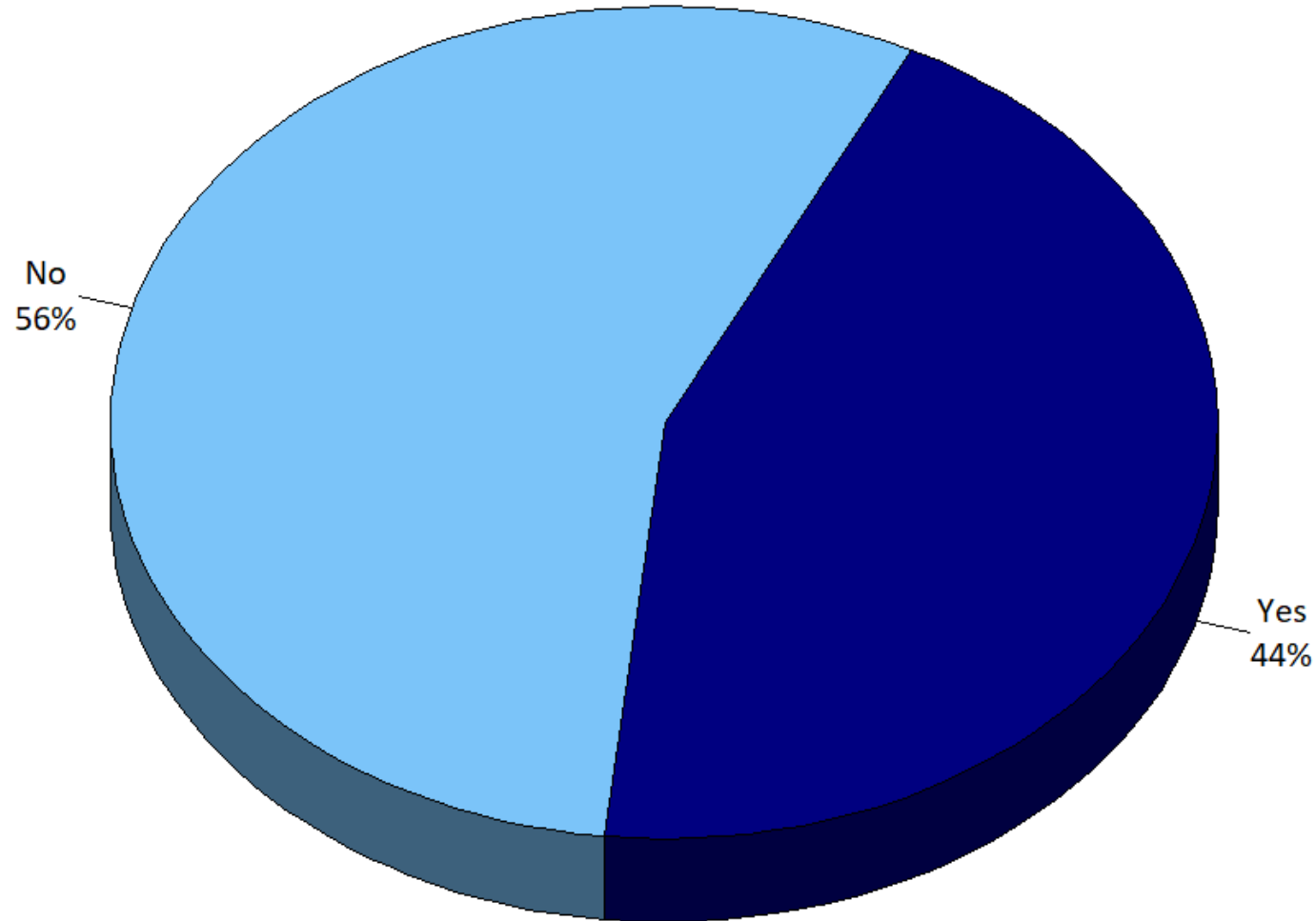
Lower Need
(lower importance/lower unmet need)

Additional Findings

What else did we learn from the survey respondents?

Q14. Do you support the City of Prescott allowing e-bikes on Prescott trails?

by percentage of respondents (excluding "not provided")



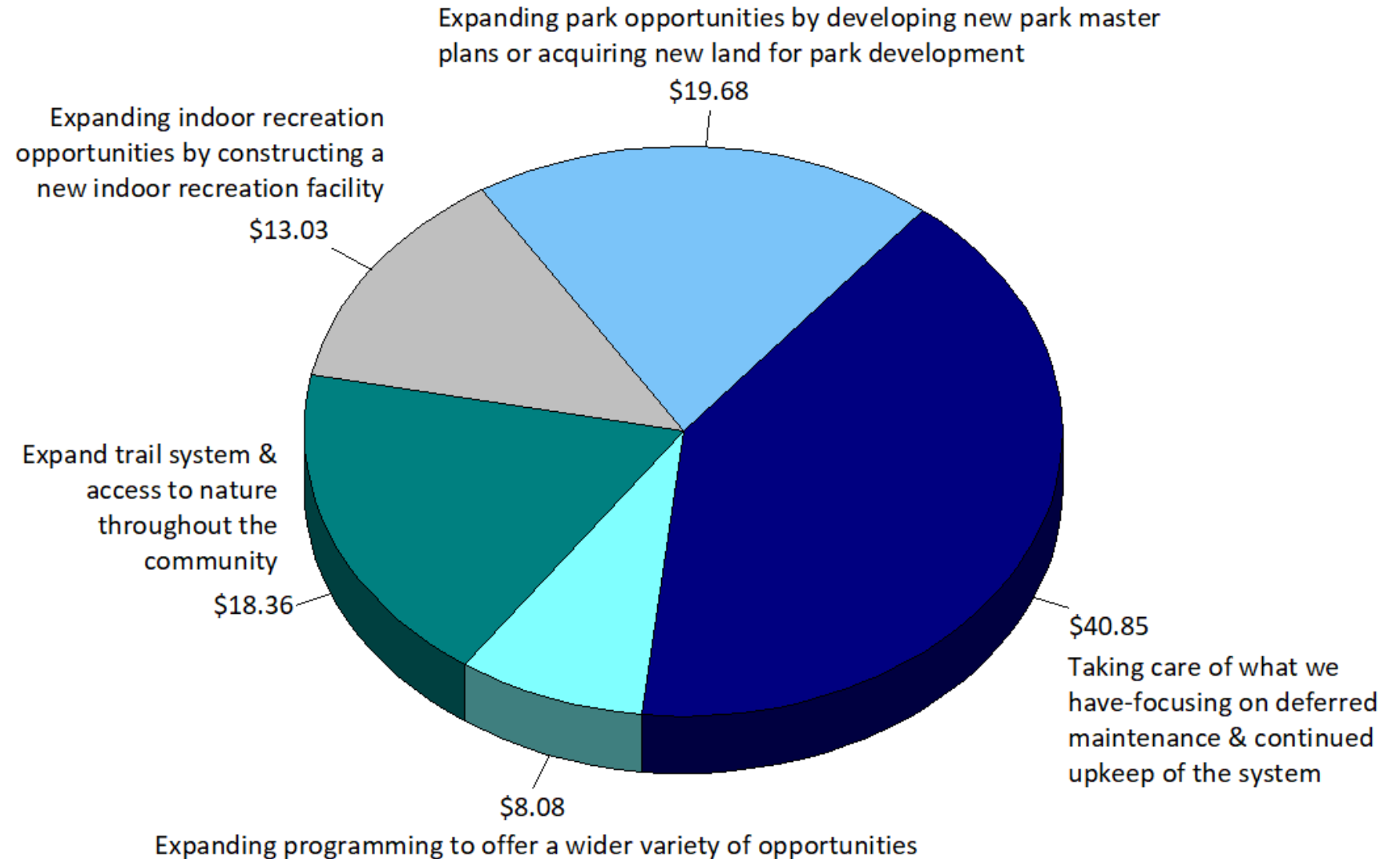
Of those who said “yes,” the most supported types of e-bikes on Prescott trails were Class 1 eBikes with 71%. Class 2 was at 34% and Class 3 at 18%



The national trend for this question has been the “take care of what we have” versus the expansion or additional items

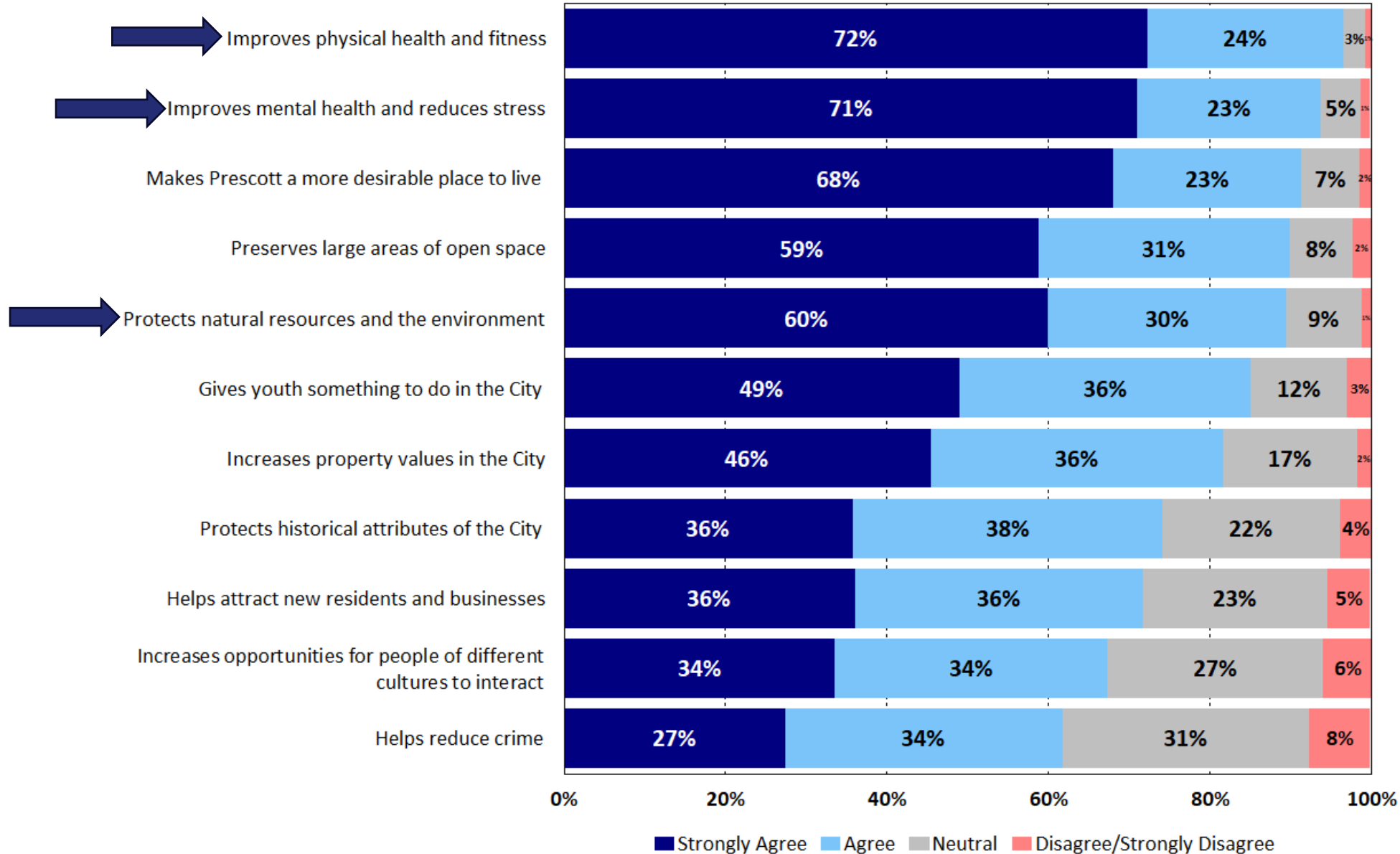
Q15. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?

by percentage of respondents



Q16. Level of Agreement with Benefits Provided by Parks, Trails, and Facilities

by percentage of respondents (excluding "dont know")

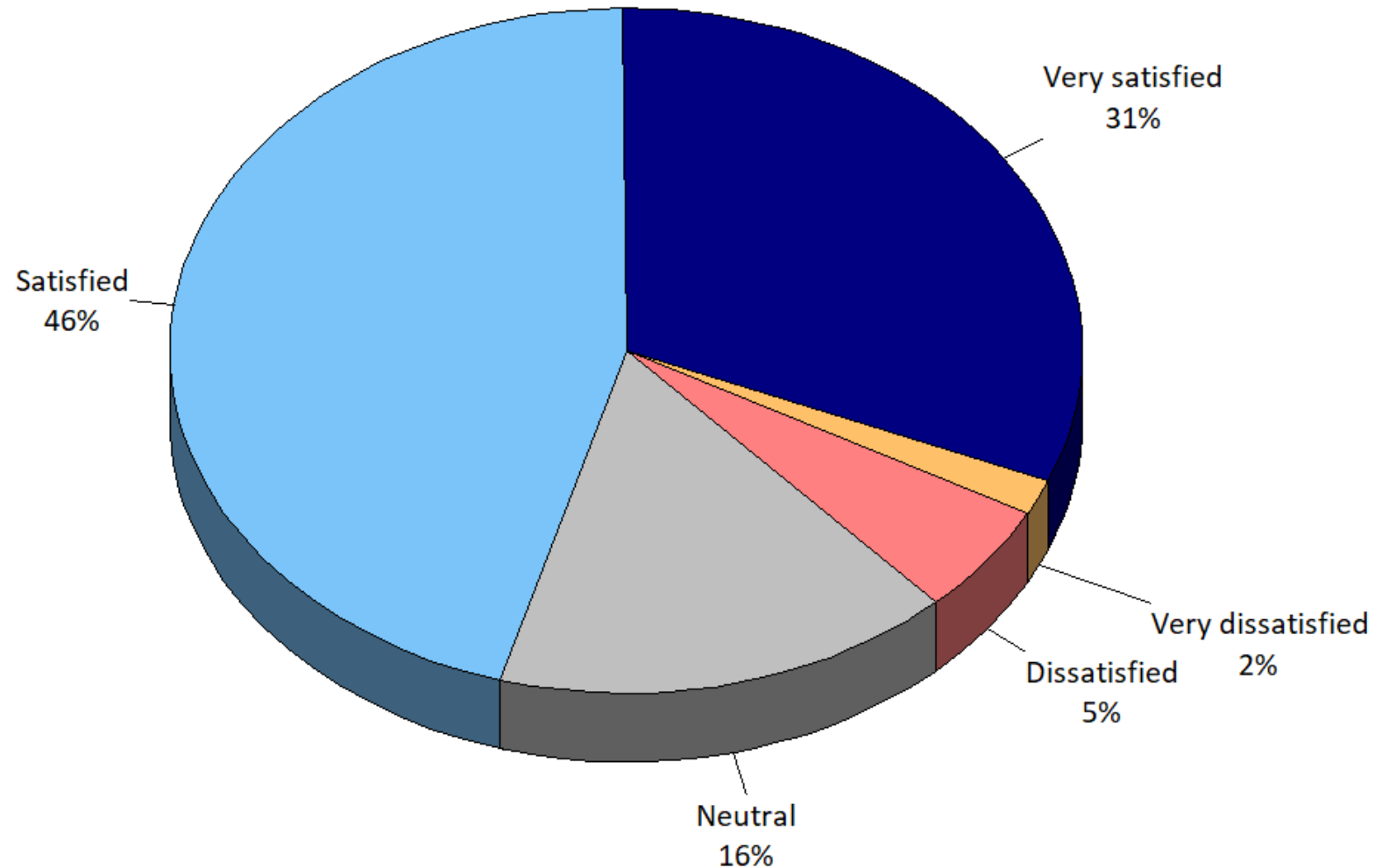




Nationally, the overall sum of “very satisfied” and “satisfied” responses is 62%. Prescott is at 77%!!!

Q18. Please rate your level of satisfaction with the overall value that your household receives from parks, trails, and programs in the City of Prescott.

by percentage of respondents (excluding "don't know")





CITY OF PRESCOTT
ARIZONA

Questions and Open Discussion

Thank you